

International Snapshot

YE March 2026



\$570 MILLION

VISITOR EXPENDITURE YE MARCH 2026 FROM 255,000 INTERNATIONAL VISITORS

KEY MEASURES

TOTAL VISITORS



255,000
+16%

AVERAGE NIGHTS



17.5
-1.9

AVERAGE SPEND PER TRIP



\$2,232
+9.3%

HOLIDAY



188,000
+16%

VISITING FRIENDS AND RELATIVES



35,000
+38%

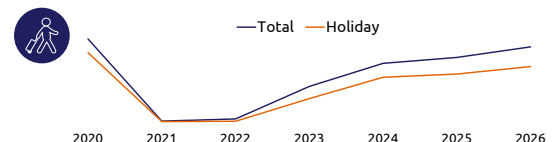
BUSINESS



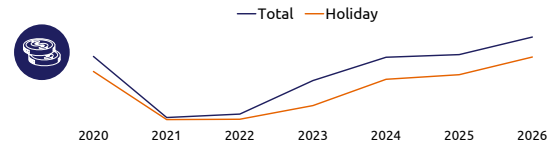
13,000
+16%

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING March	Visitors 2026	change on 2025	Holiday 2026	change on 2025
Visitors ('000)	255	16%	188	16%
Visitor nights ('000)	4,467	4.9%	1,915	5.9%
Expenditure (\$ million)	570	27%	432	40%
Average length of stay (nights)	17.5	-1.9	10.2	-1.0
Average spend per trip (\$)	2,232	9.3%	2,298	21%
Visitor market share (%)	3.0	0.2pp	4.6	0.2pp

Visitors - YE March



Expenditure - YE March



INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 42,000 +23%
EXPENDITURE \$104M +57%



JAPAN

VISITORS 13,000 +16%
EXPENDITURE \$18M +18%



UNITED KINGDOM

VISITORS 29,000 +17%
EXPENDITURE \$69M +86%



FRANCE

VISITORS 12,000 +5.8%
EXPENDITURE \$30M +20%



GERMANY

VISITORS 21,000 +13%
EXPENDITURE \$45M +43%



CHINA*

VISITORS 9,000 -28%
EXPENDITURE \$24M -28%



NEW ZEALAND

VISITORS 15,000 -4.6%
EXPENDITURE \$30M +6.9%

- International performance continued to trend positively in YE March 2026, with visitation increasing by 16% to reach 255,000 overnight trips, compared with the same period last year.
- International expenditure rose by 27%, reaching \$570 million in YE March 2026, driven by double-digit growth in spend from visitors travelling for holiday purposes, business or visiting friends and relatives.
- Overall, NT is experiencing a solid recovery in visitation and spend, driven by double-digit growth from USA, UK, Germany and Japan.
- China was the only market that saw a decline in visitation due to less visitors from Hong Kong and Taiwan. Spend also decreased due to the Taiwan market.

* China comprises Mainland China, Taiwan and Hong Kong which have been grouped due to low sample size, treat with caution when interpreting data.

NOTE: Percentage changes in this report are compared to 2025 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.

Department of Tourism and Hospitality



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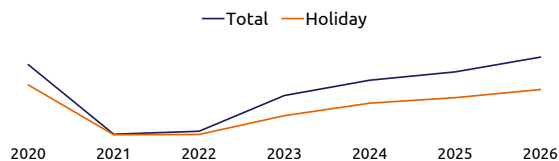
REGIONAL SUMMARY

TOP END

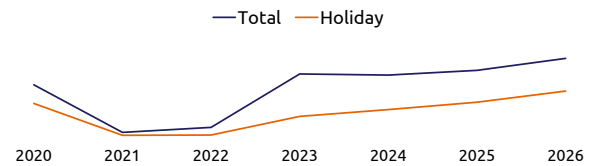
INTERNATIONAL VISITOR YEAR ENDING March	Visitors			Holiday		
	2026	2025	change on 2025	2026	2025	change on 2025
Visitors ('000)	153	124	23%	89	73	22%
Visitor nights ('000)	3,477	3,447	0.9%	1,216	1,278	-4.8%
Expenditure (\$ million)	292	247	18%	168	126	33%
Average length of stay (nights)	22.7	27.8	-5.1	13.6	17.5	-3.9
Average spend per trip (\$)	1,908	1,994	-4.3%	1,887	1,727	9.3%
Visitor market share (%)	1.8	1.6	0.2pp	2.2	1.9	0.2pp
Visitor market share of the NT (%)	59.9	56.5	3.4pp	47.4	45.0	2.4pp



Visitors - YE March



Expenditure - YE March

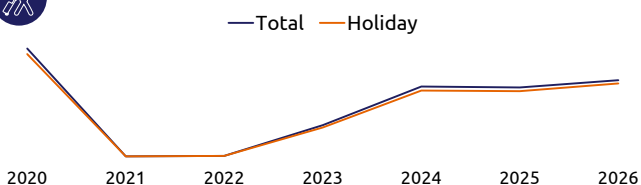


CENTRAL AUSTRALIA

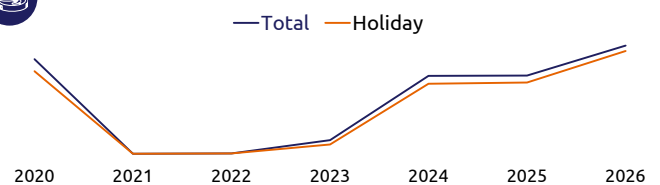
INTERNATIONAL VISITOR YEAR ENDING March	Visitors			Holiday		
	2026	2025	change on 2025	2026	2025	change on 2025
Visitors ('000)	130	118	10%	125	112	12%
Visitor nights ('000)	988	798	24%	700	530	32%
Expenditure (\$ million)	278	201	39%	264	183	44%
Average length of stay (nights)	7.6	6.8	0.8	5.6	4.7	0.9
Average spend per trip (\$)	2,134	1,698	26%	2,113	1,640	29%
Visitor market share (%)	1.5	1.5	0.0pp	3.0	3.0	0.1pp
Visitor market share of the NT (%)	51.1	53.9	-2.8pp	66.4	68.8	-2.4pp



Visitors - YE March



Expenditure - YE March



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INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

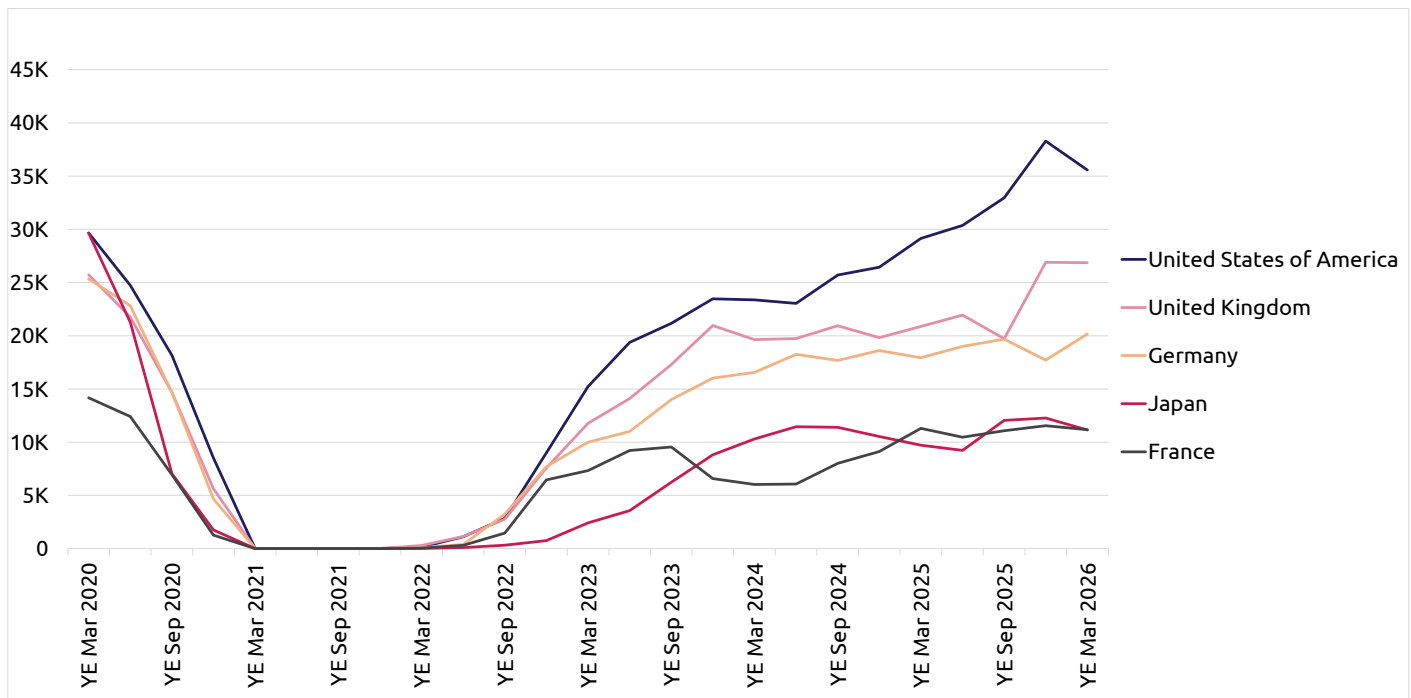
INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING March	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2026	2025	change on 2025	Rank	2026	2025	change on 2025
United States of America	1	36	29	22%	3	409	384	6.6%
United Kingdom	2	27	21	29%	4	401	326	23%
Germany	3	20	18	12%	8	123	115	6.5%
France	4	11	11	-1.2%	11	96	79	22%
Japan	5	11	10	15%	6	268	246	9.3%
New Zealand*	6	np	np	np	2	519	513	1.3%
China*	7	np	np	np	1	735	605	22%
Other Europe**		36	30	21%		343	306	12%
Other Asia***		19	13	44%		975	960	1.5%
Other Countries****		11	9	26%		260	232	12%
Total		188	162	16%		4,131	3,766	10%

* Northern Territory data for China (including Mainland China, Taiwan and Hong Kong) and New Zealand are not publishable due to low sample size

** 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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