

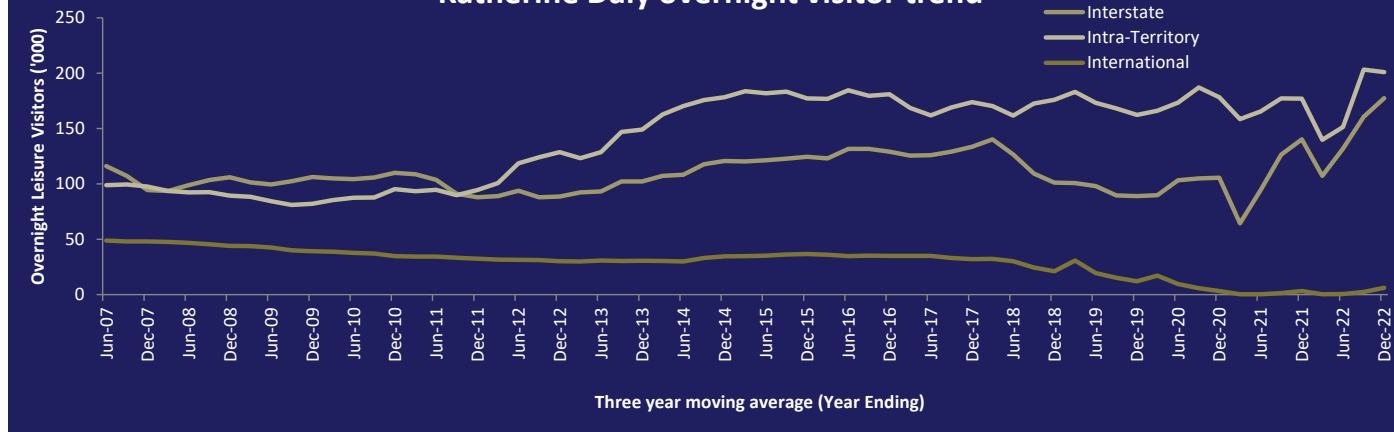
Katherine Daly Regional Report

Year Ending December 2020-22 (3 year average)

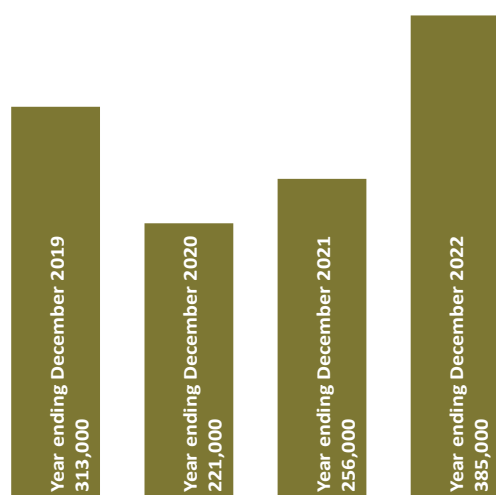
Visitor numbers in Katherine Daly

Katherine Daly overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	178,000	106,000	284,000	3,000	287,000
Visitor nights	432,000	482,000	914,000	55,000	969,000
ALOS (average length of stay, nights)	2.4	4.6	3.2	16.6	3.4
Expenditure	-	-	\$213M	\$4M	\$217M
ASPT (average spend per trip)	-	-	\$750	\$1,130	\$755

Katherine Daly overnight visitor trend



Annual overnight visitor numbers to the region



Region definition

The regional boundaries of the Katherine Daly tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

What makes up the region:

Katherine, Daly Waters, Borroloola, Mataranka, Pine Creek and Wadeye.

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. Note some variables in the graphs may not appear due to no result over this period, also data is rounded and may affect some totals.



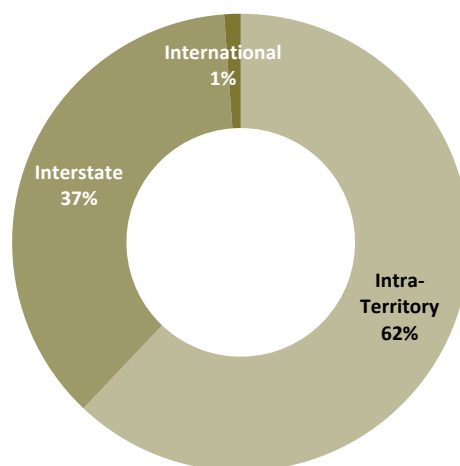
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Year Ending December 2020-22 (3 year average)

WHERE do visitors come from and WHY?

State of origin	Visitors	Visitor nights	ALOS (nights)
International	3,000	55,000	16.6
Intra-Territory	178,000	432,000	2.4
Interstate	105,000	483,000	4.6
NSW	29,000	123,000	4.2
VIC	21,000	113,000	5.5
QLD	20,000	118,000	5.9
WA	19,000	37,000	2.0
SA	10,000	71,000	7.0
ACT	4,000	16,000	3.8
TAS	2,000	5,000	2.1

Katherine Daly source markets



Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	94,000	73,000	167,000	3,000	170,000
Visiting friends and relatives	5,000	4,000	9,000	N/A	9,000
Business	76,000	22,000	98,000	N/A	98,000
Other reasons*	6,000	7,000	13,000	N/A	13,000

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

Top 3 international markets



Germany



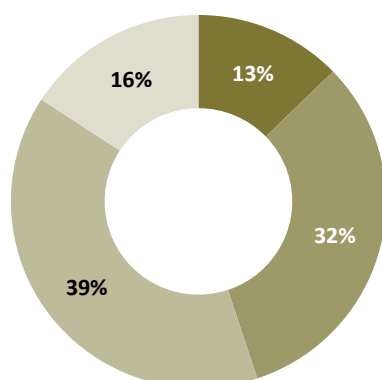
New Zealand



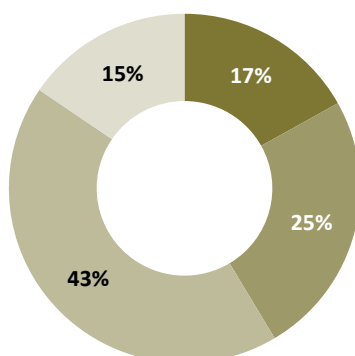
United States of America

WHAT time of year do visitors come?

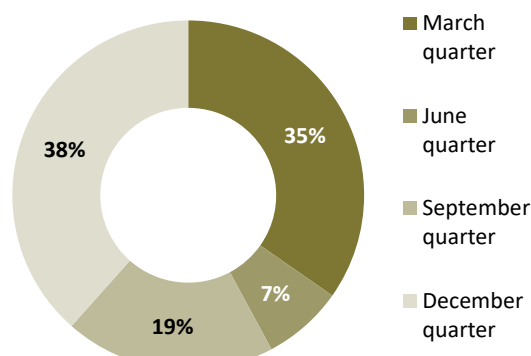
Interstate



Intra-Territory



International

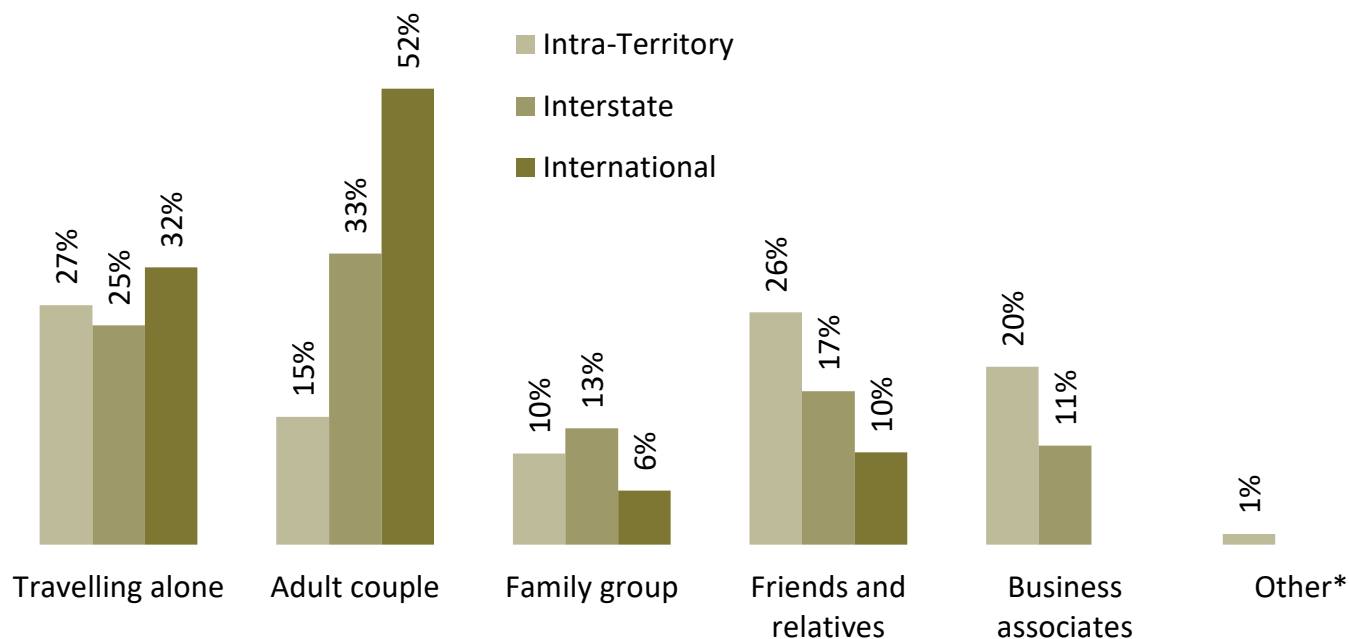


■ March
quarter
■ June
quarter
■ September
quarter
■ December
quarter

Katherine Daly Regional Report

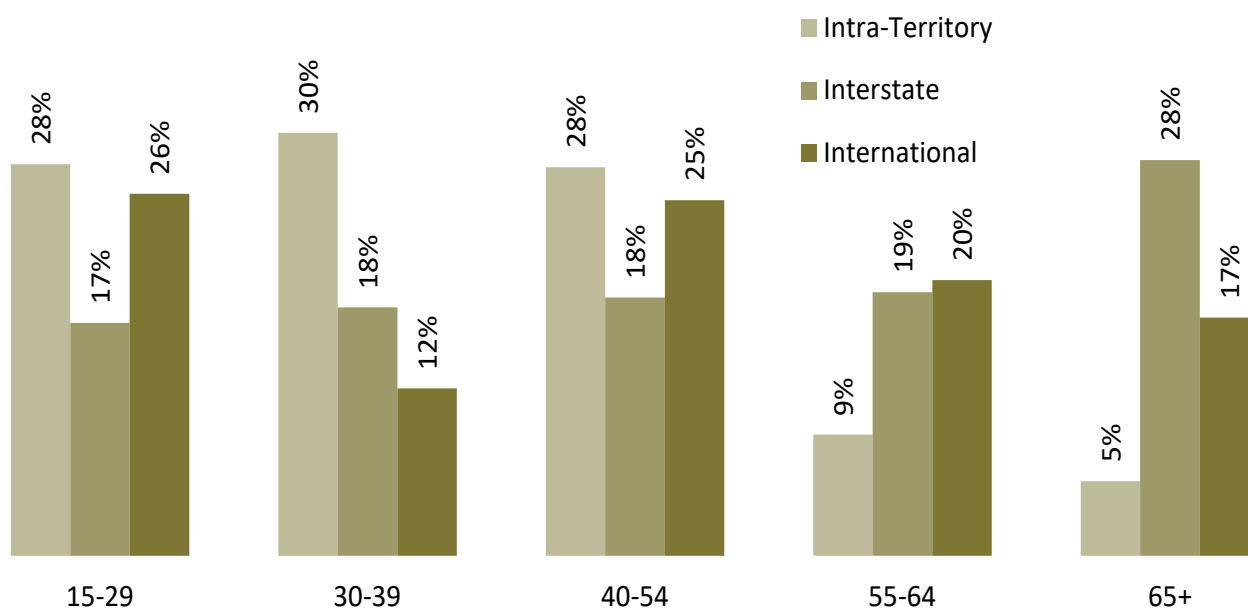
Year Ending December 2020-22 (3 year average)

WHO are our visitors travelling with?



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

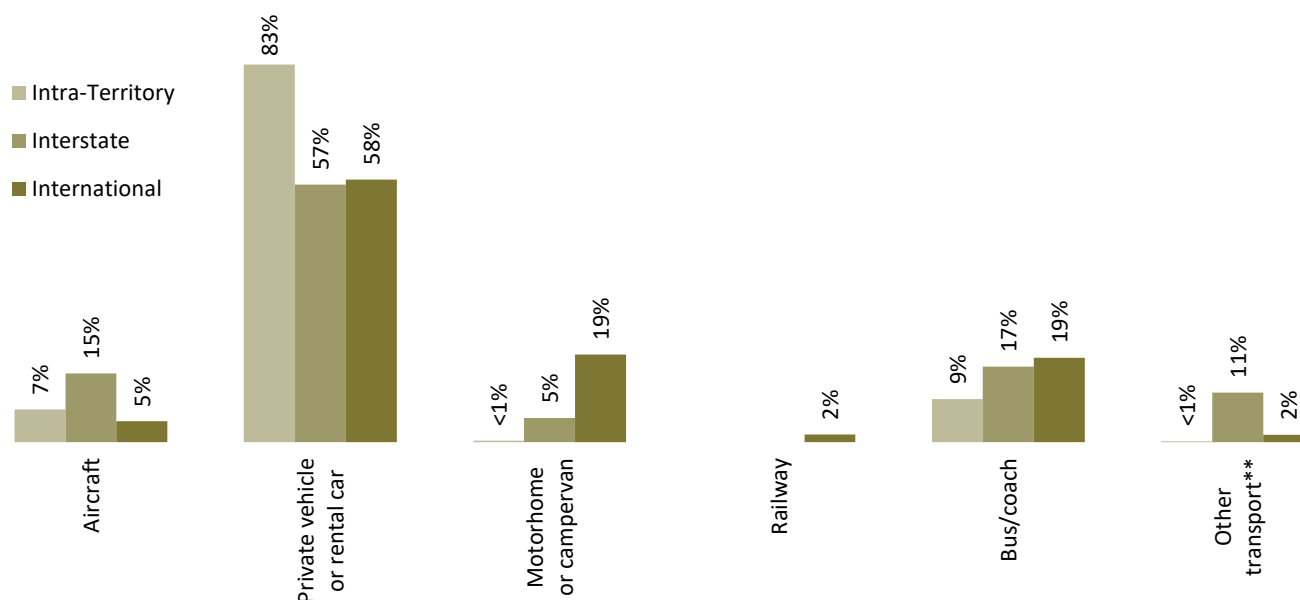
WHAT age are our visitors?



Katherine Daly Regional Report

Year Ending December 2020-22 (3 year average)

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



*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	Greater Darwin	Kakadu Arnhem	Barkly	Alice Springs MacDonnell	Lasseter
Intra-Territory	8%	3%	5%	3%	1%
Interstate	78%	37%	18%	20%	14%
International	95%	41%	23%	25%	25%

WHERE did they go in the Katherine Daly region?

Statistical Area Level	Annual visit (3 year average)	Proportion of region
Katherine (SA2)	142,000	49%
Elsey (SA2)	66,000	23%
Daly - Thamarrurr [SA2 group]	57,000	20%
Gulf (SA2)	31,000	11%
Victoria River (SA2)	27,000	9%
Katherine Daly Total	287,000	-



Image source: Australian Bureau of Statistics.

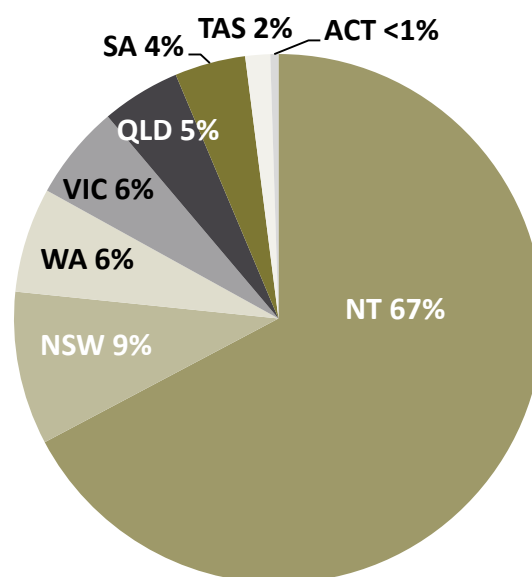
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Year Ending December 2020-22 (3 year average)

The domestic leisure drive* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	98,000	48,000	146,000
Visitor nights	197,000	181,000	378,000
ALOS (nights)	2.0	3.8	2.6

Domestic leisure drive source market



Just over half (51%) of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 145,000 visitors per year.

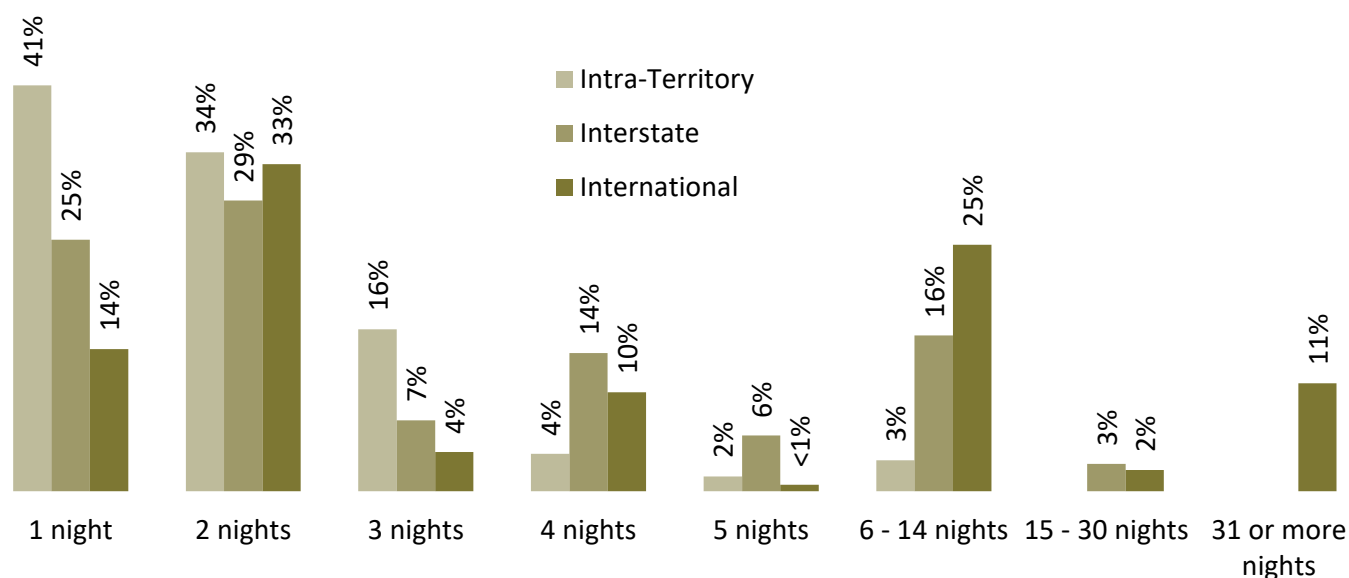
Domestic source markets

NT residents made up 67% of the domestic leisure drive market to the region. Visitors from New South Wales, Western Australia and Victoria contributed a combined 21%.

Length of stay

Approximately 82% of the domestic leisure drive market stayed for three or less nights.

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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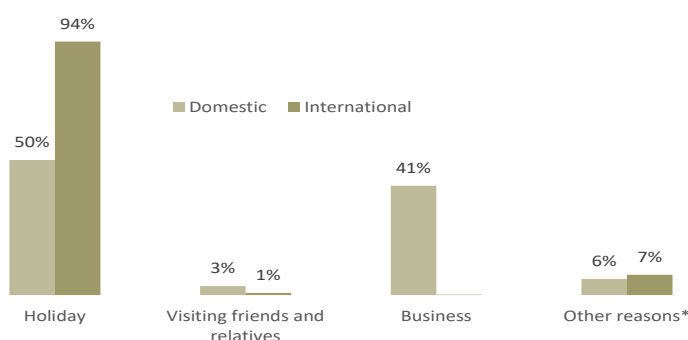
Youth visitation to the region

Youth	Domestic	International	Total
Visitors	62,000	4,000	66,000
Visitor nights	227,000	80,000	307,000
ALOS (nights)	3.7	18.4	4.6

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.

Figures in the table on the left are based on a five year average for Year Ending December 2018-22.

Youth purpose of visit



The youth market contributes one fifth (20%) of all visitors to the Katherine Daly region. They also contribute 32% (or 306,000 nights) of all nights in the region.

Domestic youth visitors make up the largest number of youth visitors to the region, representing 93% of the market. International youth make up 6% of the market, however stay almost five times as long as domestic youth.

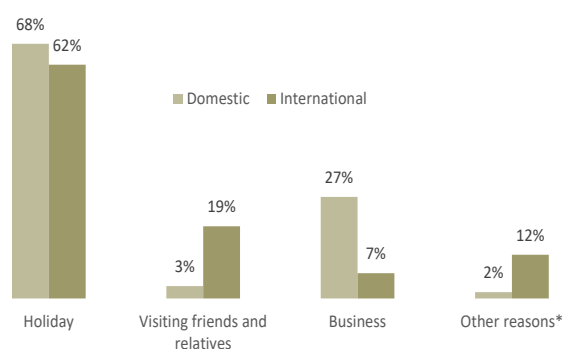
*Includes employment, education, other reason and in transit.

Visitors interested in Aboriginal cultural experiences/participation

Aboriginal culture	Domestic	International	Total
Visitors	25,000	2,000	27,000
Visitor nights	86,000	26,000	112,000
ALOS (nights)	3.4	17.1	4.2

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 Katherine Daly region, with 9.4% of visitors participating in these activities.

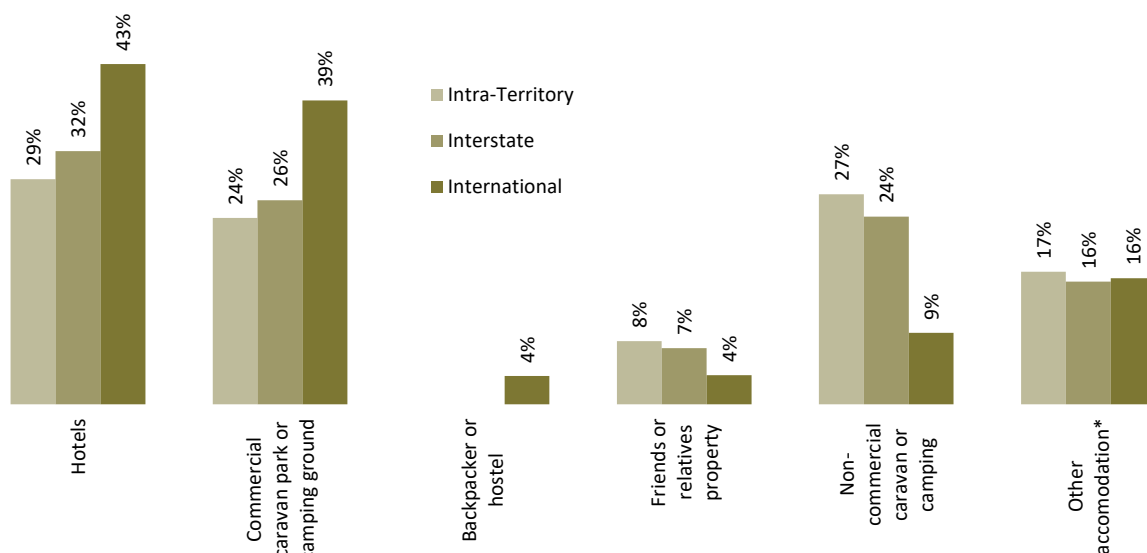
The majority of international visitors who were interested in Aboriginal culture were in the region for a holiday. More specifically, 62% of international visitors and 68% of domestic visitors who participated in Aboriginal cultural activities were on a holiday.

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

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Year Ending December 2020-22 (3 year average)

WHERE did they stay?



*Includes guest house/bed and breakfast, rented house/apartment/flat or unit, 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



39%

Visit National Parks



34%

Bushwalks



29%

Exercise and swimming



19%

Sightseeing



17%

Pubs clubs disco



16%

Fishing



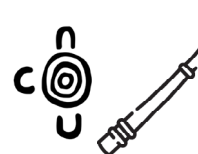
12%

Charter boat or cruise



10%

Aboriginal art and culture



9%

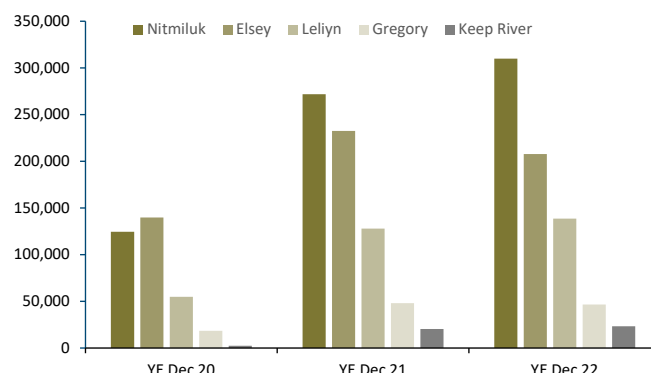
Note: Activities include both international and domestic overnight visitors. Activities reported for domestic visitors would have taken place in the NT, while activities for international visitors could have taken place anywhere within Australia (including the NT).

Industry sector news

Park visitation

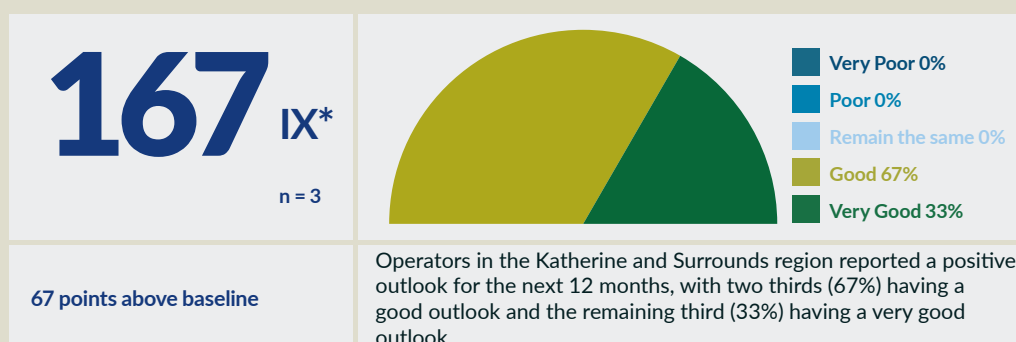
Year Ending December 2022	Visitors
Nitmiluk National Park	310,000
Elsey National Park	208,000
Leliyn (Edith Falls)	139,000
Gregory National Park	46,000
Keep River National Park	23,000

Source: NT Parks and Wildlife Commission.



Industry sentiment for December quarter 2022 positive

Operators in the Katherine and Surrounds region reported a positive outlook for the next 12 months, with two thirds (67%) having a good outlook and the remaining third (33%) having a very good outlook. Sentiment is sourced from an online poll conducted each quarter by Tourism NT and a summary for the Top End is available on the Tourism NT website.



Using the index measure: Each index measure is derived by assigning a value of 0 to a 'large decrease' response, 50 to 'decrease', 100 to 'same', 150 to 'increase' and 200 to a 'large increase'. An average value of 100 across operators therefore indicates performance is "on par with the previous year".

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 2020-22	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	238	+/-15%	+/-28%
Interstate	109	+/-19%	+/-27%
International	560	+/-30%	+/-60%

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.