

# Greater Darwin Regional Report

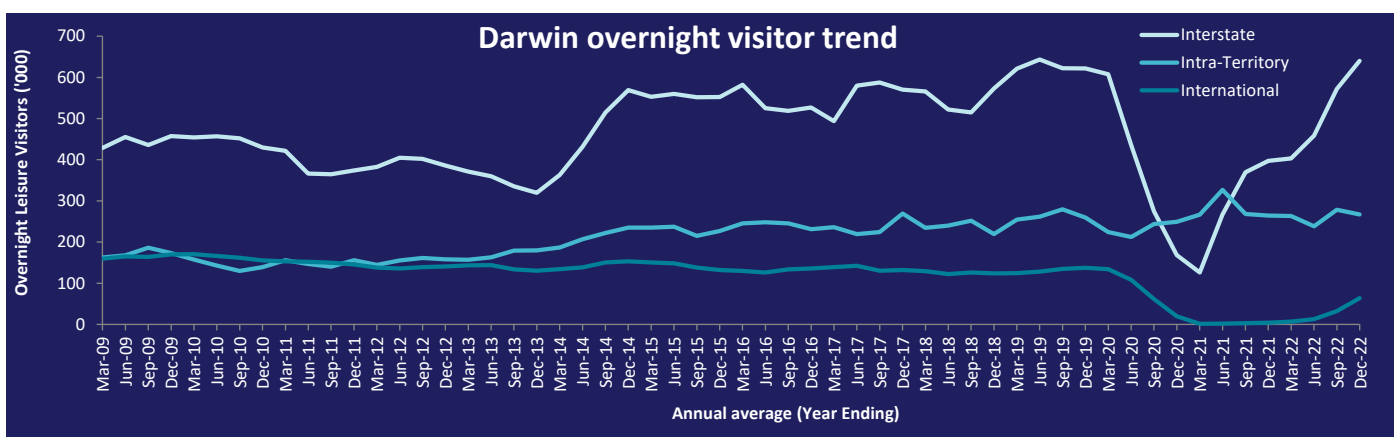
Year Ending December 2022

## Visitor numbers in Greater Darwin

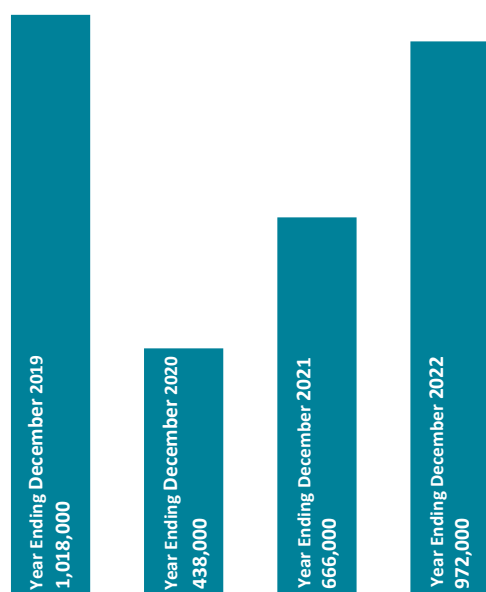
Greater Darwin overnight	Intra Territory	Interstate	Domestic	International	Total
Visitors	267,000	640,000	908,000	64,000	972,000
Visitor nights	642,000	4,176,000	4,818,000	1,916,000	6,734,000
ALOS (average length of stay, nights)	2.4	6.5	5.3	30.0	6.9
Expenditure*	-	-	\$1,493M	\$138M	\$1,631M
ASPT*(average spend per trip)	-	-	\$1,830	\$2,159	\$1,854

\*Expenditure is only for the Darwin region and does not include spend for the Outer Darwin region.

- All measures for domestic and international visitation were higher for the region in December 2022 compared to December 2021.
- Visitation in the region was up +46% to 972,000 with expenditure in the region up +56% to \$1.63B.
- While domestic visitation to the region has recovered and in some cases exceeded visitation in 2019, recovery for the international market remains slow.



## Annual overnight visitor numbers to the region



## Region definition

The Greater Darwin tourism region comprises the Darwin tourism region and a special region referred to as Outer Darwin. The regional boundaries of the Greater Darwin tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

### Darwin

City of Darwin, City of Palmerston, Noonamah, Humpty Doo, Fogg Dam, Gunn Point and Mandorah.

### Outer Darwin

Litchfield National Park and Batchelor.

**Source note:** All information is derived from Tourism Research Australia's National and International Visitor Surveys unless otherwise stated. For more information on the surveys, please refer to the 'More Information' section.



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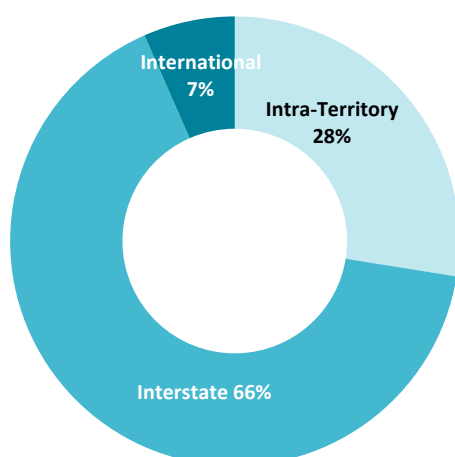
Year Ending December 2022

## WHERE do visitors come from and WHY?

Purpose of visit	Intra - Territory	Interstate	Domestic	International	Total
Holiday	178,000	326,000	504,000	30,000	534,000
Visiting friends and relatives	51,000	120,000	171,000	14,000	185,000
Business	14,000	186,000	200,000	7,000	207,000
Other reasons*	24,000	20,000	44,000	13,000	57,000

\*Includes employment, education, other reason and in transit.

### Greater Darwin source markets



- Holiday visitation remains the primary purpose of visitors to the Greater Darwin region.
- The largest visitor market is the interstate visitor market with the visitors from New South Wales and Victoria being the two main source markets for interstate visitation, although visitation from Queensland and Western Australia is also sizable.
- The largest international visitor market is the United States of America, followed by the United Kingdom and Germany.
- While international borders opened in February 2022, recovery of international travel to the region has been slow, although international visitation has grown quarter on quarter since borders have opened. Visitation during the December quarter made up over half of all international visitation in the 2022 calendar year.
- The Australian Defence Force and international partners undertook Exercise Pitch Black in August to September and Defense Exercise Kakadu in September with more than 10 participating countries.

Country of origin	Rank	Visitors	Visitor nights	ALOS (nights)
International	N/A	64,000	1,916,000	30.0
USA	1	12,000	230,000	19.2
United Kingdom	2	9,000	269,000	30.7
Germany	3	6,000	117,000	19.5
New Zealand	4	3,000	39,000	11.0
Netherlands	5	3,000	41,000	16.4
France	6	2,000	63,000	25.9
Scandinavia	7	2,000	18,000	8.0
Italy	8	2,000	37,000	18.1
Singapore	9	2,000	48,000	27.6
Canada	10	2,000	23,000	14.0

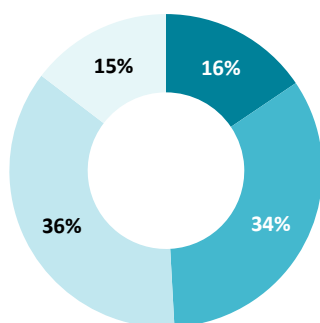
State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	267,000	642,000	2.4
Interstate	641,000	4,174,000	6.5
NSW	207,000	1,371,000	6.6
VIC	166,000	1,196,000	7.2
QLD	98,000	662,000	6.8
WA	68,000	254,000	3.7
SA	89,000	619,000	7.0
TAS	8,000	48,000	5.7
ACT	5,000	24,000	4.9

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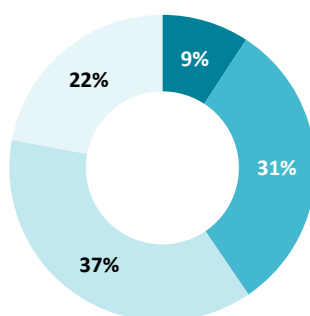
Year Ending December 2022

## WHAT time of year do visitors come?

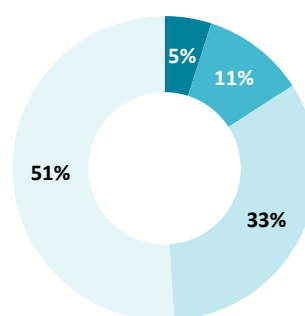
### Intra-Territory



### Interstate

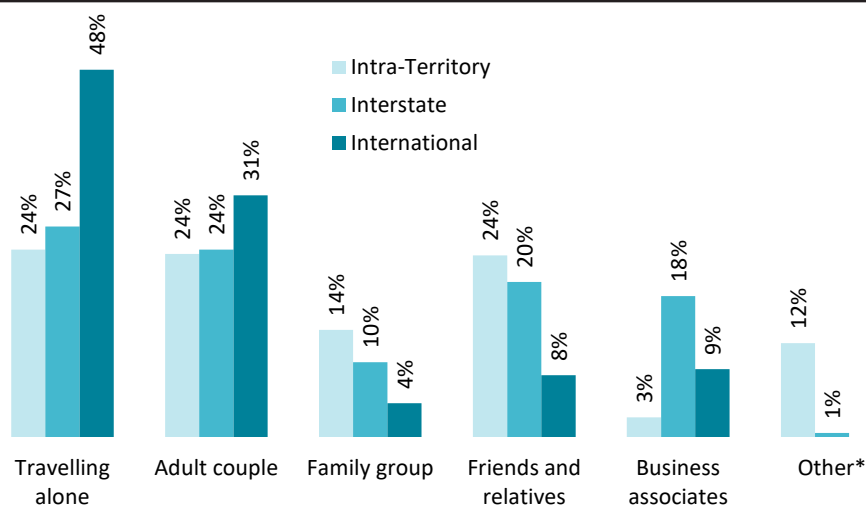


### International



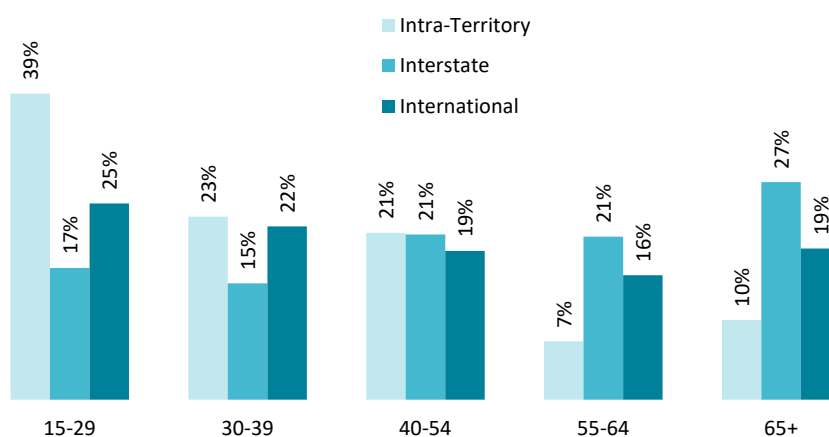
■ March quarter  
■ June quarter  
■ September quarter  
■ December quarter

## WHO are our visitors travelling with?



\*Includes school/uni/college group, non-school sporting group/community group or club and other.

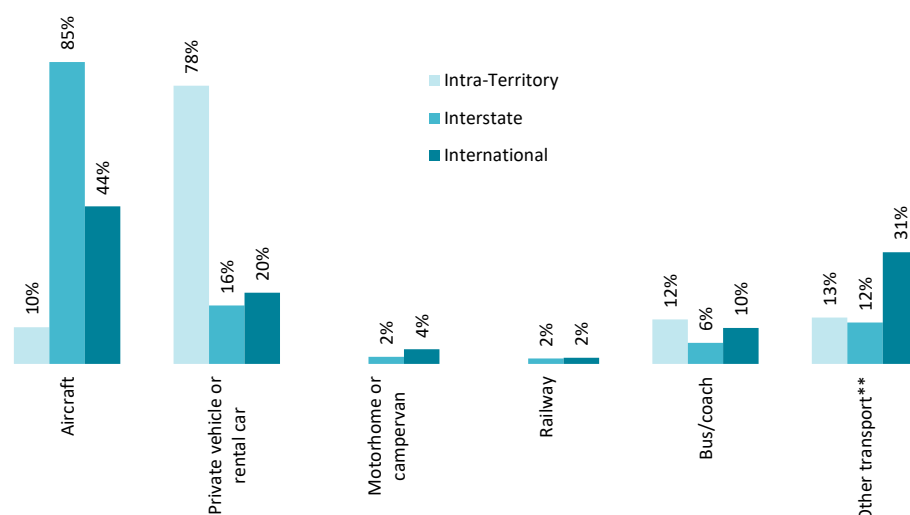
## WHAT age are our visitors?



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## WHAT transportation\* did they use to get here and around?



- Interstate visitors primarily travel using aircraft (fly), although other land transport (rail, bus, other) and private vehicle or company car (self drive) are the next most transport types used.
- Intra-Territory visitors, on the other hand, primarily travel using self drive.
- International visitors primarily travel using fly, with other land transport and self drive the next most popular transport types used.

\*Transportation refers to stopover transportation and includes transportation used to arrive and used within the region.

\*\*Includes long distance transport, local transport, other land transport, water transport, other transport and not stated/asked.

## WHERE else did they go in the Territory?

Dispersal	Kakadu Arnhem	Katherine Daly	Barkly	Alice Springs MacDonnell	Lasseter
Intra-Territory	N/A	15,000	1,000	<1,000	N/A
Interstate	116,000	153,000	21,000	46,000	26,000
International	5,000	6,000	2,000	6,000	6,000

- Interstate visitors are mostly likely to disperse to Katherine Daly and Kakadu Arnhem, although some visitors are also likely to visit Alice Springs MacDonnell, Lasseter or Barkly as part of a wider NT trip.
- Intra-Territory visitors are mostly likely to disperse to Katherine Daly, with a very small proportion visiting Barkly and Alice Springs MacDonnell. Intra-Territory visitors to Greater Darwin are unlikely to visit Kakadu Arnhem or Lasseter.
- International visitors disperse fairly evenly across most regions, with only a small proportion stopping overnight in the Barkly region.

## WHERE did they go in the Greater Darwin region?

Statistical Area Level	Annual visit (2 year average)	Proportion of region
Darwin City (SA2)	623,000	64%
Darwin Suburbs [SA2 group]	56,000	6%
Palmerston Suburbs [SA2 group]	27,000	3%
Howard Springs - Koolpinyah [SA2 group]	11,000	1%
Humpty Doo - Weddell [SA2 group]	15,000	2%
Outer Darwin (special region)	159,000	16%
<b>Greater Darwin Total</b>	<b>972,000</b>	-

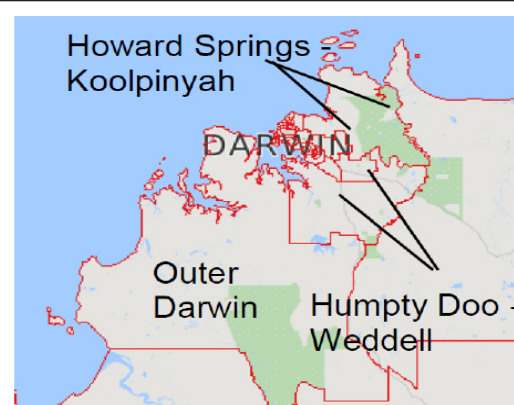


Image source: Australian Bureau of Statistics.

# Greater Darwin Regional Report

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## The domestic leisure drive\* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	183,000	91,000	274,000
Visitor nights	357,000	354,000	711,000
ALOS (nights)	2.0	3.9	2.6

Domestic leisure drive visitors accounted for approximately 30% (or 274,000 visitors) of all domestic visitors to the region.

### Domestic source markets

NT residents made up 67% of the domestic leisure drive market for Greater Darwin. This may reflect Katherine Daly or Kakadu Arnhem residents travelling to Darwin or Darwin residents travelling to the Outer Darwin region on short trips. Victoria is the largest interstate drive market making up 11% of visitors, closely followed by New South Wales at 9%.

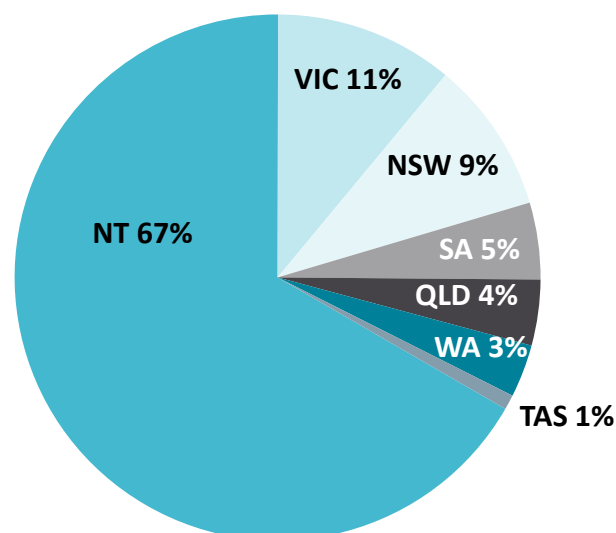
### Length of stay

Approximately 61% (or 166,000) of domestic leisure drive visitors stayed for three nights or less.

Influencing this result is the high proportion of Territorians travelling for three or fewer nights. This indicates Territorians are most likely to go on short drive visits to the Greater Darwin region over weekends or long weekend periods.

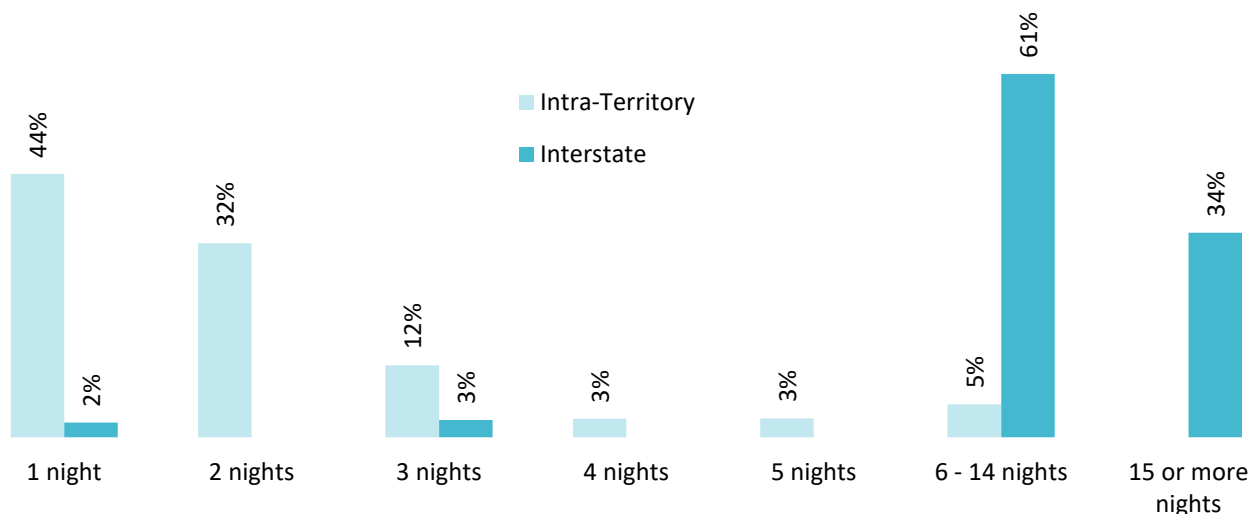
Interstate visitors however are skewed to having a more leisurely duration of stay for their trips, with 95% of interstate drive visitors spending six days in the Greater Darwin region.

### Domestic leisure drive source market



- Interstate leisure drive visitors are very likely to disperse throughout the NT with 65% of visitors also visiting the Katherine Daly region, 53% the Kakadu Arnhem region, 23% visiting Alice Springs MacDonnell, 12% Lasseter and 11% Barkly.
- Intra-Territory leisure drive visitors did not tend to disperse outside of the Greater Darwin area, with only 5% visiting the Katherine Daly region.

### Length of stay - domestic leisure drive market



\*Domestic leisure drive is defined as domestic visitors who travelled for the purpose of a holiday or visiting friends and relatives that also used drive transportation in the region.

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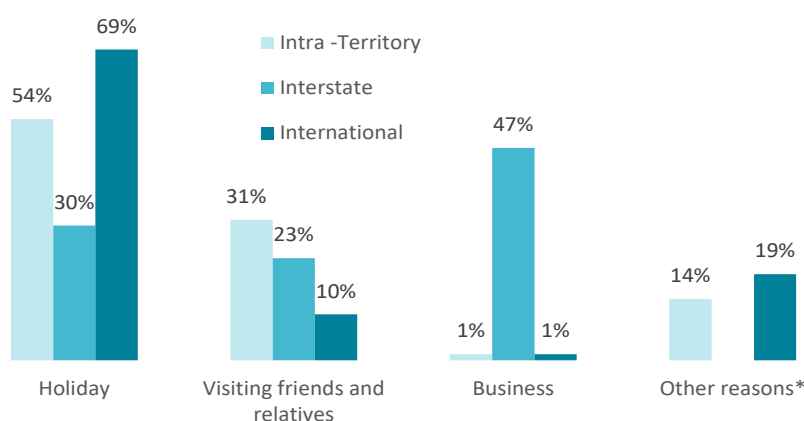
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## Youth visitation to the region

Youth	Intra-Territory	Interstate	Domestic	International	Total
Visitors	94,000	99,000	193,000	6,000	199,000
Visitor nights	138,000	781,000	919,000	63,000	982,000
ALOS (nights)	1.5	7.9	4.8	10.0	4.9

*Youth is defined as any visitor aged 15 to 29 years of age, who did not travel as part of a family group (parents and children) or school group.*

### Youth purpose of visit



The youth market contributes 21% of all visitors to the Greater Darwin region. They also contribute a significant number of nights in the region with 982,000 or 15% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up half (50%) of the youth market, and intra-Territory making up 47%. International youth make up 3% of the market, however they stay double the amount of nights compared to domestic youth.

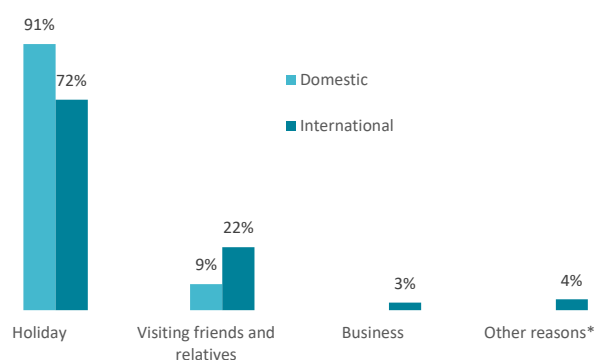
*\*Includes employment, education, other reason and in transit.*

## Visitors interested in Aboriginal cultural experiences/participation

Aboriginal culture	Domestic	International	Total
Visitors	90,000	15,000	105,000
Visitor nights	455,000	104,000	559,000
ALOS (nights)	5.1	7.1	5.3

*Aboriginal cultural experiences include: experience Aboriginal art/craft and cultural displays, visit an Aboriginal site/community, attend an Aboriginal performance, go on a tour with an Aboriginal guide, participate in traditional activities, have an Aboriginal food experience and/or have a camping experience on Aboriginal land.*

### Aboriginal culture purpose of visit



Aboriginal culture is a niche segment for those visiting the Greater Darwin region, with approximately one in ten (11%) visitors participating in these activities.

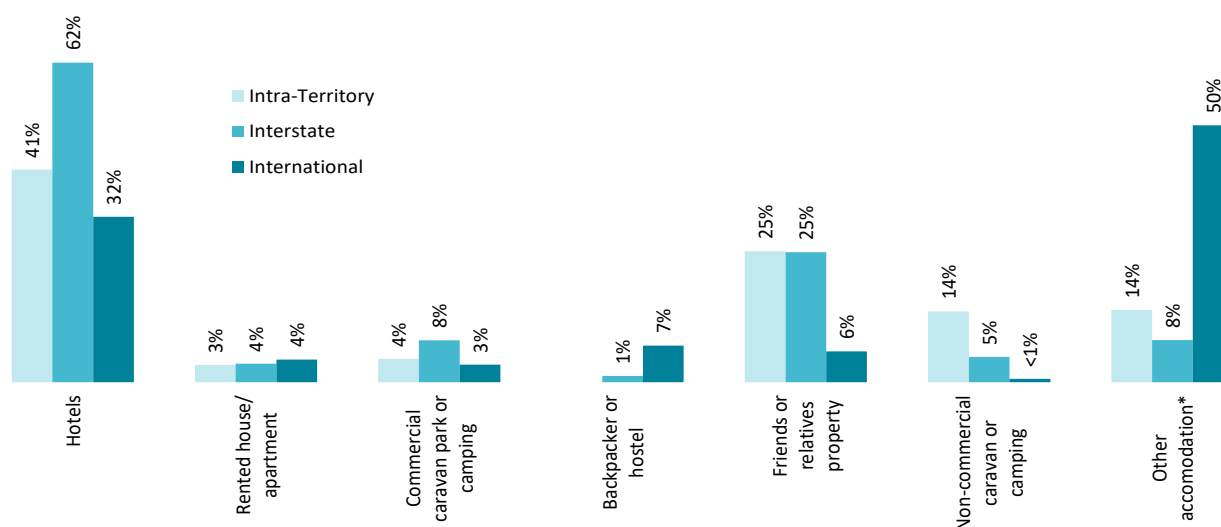
The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 72% of international visitors and 91% of interstate visitors who participated in Aboriginal cultural activities were on a holiday.

*\*Includes employment, education, other reason and in transit.*

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## WHERE did they stay?



\*Includes guest house/bed and breakfast, other commercial accommodation (e.g. boat, glamping, other), own property, other private accommodation, other accommodation, in transit and not stated/asked.

## WHAT activities did they do?

### Eat out and dining



74%

### Pubs clubs disco



33%

### Visit National Parks



30%

### Sightseeing



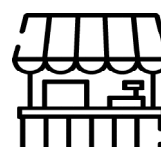
25%

### Beach



23%

### Markets



22%

### Shopping



21%

### Museum Art galleries



21%

### Bushwalks



21%

Note: Activities include both international and domestic overnight visitors. Activities reported for domestic visitors took place in the NT, while activities for international visitors could have taken place anywhere within Australia (including the NT).

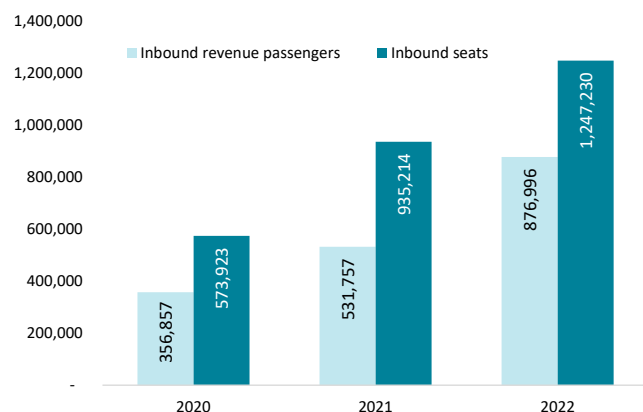


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## Industry sector news

### Airport traffic data



Source: Bureau of Infrastructure, Transport and Regional Economics.

### Cruise ships



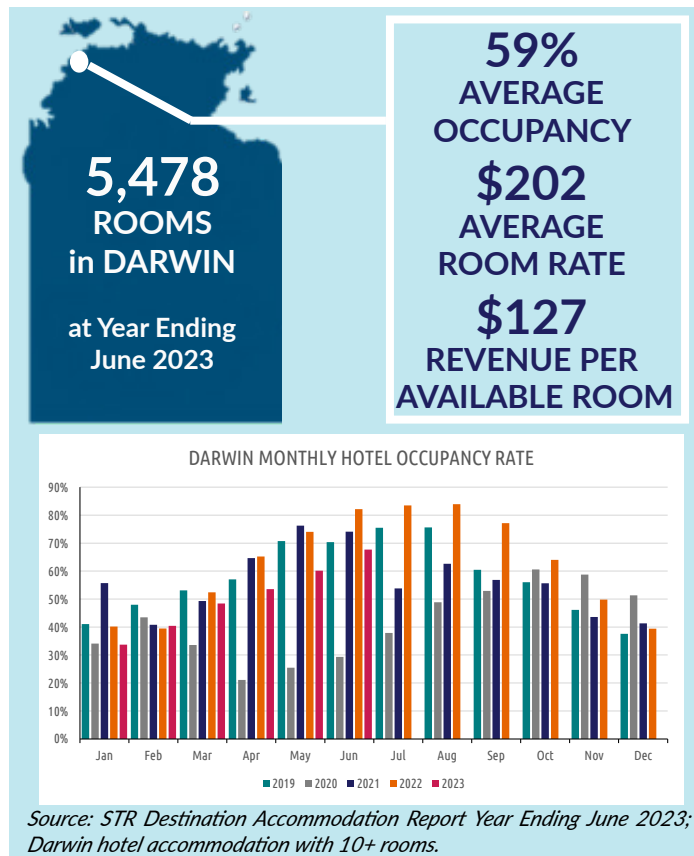
Source: Darwin Port Corporation, excludes expedition vessels.

### Park visitation

Year Ending December 2022	Visitors
Casuarina Coastal Reserve	1,411,000
Darwin Botanical Gardens	390,000
Litchfield National Park	365,000
Berry Springs Nature Park	204,000
Howard Springs Nature Park	134,000
Charles Darwin Nature Park	81,000
Fogg Dam Conservation Reserve	66,000
Territory Wildlife Park	50,000
Mary River National Park - Shady Camp	43,000

Source: NT Parks and Wildlife Commission.

### Darwin accommodation



### More information on the surveys:

Visitor number, night and spend estimates are derived from Tourism Research Australia's (TRA) National and International Visitor Surveys (NVS and IVS). These surveys are based on sample rather than census, and as such, are subject to sampling variability. When using these estimates at the destination level, this variability increases. Confidence intervals and sample for the region are highlighted in the table below.

Year Ending December 2022	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	108	+/-21%	+/-40%
Interstate	263	+/-14%	+/-16%
International	962	+/-12%	+/-20%

Where available, Tourism NT has provided information from other sources to be used in conjunction with the NVS and IVS estimates. It is recommended that other information sources are also used such as population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils, Tripadvisor etc.