

International Snapshot YE June 2025

\$487 MILLION

VISITOR EXPENDITURE YE JUNE 2025
FROM 227,000 INTERNATIONAL VISITORS

KEY MEASURES

TOTAL VISITORS



227,000
+12%

AVERAGE NIGHTS



18.0
-5.4

AVERAGE SPEND PER TRIP



\$2,145
-5.6%

HOLIDAY



169,000
+13%

VISITING FRIENDS AND RELATIVES



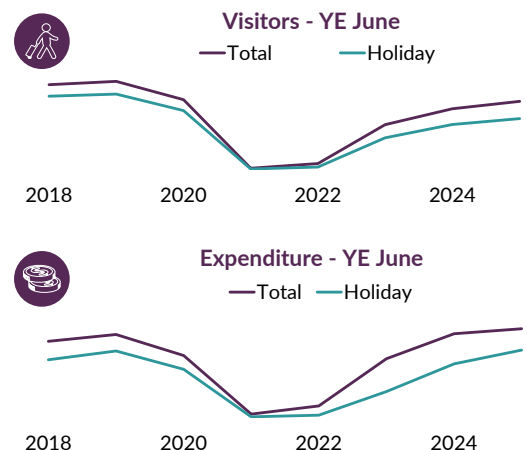
28,000
+4.9%

BUSINESS



13,000
+25%

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	Visitors 2025	change on 2024	Holiday 2025	change on 2024
Visitors ('000)	227	12%	169	13%
Visitor nights ('000)	4,099	-13%	1,706	16%
Expenditure (\$ million)	487	5.9%	369	26%
Average length of stay (nights)	18.0	-5.4	10.1	0.3
Average spend per trip (\$)	2,145	-5.6%	2,182	11%
Visitor market share (%)	2.9	0.2pp	4.4%	0.2pp



INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 34,000 +20%
EXPENDITURE \$80M +32%



CHINA*

VISITORS 15,000 +24%
EXPENDITURE \$28M -31%



UNITED KINGDOM

VISITORS 25,000 +8.2%
EXPENDITURE \$56M -6.4%



FRANCE

VISITORS 11,000 +81%
EXPENDITURE \$28M +133%



GERMANY

VISITORS 20,000 +7.3%
EXPENDITURE \$39M +18%



JAPAN

VISITORS 11,000 -10%
EXPENDITURE \$13M -27%



NEW ZEALAND

VISITORS 15,000 -4.1%
EXPENDITURE \$32M +13%

- Overall, Northern Territory (NT) faces strong headwinds as the market sees flow on from continuing high outbound travel, cost of living pressures and strong competition. However, there are positive signs with the Chinese market shows signs of recovery.
- International performance continues in positive direction for YE June 2025. With visitation to the NT was +12% higher in YE June 2025 to 227,000 overnight trips compared to the same period last year.
- International spend was also +5.9% higher for YE June 2025 to \$487 million.
- Increases were witnessed across visiting purposes, including strong increase in Business visitors.

*includes Mainland China, Taiwan and Hong Kong

NOTE: Percentage changes in this report are compared to 2024 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.

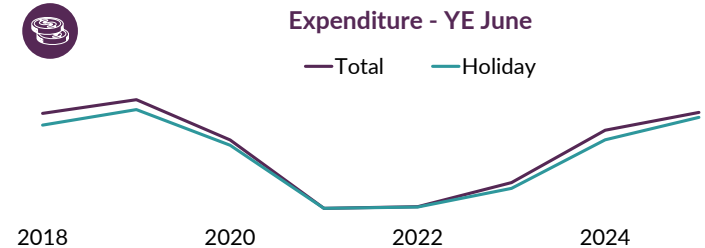
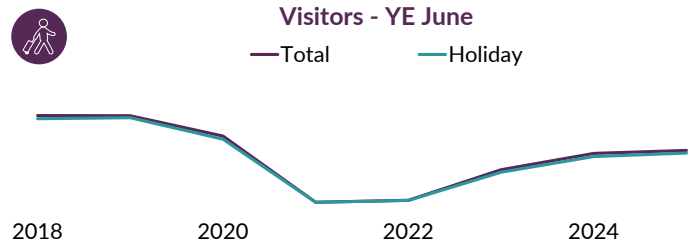
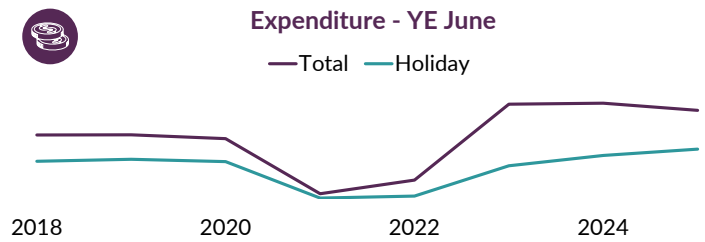
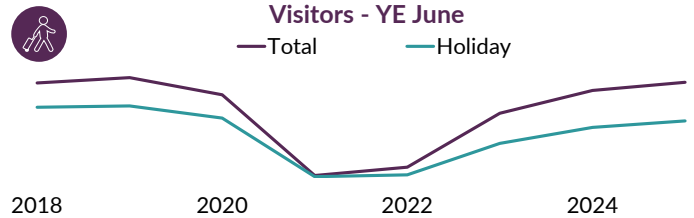
Data that has been suppressed due to a sample size of less than 40 can cause breaks in the time series

International Snapshot YE June 2025

REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING JUNE	Visitors 2025	change on 2024
Visitors ('000)	128	9.4%
Holiday visitors ('000)	76	13%
Expenditure (\$ million)	238	-7.5%
Holiday expenditure (\$ million)	133	15%
Visitor nights ('000)	3,295	-14%
Average length of stay (nights)	25.7	-6.9
Average spend per trip (\$)	1,857	-15%
Visitor market share (%)	1.6%	0.1pp
Visitor market share of the NT (%)	56.3%	-1.5pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING JUNE	Visitors 2025	change on 2024
Visitors ('000)	122	6.1%
Holiday visitors ('000)	115	7.5%
Expenditure (\$ million)	250	23%
Holiday expenditure (\$ million)	236	33%
Visitor nights ('000)	787	-14%
Average length of stay (nights)	6.5	-1.6
Average spend per trip (\$)	2,053	16%
Visitor market share (%)	1.6%	0.0pp
Visitor market share of the NT (%)	53.5%	-3.1pp



PLACES VISITED BY INTERNATIONAL VISITORS

DARWIN

VISITORS 126,000 +12%
EXPENDITURE \$199M -9.2%

HOLIDAY VISITATION

VISITORS 73,000 +20%
EXPENDITURE \$99M +7.7%

KATHERINE DALY

VISITORS 19,000 +1.9%
EXPENDITURE \$20M +18%

HOLIDAY VISITATION

VISITORS 15,000 -2.1%
EXPENDITURE \$17M +54%

LASSETER

VISITORS 101,000 +11%
EXPENDITURE \$189M +34%

HOLIDAY VISITATION

VISITORS 99,000 +9.9%
EXPENDITURE \$188M +40%

LITCHFIELD KAKADU ARNHEM

VISITORS 17,000 -5.0%
EXPENDITURE \$19M -11%

HOLIDAY VISITATION

VISITORS 17,000 +1.9%
EXPENDITURE \$17M +36%

BARKLY

VISITORS np*
EXPENDITURE np*

HOLIDAY VISITATION

VISITORS np*
EXPENDITURE np*

ALICE SPRINGS MACDONNELL

VISITORS 46,000 -14%
EXPENDITURE \$57M -1.9%

HOLIDAY VISITATION

VISITORS 42,000 -12%
EXPENDITURE \$46M +10%

*np - indicates data is not publishable.

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INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING JUNE	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2024	2025	change on 2024	Rank	2024	2025	change on 2024
United States of America	1	23	30	32%	3	383	384	0.4%
United Kingdom	2	20	22	11%	4	303	338	12%
Germany	3	18	19	4.1%	8	113	115	2.4%
China*	4	9	12	29%	1	474	637	34%
New Zealand	5	10	11	15%	2	532	516	-2.9%
France	6	6	10	73%	13	78	78	-1.1%
Other Europe**		31	31	0.6%		266	313	18%
Other Asia***		28	23	-18%		1,115	1,211	8.6%
Other Countries****		5	11	106%		250	240	-3.8%
Total		150	169	13%		3,513	3,833	9.1%

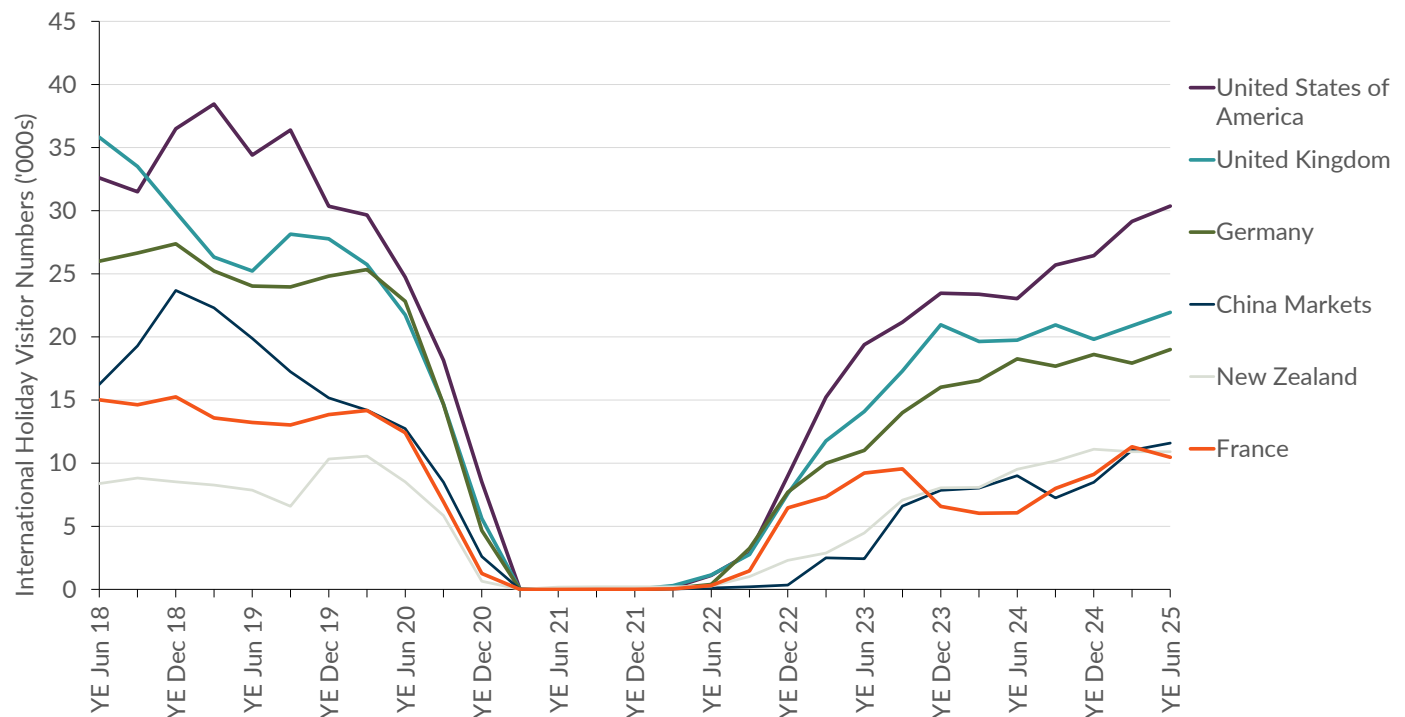
*China includes - Mainland China, Taiwan and Hong Kong

** Other Europe includes European countries not included above

***Other Asia includes Asian countries not included above

****Other Countries includes all other countries not included above

INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



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