

## Northern Territory Regions

July 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 / Watarrka). 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'<sup>1</sup> and 'Holiday visitors'<sup>2</sup> with domestic<sup>3</sup> and international origins over an averaged annual three year period, 2004-2006. 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 International Visitor Survey (IVS) conducted on behalf of Tourism Research Australia.

### 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)	754	153	907	341	129	470
Nights ('000)	4,572	1,590	6,162	2,029	1,052	3,081
Spend (\$m) <sup>4</sup>	847	135	982			
NT Contribution <sup>5</sup>						
Visitor (%)	73%	44%	66%	70%	40%	59%
Nights (%)	70%	56%	66%	66%	48%	59%
Average length of stay (nights)	6.1	10.4	6.8	6.0	8.1	6.6
Average spend p/visitor (\$)	1,122	882	1,082			
Average spend p/night (\$)	185	85	159			

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)	366	278	644	192	271	463
Nights ('000)	1,913	1,235	3,148	1,024	1,133	2,156
Spend (\$m) <sup>4</sup>	338	257	595			
NT Contribution <sup>5</sup>						
Visitor (%)	35%	80%	47%	40%	85%	58%
Nights (%)	29%	44%	33%	33%	52%	41%
Average length of stay (nights)	5.2	4.4	4.9	5.3	4.2	4.7
Average spend p/visitor (\$)	924	925	924			
Average spend p/night (\$)	177	208	189			

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

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

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

<sup>3</sup> 'Domestic' includes both intra-territory and interstate travel.

<sup>4</sup> 'Spend (\$m)' Domestic spend includes airfares and long distance transport costs and International spend includes

### Darwin (average over 3 years)

Darwin (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	535	147	682	246	124	370
Nights ('000)	3,221	1,222	4,443	1,409	769	2,179
Spend (\$m) <sup>4</sup>	665	92	757			
NT Contribution <sup>5</sup>						
Visitor (%)	52%	42%	49%	51%	39%	46%
Nights (%)	49%	43%	47%	46%	35%	41%
Average length of stay (nights)	6.0	8.3	6.5	5.7	6.2	5.9
Average spend p/visitor (\$)	1,244	622	1,109			
Average spend p/night (\$)	207	75	170			



### 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)	166	61	227	np	58	-
Nights ('000)	584	200	783	np	150	-
Spend (\$m) <sup>4</sup>	np	np	-			
NT Contribution <sup>5</sup>						
Visitor (%)	16%	17%	16%	-	18%	-
Nights (%)	9%	7%	8%	-	7%	-
Average length of stay (nights)	3.5	3.3	3.5	-	2.6	-
Average spend p/visitor (\$)	-	-	-			
Average spend p/night (\$)	-	-	-			



'np' not published due to low reliability

'-' not able to calculate due to some unpublished data

### Katherine Area (average over 3 years)

Katherine Area	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	228	55	283	np	54	-
Nights ('000)	768	168	936	np	132	-
Spend (\$m) <sup>4</sup>	np	np	-			
NT Contribution <sup>5</sup>						
Visitor (%)	22%	16%	21%	-	17%	-
Nights (%)	12%	6%	10%	-	6%	-
Average length of stay (nights)	3.4	3.0	3.3	-	2.5	-
Average spend p/visitor (\$)	-	-	-			
Average spend p/night (\$)	-	-	-			



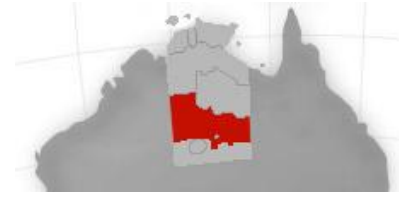
Katherine Area includes Katherine and Daly tourism regions

'np' not published due to low reliability

'-' not able to calculate due to some unpublished data

### 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)	276	183	459	156	177	333
Nights ('000)	1,360	682	2,041	712	602	1,314
Spend (\$m) <sup>4</sup>	np	72	-			
NT Contribution <sup>5</sup>						
Visitor (%)	27%	53%	33%	32%	56%	42%
Nights (%)	21%	24%	22%	23%	28%	25%
Average length of stay (nights)	4.9	3.7	4.4	4.6	3.4	3.9
Average spend p/visitor (\$)	-	396	-			
Average spend p/night (\$)	-	106	-			



'np' not published due to low reliability

'-' not able to calculate due to some unpublished data

### Tablelands (average over 3 years)

Tablelands (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	np	30	-	np	29	-
Nights ('000)	np	48	-	np	38	-
Spend (\$m) <sup>4</sup>	np	np	-			
NT Contribution <sup>5</sup>						
Visitor (%)	-	9%	-	-	9%	-
Nights (%)	-	2%	-	-	2%	-
Average length of stay (nights)	-	1.6	-	-	1.3	-
Average spend p/visitor (\$)	-	-	-			
Average spend p/night (\$)	-	-	-			



'np' not published due to low reliability

'-' not able to calculate due to some unpublished data

### Petermann (average over 3 years)

Petermann (TR)	All Visitors			Holiday Visitors		
	Domestic	International	Total	Domestic	International	Total
Overnight Visitors ('000)	135	218	353	np	215	-
Nights ('000)	404	505	910	np	493	-
Spend (\$m) <sup>4</sup>	np	183	-			
NT Contribution <sup>5</sup>						
Visitor (%)	13%	63%	26%	-	67%	-
Nights (%)	6%	18%	10%	-	23%	-
Average length of stay (nights)	3.0	2.3	2.6	-	2.3	-
Average spend p/visitor (\$)	-	837	-			
Average spend p/night (\$)	-	361	-			



'np' not published due to low reliability

'-' not able to calculate due to some unpublished data

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 2004-2006 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>

Disclaimer: Tourism NT has taken due care and skill in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. Tourism NT disclaims all liability associated with the use of this information.