

Fishing



Key Facts

Economic Impact of Recreational Fishing



\$270M contributed to the NT economy



2,500+ jobs supported across the NT

- **Recreational fishing contributed** \$77M in Darwin and \$193M in other parts of NT.
- **Interstate visitors accounted for over 30%** of economic output.

Source: Social and Economic Survey of Recreational Fishers 2018-2021 Northern Territory

Value Impact of Million Dollar Fish (MDF) Season 11



54K registrations



29K participants

54% participation rate



\$84M total expenditure stimulus



179K visitor nights across NT

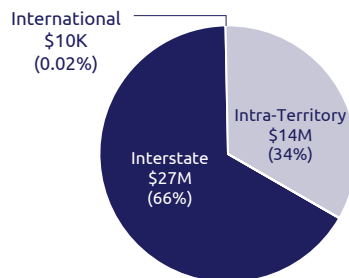


6,400+ MDF-motivated visitors

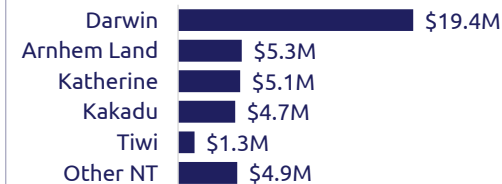


\$41M total visitor spend

Visitor Spend by Origin



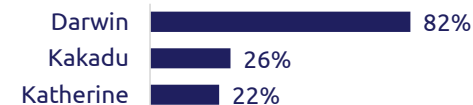
Visitor Spend by Region



Almost 1 in 3 were influenced by MDF to fish in more areas



Top Fishing Destinations



- **MDF competition gives one lucky participant the chance to win a million dollars** worth of cash and prizes. MDF drives demand and visitation during the shoulder and off-peak season.
- **Overall, the competition generated almost \$84M** in total expenditure stimulus. Of this, \$41M represented new money as a result of running the competition.
- **Strong interest and opportunity to convert:** Season 11 attracted almost 54K registrations and over 29K participants, highlighting a strong audience base and an opportunity to grow interstate conversion beyond the current 30%.

Source: TENT Million Dollar Fish Season 11 Participant Report - June 2026

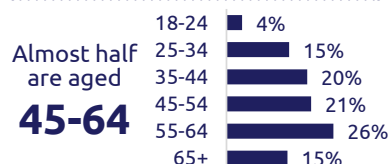


Domestic (Tourism and Events NT - MDF S11 Evaluation Report)

Traveller Profile

Gender
67% Male

Lifestage
62% Couple with or without children



Fishing Behaviour

1 in 5 participants are first-timers

Most either fish with friends or family

Over half fish at least monthly

Activities

78% Dining

50% Shopping

48% Local Markets

Key Source Markets



- Similar to previous years, over half of participants are likely to fish regularly (at least once a month).
- Overall, NT and interstate residents skew towards middle-aged to older males, with family or friends as the most common accompaniment.
- 1 in 4 participants were from NSW followed by VIC and QLD.

Source: TENT Million Dollar Fish Season 11 Participant Report - June 2026

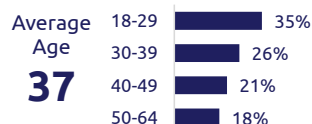


International (Tourism Australia - Future of Demand Research)

Traveller Profile

Gender
60% Male

Lifestage
71% Young singles/families/



Interest by Segment

1 in 5 international travellers interested in fishing

Traveller Segment



Key Source Markets

Top 10 source markets by number

Source Market	Interest Level*	Annual Volume**
USA	24%	6.26M
China	15%	4.28M
UK	13%	1.29M
South Korea	12%	1.20M
Canada	18%	1.14M
Japan	14%	1.08M
India	29%	1.06M
France	13%	961K
Vietnam	32%	695K
Philippines	25%	693K

- On average, around 1 in 5 are interested in fishing when they travel, with greater interest from luxury, long-stay travellers and working holiday makers.
- The USA is the largest volume opportunity, with above-average interest and an estimated 6.26M travellers per year interested in fishing.
- Those interested in fishing skew male, younger and family lifestages.

Source: Tourism Australia Future of Demand Research 2022

* Interest level represents the percentage of out-of-region travellers from a particular source market who are interested in the experience.

** Annual volume represents the estimated number of out-of-region travellers aged 18-64 within each source market who are interested in this experience.



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