

Northern Territory Regions

Financial Year
2005-2007

The Northern Territory occupies about one sixth of Australia's total land mass. It is made up of six main regions – Darwin, Kakadu and Arnhem Land, Katherine and Daly, Tablelands (including Tennant Creek), Alice Springs and MacDonnell and Petermann (including Uluru-Kata Tjuta and Kings Canyon / Watarka). Each region is unique and offers a range of experiences from the outback to the tropics.

This snapshot profiles visitation in each of these tourism regions (TR) for 'All visitors'¹ and 'Holiday visitors'² with domestic³ and international origins over an averaged annual three year period, YE June 2005- YE June 2007. It includes information relating to how many overnight visitors travel to these regions, how long they stay and how much they spend.

This information is obtained from the National Visitor Survey (NVS) and the International Visitor Survey (IVS) conducted by Tourism Research Australia. Please note that visitors may travel to more than one region therefore it is not possible to calculate a combination of regions from the data in this report. Please contact Insights & Strategy for further information.

The Top End & Katherine Area visitation (average over 3 years)

The Top End & Katherine Area	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	786	153	940	362	128	491
Nights ('000)	4,773	1,634	6,407	2,283	991	3,273
Spend (\$m) ⁴	883	131	1,014			
NT Contribution ⁵						
Visitor (%)	74%	44%	66%	72%	40%	59%
Nights (%)	70%	56%	66%	68%	46%	59%
Average length of stay (nights)	6.1	10.7	6.8	6.3	7.7	6.7
Average spend p/visitor (\$)	1,123	858	1,079			
Average spend p/night (\$)	185	80	158			

The 'Top End & Katherine Area' includes Darwin, Kakadu, Arnhem, Katherine and Daly tourism regions.

The Centre Area & Tablelands visitation (average over 3 years)

The Centre Area & Tablelands (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	367	283	650	197	275	472
Nights ('000)	1,966	1,291	3,257	1,072	1,144	2,216
Spend (\$m) ⁴	342	261	603			
NT Contribution ⁵						
Visitor (%)	34%	80%	46%	39%	85%	57%
Nights (%)	29%	44%	33%	32%	54%	40%
Average length of stay (nights)	5.4	4.6	5.0	5.4	4.2	4.7
Average spend p/visitor (\$)	933	922	928			
Average spend p/night (\$)	174	202	185			

The 'Centre Area & Tablelands (TR)' includes Alice Springs, MacDonnell, Petermann and Tablelands tourism regions (TR).

¹ 'All visitors' includes all who travelled for holiday, visiting friends or relatives, business, education and other purposes.

² 'Holiday visitors' are those whose main purpose of travelling to a destination was for a holiday.

³ 'Domestic' includes both intra-territory and interstate travellers.

⁴ 'Spend (\$m)' Domestic spend includes airfares and long distance transport costs and International spend includes package expenditure

⁵ 'NT Contribution' relates to the proportion of NT visitors that travel to each region (or area), for example 70% of domestic 'holiday' visitors to the NT travelled to the 'Top End and Katherine Area'

Darwin (average over 3 years)

Darwin (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	571	148	718	267	123	390
Nights ('000)	3,427	1,246	4,673	1,630	718	2,348
Spend (\$m) ⁴	694	94	788			
NT Contribution ⁵						
Visitor (%)	54%	42%	51%	53%	38%	47%
Nights (%)	50%	43%	48%	48%	34%	43%
Average length of stay (nights)	6.0	8.4	6.5	6.1	5.8	6.0
Average spend p/visitor (\$)	1,217	636	1,097			
Average spend p/night (\$)	203	75	169			



Kakadu and Arnhem Land (average over 3 years)

Kakadu (TR) + Arnhem (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	172	59	230	np	56	-
Nights ('000)	597	202	799	np	144	-
Spend (\$m) ⁴	np	np	-			
NT Contribution ⁵						
Visitor (%)	16%	17%	16%	-	17%	-
Nights (%)	9%	7%	8%	-	7%	-
Average length of stay (nights)	3.5	3.4	3.5	-	2.6	-
Average spend p/visitor (\$)	-	-	-			
Average spend p/night (\$)	-	-	-			



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Katherine Area (average over 3 years)

Katherine Area	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	225	53	278	np	51	-
Nights ('000)	749	185	934	np	128	-
Spend (\$m) ⁴	np	np	-			
NT Contribution ⁵						
Visitor (%)	21%	15%	20%	-	16%	-
Nights (%)	11%	6%	10%	-	6%	-
Average length of stay (nights)	3.3	3.5	3.4	-	2.5	-
Average spend p/visitor (\$)	-	-	-			
Average spend p/night (\$)	-	-	-			



Katherine Area includes Katherine and Daly tourism regions

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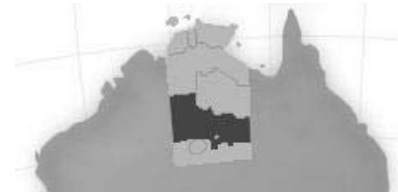
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Alice Springs & MacDonnell (average over 3 years)

Alice Springs (TR) & MacDonnell (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	282	183	465	161	177	338
Nights ('000)	1,410	724	2,134	749	603	1,352
Spend (\$m) ⁴	np	75	-			
NT Contribution ⁵						
Visitor (%)	26%	52%	33%	32%	55%	41%
Nights (%)	21%	25%	22%	22%	28%	25%
Average length of stay (nights)	5.0	3.9	4.6	4.6	3.4	4.0
Average spend p/visitor (\$)	-	411	-			
Average spend p/night (\$)	-	104	-			

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Tablelands (average over 3 years)

Tablelands (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	np	28	-	np	27	-
Nights ('000)	np	46	-	np	36	-
Spend (\$m) ⁴	np	np	-			
NT Contribution ⁵						
Visitor (%)	-	8%	-	-	8%	-
Nights (%)	-	2%	-	-	2%	-
Average length of stay (nights)	-	1.6	-	-	1.3	-
Average spend p/visitor (\$)	-	-	-			
Average spend p/night (\$)	-	-	-			

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Petermann (average over 3 years)

Petermann (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	136	222	358	np	219	-
Nights ('000)	409	521	931	np	506	-
Spend (\$m) ⁴	np	184	-			
NT Contribution ⁵						
Visitor (%)	13%	63%	25%	-	68%	-
Nights (%)	6%	18%	10%	-	24%	-
Average length of stay (nights)	3.0	2.3	2.6	-	2.3	-
Average spend p/visitor (\$)	-	831	-			
Average spend p/night (\$)	-	354	-			

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The information provided is gathered from sample surveys, and therefore subject to sampling variability (that is, the results may differ to those collected from a census of the population). As regional estimates may be affected by sample size and subject to high sampling error, regional data should be considered indicative only and used with care. The use of annual average data over a three year period (YE June 2005 to YE June 2007) is used to increase the sample size and improve reliability. For more details on data reliability, please read the "NVS and IVS Visitor Data Reliability" document located on the following site: <http://www.tourismnt.com.au/nt/nttc/research/profiles.html>

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