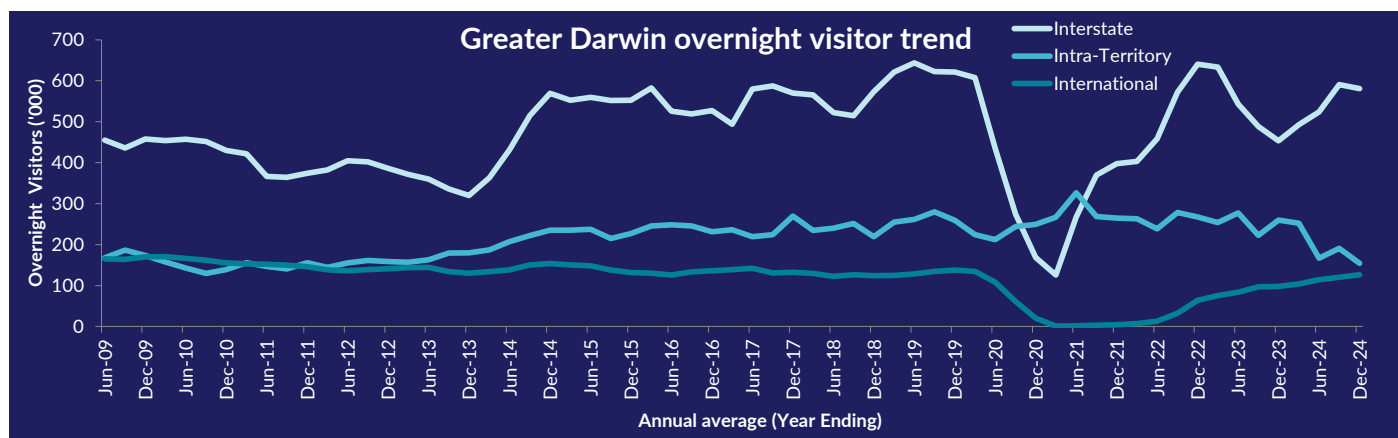


Greater Darwin Regional Report

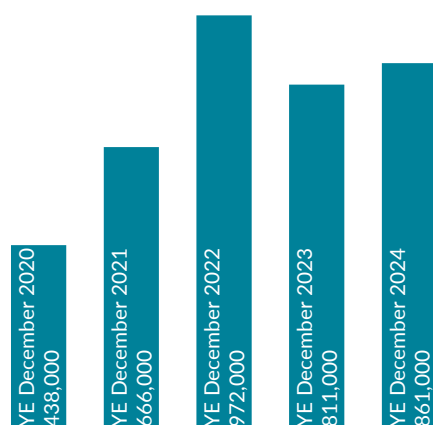
Year Ending December 2022-2024 (3 year-average)

Visitor numbers in Greater Darwin

Greater Darwin overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	227,000	558,000	785,000	96,000	881,000
Visitor nights	579,000	3,339,000	3,917,000	2,735,000	6,652,000
ALOS (average length of stay, nights)	2.5	6.0	5.0	28.5	7.5
Expenditure	\$316M	\$780M	\$1,096M	\$200M	\$1,296M
ASPT (average spend per trip)	\$1,391	\$1,397	\$1,396	\$2,086	\$1,471



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.

Note some variables in the graphs may not appear due to no results over this period. Data is rounded and may affect some tables.



Greater Darwin Regional Report

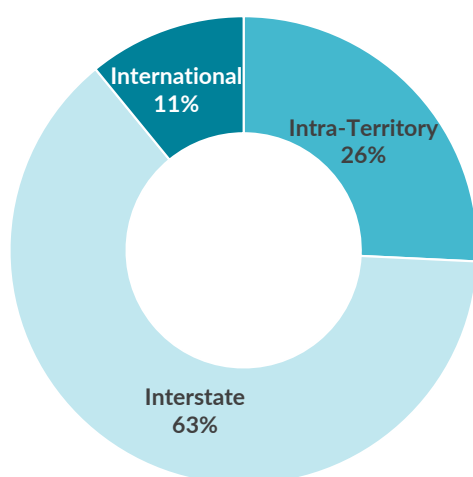
Year Ending December 2022-2024 (3 year-average)

WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	130,000	247,000	377,000	53,000	430,000
Visiting friends and relatives	39,000	108,000	147,000	19,000	166,000
Business	28,000	187,000	215,000	7,000	222,000
Other reasons*	29,000	32,000	61,000	18,000	79,000

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

Greater Darwin source markets



- Holiday visitation remains the primary purpose of visitation to the Greater Darwin region, with business being the second.
- The largest visitor market is the interstate visitor market with visitors from New South Wales being the main source market for interstate visitation, although visitation from Victoria and Queensland is also sizable.
- The largest international visitor market is the United Kingdom, followed by the United States and New Zealand.
- While international borders opened in February 2022, recovery of international travel to the region has been slow, although has grown quarter on quarter since borders opened.

Country of origin	Rank	Visitors	Visitor nights	ALOS (nights)
International		96,000	2,735,000	28.5
United Kingdom	1	11,000	211,000	19.1
USA	2	10,000	134,000	13.3
New Zealand	3	8,000	53,000	6.6
Germany	4	8,000	71,000	9.2
France	5	3,000	127,000	39.7
Singapore	6	3,000	34,000	11.4
Netherlands	7	3,000	31,000	10.5
Italy	8	3,000	26,000	9.6
Canada	9	3,000	25,000	9.9
Scandinavia	10	2,000	42,000	16.9

State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	227,000	579,000	2.5
Interstate	558,000	3,339,000	6.0
New South Wales	141,000	817,000	5.8
Queensland	130,000	830,000	6.4
Victoria	128,000	807,000	6.3
South Australia	72,000	395,000	5.5
Western Australia	72,000	389,000	5.4
ACT	8,000	68,000	8.1
Tasmania	7,000	33,000	4.9

Greater Darwin Regional Report

Year Ending December 2022-2024 (3 year-average)

WHERE else did they go in the Territory?

- Visitors to the Greater Darwin region are most likely to disperse to the Katherine Daly region followed by Katherine Daly which are regions within the Top End.
- International visitors are also likely to disperse to Alice Springs MacDonnell. Smaller numbers are dispersing to Katherine Daly, Kakadu Arnhem, Lasseter and Barkly.
- Interstate visitors, similar to international visitors, are likely to disperse to Katherine Daly and Kakadu Arnhem regions. They also visit the Barkly or Alice Springs MacDonnell regions.
- Intra-Territory visitors are not very likely to disperse outside of the Greater Darwin region, with less than 5% of intra-Territory visitors dispersing to any other region in the Territory.

OVERNIGHT DISPERSAL TO KATHERINE DALY



INTRA-TERRITORY 4%
INTERSTATE 17%
INTERNATIONAL 14%

OVERNIGHT DISPERSAL TO LASSETER



INTRA-TERRITORY <1%
INTERSTATE 2%
INTERNATIONAL 11%

OVERNIGHT DISPERSAL TO KAKADU ARNHEM



INTRA-TERRITORY <1%
INTERSTATE 14%
INTERNATIONAL 13%

OVERNIGHT DISPERSAL TO BARKLY



INTRA-TERRITORY <1%
INTERSTATE 5%
INTERNATIONAL 5%

OVERNIGHT DISPERSAL TO ALICE SPRINGS MACDONNELL



INTRA-TERRITORY <1%
INTERSTATE 6%
INTERNATIONAL 15%



WHERE did they go in the Greater Darwin region?

Statistical Area Level	Annual visit (3 year average)	Proportion of region
Darwin City (SA2)	684,000	78%
Darwin Suburbs [SA2 group]	70,000	8%
Palmerston Suburbs [SA2 group]	28,000	3%
Howard Springs - Koolpinyah [SA2 group]	17,000	2%
Humpty Doo - Weddell [SA2 group]	24,000	3%
Outer Darwin (special region)	112,000	13%
Greater Darwin Total	881,000	-

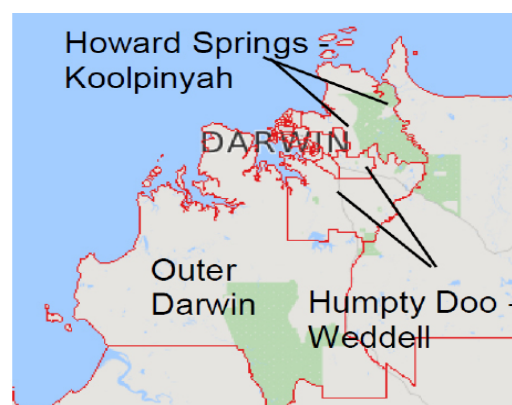


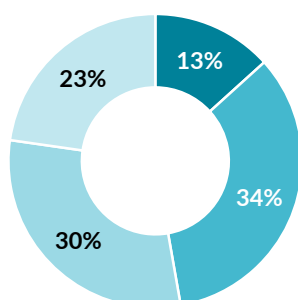
Image source: Australian Bureau of Statistics.

Greater Darwin Regional Report

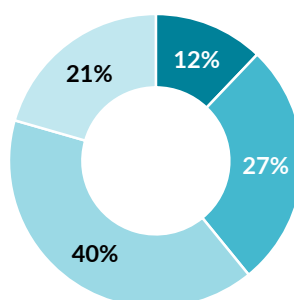
Year Ending December 2022-2024 (3 year-average)

WHAT time of year do visitors come?

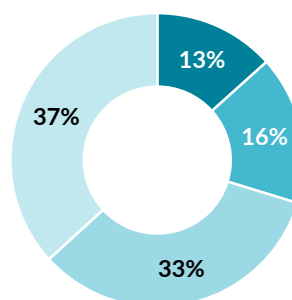
Intra-Territory



Interstate



International



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

WHAT activities did they do?

Eat out and dining



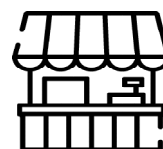
70%

Pubs, clubs, disco



34%

Markets



30%

Visit national parks



30%

Sightseeing



27%

Beach



25%

Museums and art galleries



24%

Shopping



23%

Bushwalks



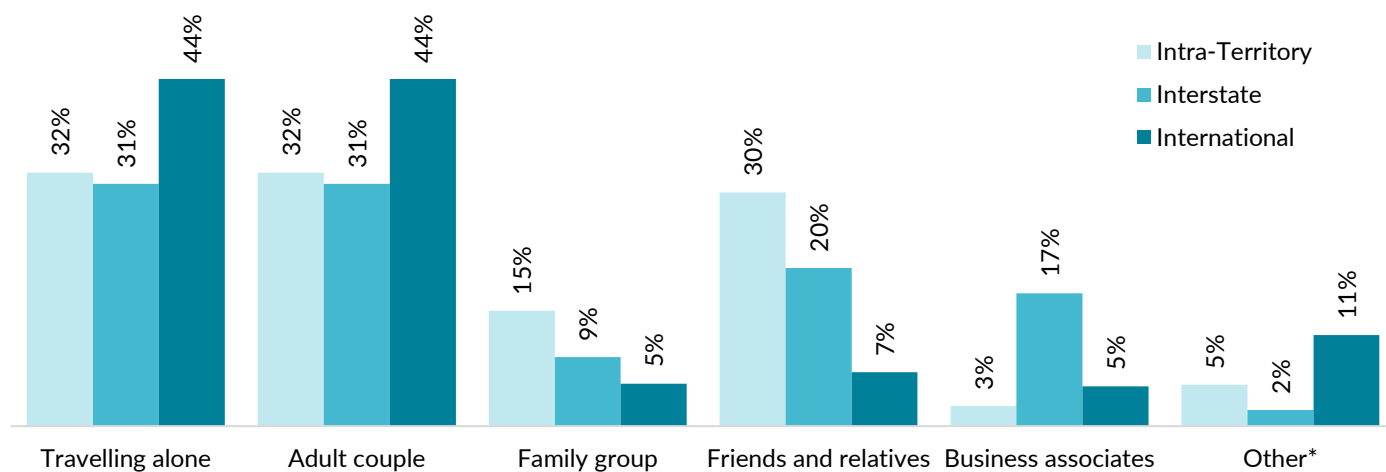
20%

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).

Greater Darwin Regional Report

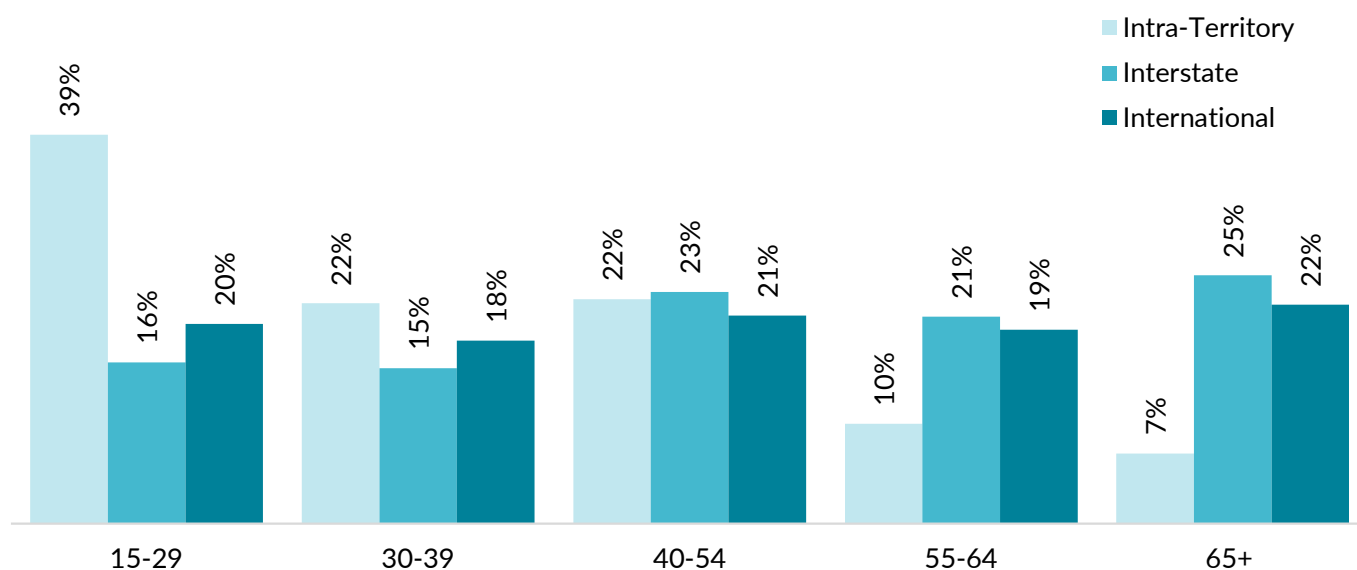
Year Ending December 2022-2024 (3 year-average)

WHO are our visitors travelling with?



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

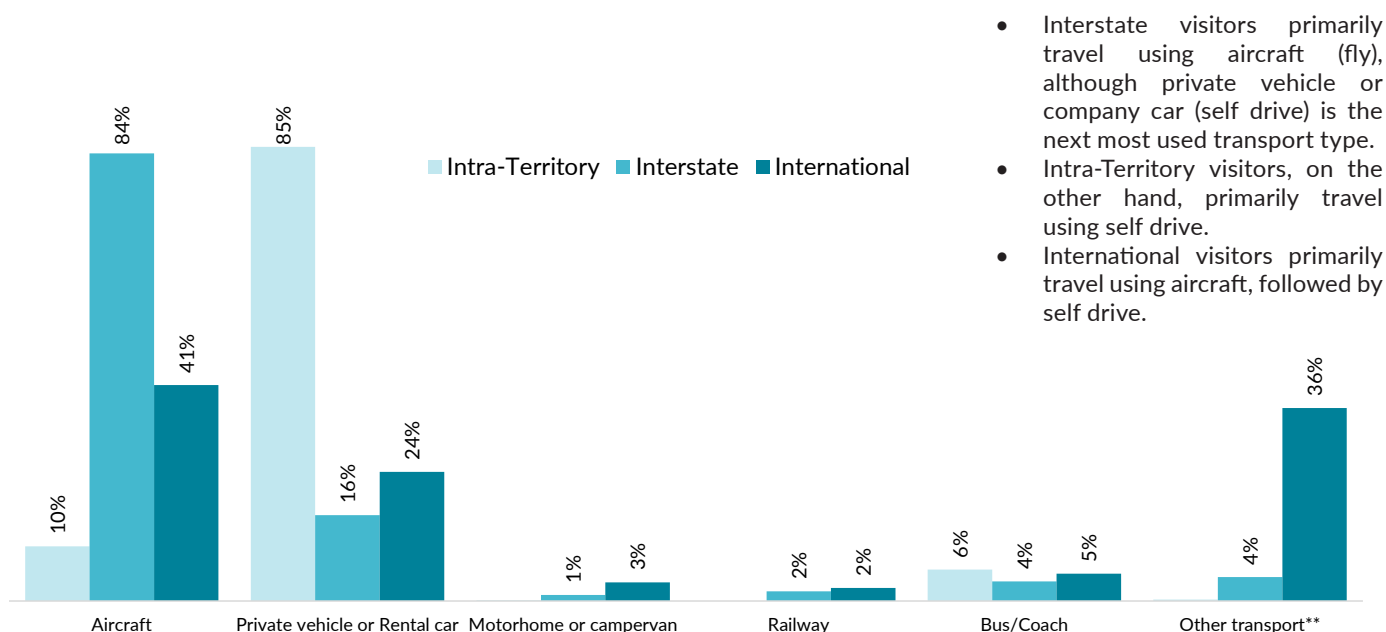
WHAT age are our visitors?



Greater Darwin Regional Report

Year Ending December 2022-2024 (3 year-average)

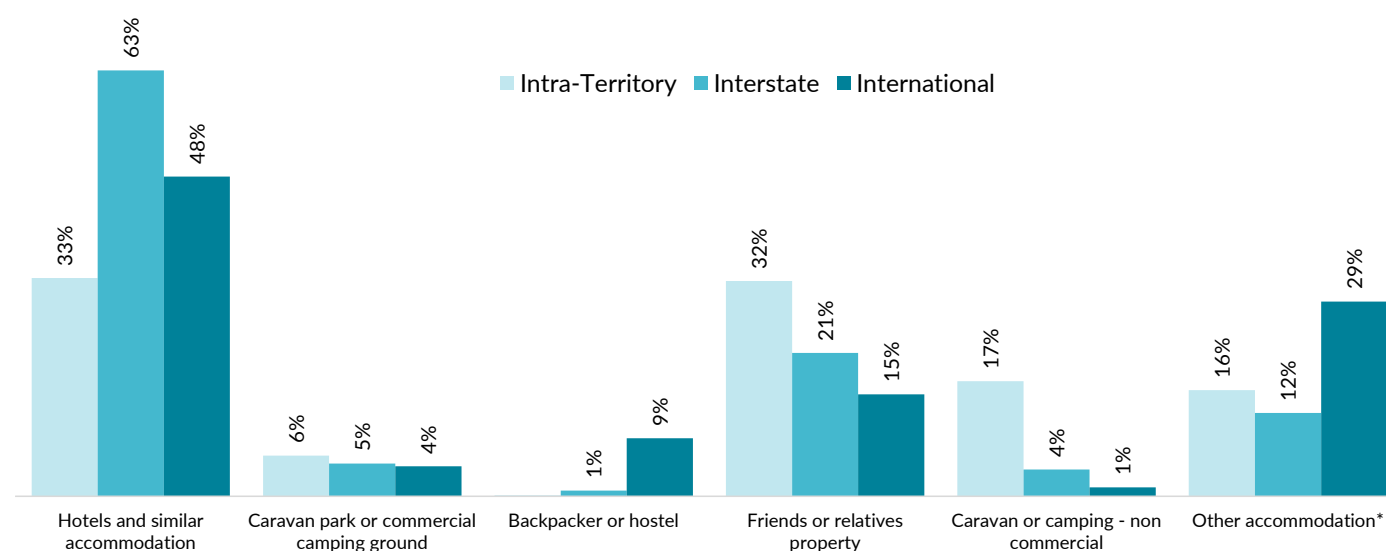
WHAT transportation* did they use to get here and around?



*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 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.

Greater Darwin Regional Report

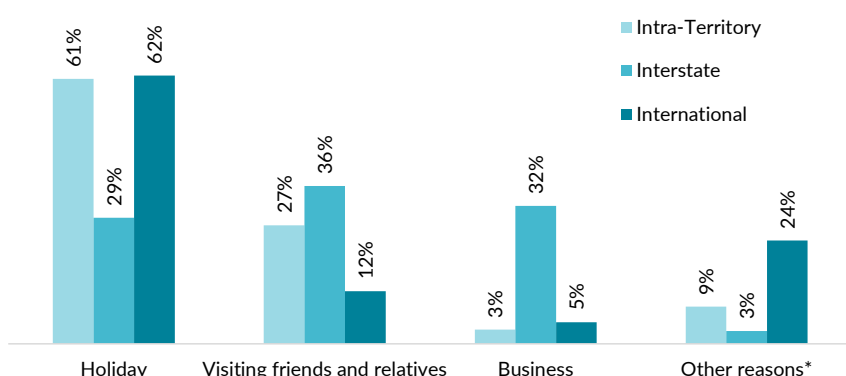
Year Ending December 2022-2024 (3 year-average)

Youth visitation to the region

Youth	Intra-Territory	Interstate	Domestic	International	Total
Visitors	81,000	82,000	163,000	15,000	178,000
Visitor nights	129,000	552,000	681,000	513,000	1,194,000
ALOS (nights)	1.6	6.7	4.2	33.5	6.7

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



While the youth market constitutes 20% of all visitors to the Greater Darwin region, they contribute a considerable number of nights in the region with 1,194,000 or 18% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up 46% of the youth market, and intra-Territory youth making up 45%. International youth make up the remaining 9% of the market.

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

Visitors interested in Aboriginal cultural experiences/participation

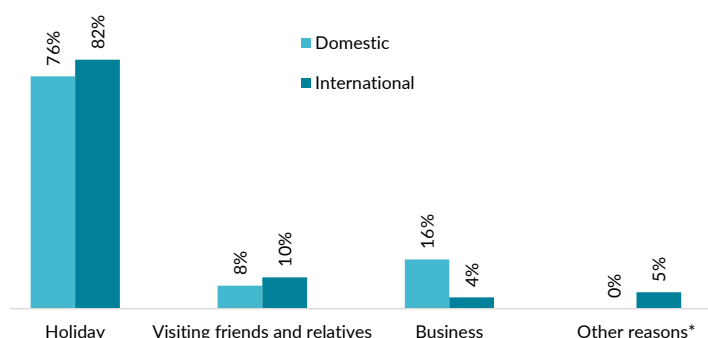
Aboriginal culture	Domestic	International	Total
Visitors	58,000	41,000	99,000
Visitor nights	255,000	639,000	894,000
ALOS (nights)	4.4	15.4	9.0

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.

Approximately one in ten visitors (11%) participated in Aboriginal cultural experiences while visiting the Greater Darwin region.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 76% of domestic visitors and 82% of international visitors who participated in Aboriginal cultural activities were on a holiday.

Aboriginal culture purpose of visit



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

Greater Darwin Regional Report

Year Ending December 2022-2024 (3 year-average)

The domestic leisure drive* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	151,000	55,000	206,000
Visitor nights	311,000	254,000	565,000
ALOS (nights)	2.1	4.6	2.7

Domestic leisure drive visitors accounted for approximately 26% (or 206,00 visitors) of all domestic visitors to the region.

Domestic source markets

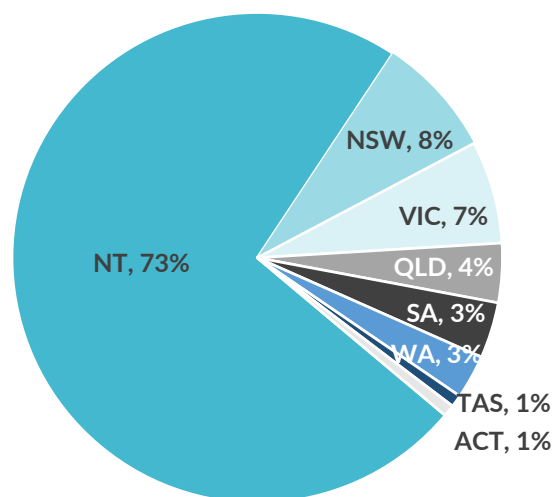
NT residents made up 75% of the domestic leisure drive market to the region. Visitors from New South Wales, Victoria and Western Australia contributed a combined 17%.

Length of stay

Approximately 70% of the domestic leisure drive market stayed for five or less nights.

**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.*

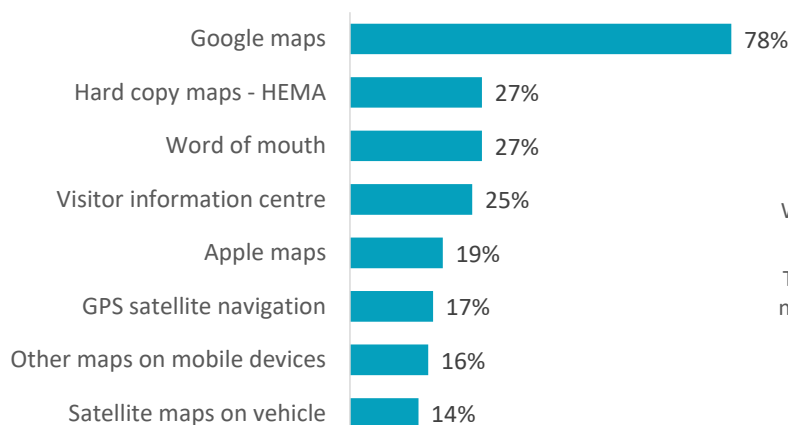
Domestic leisure drive source market



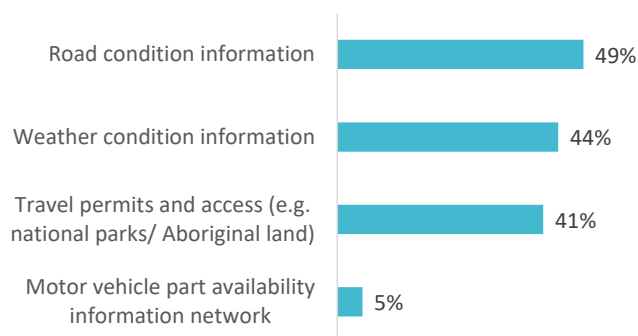
Information sources accessed on the road

The dominant source of navigation information that helped NT drive tourists during their holiday was Google maps (78%), followed by hard copy maps (27%) and word of mouth (27%). Information on road conditions, weather and travel permits/access was accessed by many.

Navigation 97%



Other road information 70%



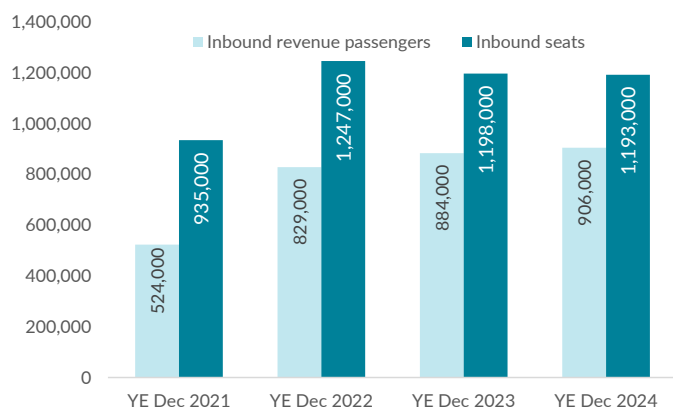
Source: NT Drive Study 2023, n=276 NT drive tourists during May-September 2023.

Greater Darwin Regional Report

Year Ending December 2022-2024 (3 year-average)

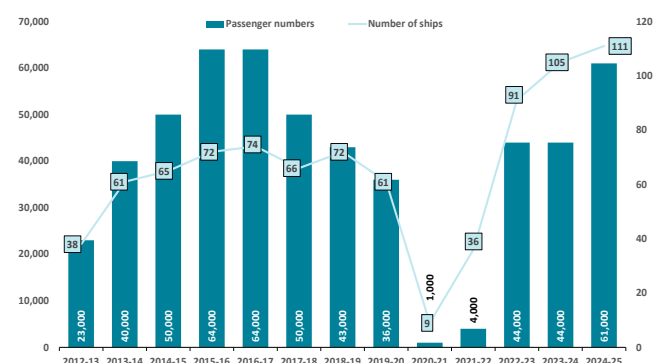
Other regional tourism indicators

Airport traffic data



Source: Bureau of Infrastructure, Transport and Regional Economics.

Cruise ships



Where arriving passenger data was not captured capacity number was used

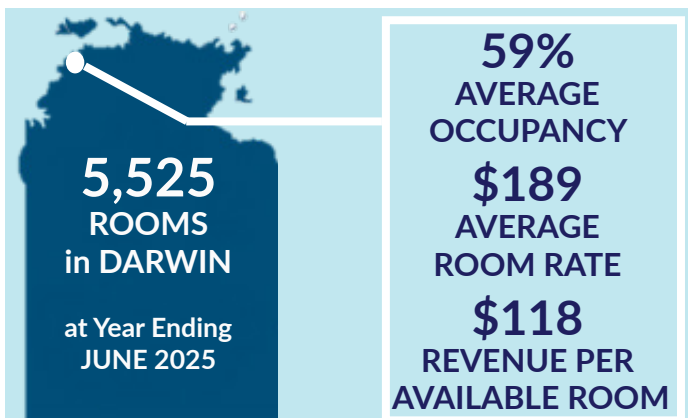
Source: Darwin Port Corporation, excludes expedition vessels.

Park visitation

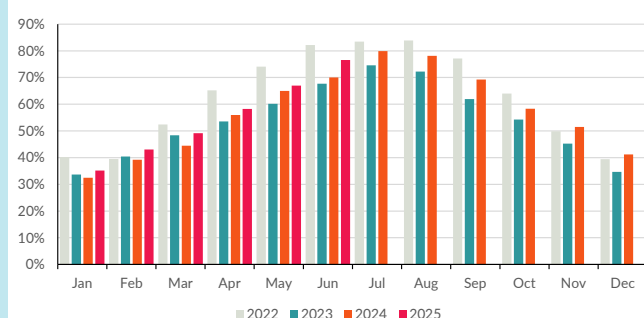
Year Ending December 2024	Visitors
Casuarina Coastal Reserve	1,346,000
Darwin Botanical Gardens	459,000
Litchfield National Park	244,000
Berry Springs Nature Park	176,000
Howard Springs Nature Park	121,000
Charles Darwin Nature Park	71,000
Fogg Dam Conservation Reserve	69,000
Territory Wildlife Park	48,000
Mary River National Park - Shady Camp	34,000

Source: NT Parks and Wildlife Commission.

Darwin accommodation



DARWIN MONTHLY HOTEL OCCUPANCY RATE



Source: STR Destination Report from June 2022, 2023, 2024 and 2025 Darwin hotel accommodation with 10+ rooms.

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 2022-24	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	254	+/-13%	+/-25%
Interstate	431	+/-8%	+/-10%
International	17,879	+/-6%	+/-10%

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.