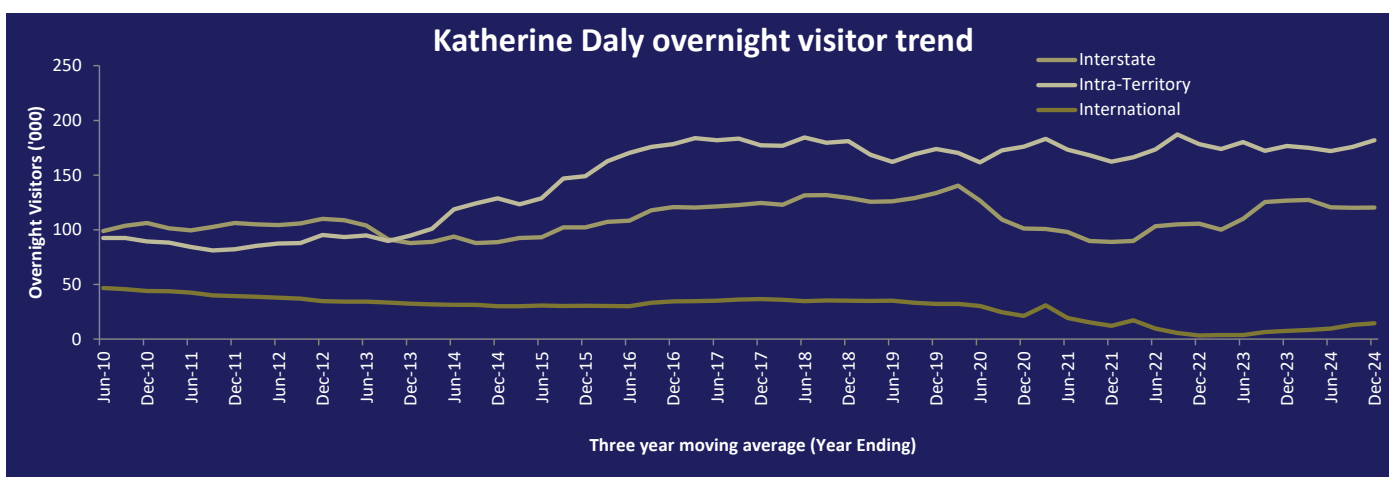


# Katherine Daly Regional Report

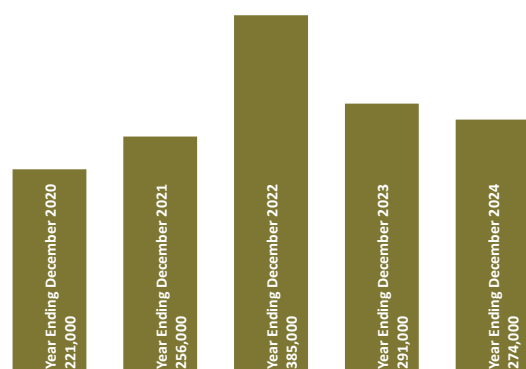
Year Ending December 2020-24 (5 year average)

## Visitor numbers in Katherine Daly

Overnight Visitation	Intra-Territory	Interstate	Domestic	International	Total
Visitors	176,000	100,000	276,000	9,000	286,000
Visitor nights	441,000	453,000	894,000	116,000	1,011,000
ALOS (average length of stay, nights)	2.5	4.5	3.2	12.3	3.5
Expenditure	np*	np*	\$211M	\$11M	\$222M
ASPT (average spend per trip)	np*	np*	\$765	\$1,118	\$776



## Annual overnight visitor numbers to the region



\*np - data not publishable

## 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; data is rounded and may affect some totals.



# Katherine Daly Regional Report

Year Ending December 2020-24 (5 year average)

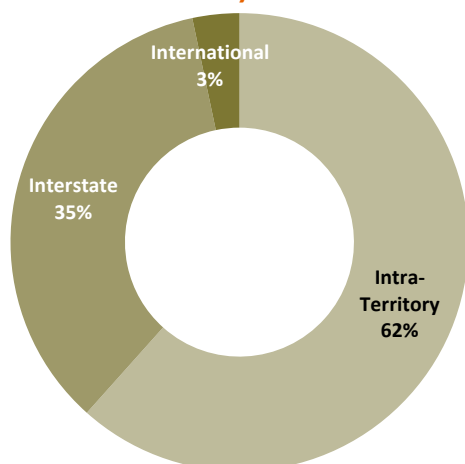
## WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	79,000	67,000	146,000	8,000	154,000
Visiting friends and relatives	np*	np*	np*	np*	14,000
Business	np*	np*	105,000	<1,000	105,000
Other reasons*	np*	np*	np*	1,000	14,000

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

- Holiday visitation remains the primary purpose of visitation to the Katherine Daly region, with business being a close second.
- The largest visitor market is the intra-Territory visitor market for business purpose.
- Visitors from New South Wales are the main source market for interstate visitation, followed by visitation from Victoria and Western Australia.
- The largest international visitor market is Germany, New Zealand and the United Kingdom.

### Katherine Daly source markets



### Top 3 international markets



Germany



New Zealand



United Kingdom

State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	176,000	441,000	2.5
Interstate	100,000	453,000	4.5
New South Wales	28,000	100,000	3.5
Queensland	21,000	129,000	6.1
Victoria	18,000	110,000	5.9
Western Australia	17,000	35,000	2.1
South Australia	11,000	67,000	5.9
ACT	3,000	10,000	3.6
Tasmania	1,000	3,000	2.1

\*np - data not publishable

# Katherine Daly Regional Report

Year Ending December 2020-24 (5 year average)

## WHERE else did they go in the Territory?

- Visitors to the Katherine Daly region are most likely to disperse to the Greater Darwin region, with this destination being the most popular place to disperse for intra-Territory, interstate and international visitors alike.
- International visitors are also highly likely to disperse to Alice Springs MacDonnell and Kakadu Arnhem. Smaller numbers are dispersing to Lasseter and Barkly.
- Interstate visitors, similar to international visitors, are likely to disperse to Greater Darwin. Interstate visitors also visit the Kakadu Arnhem, with smaller numbers dispersing to Alice Springs MacDonnell and Barkly regions, with Lasseter being the destination least dispersed to.
- Intra-Territory visitors are not very likely to disperse outside of the Katherine Daly region, with less than 10% of intra-Territory visitors dispersing to any other region in the Territory.

### OVERNIGHT DISPERSAL TO GREATER DARWIN



INTRA-TERRITORY	7%
INTERSTATE	76%
INTERNATIONAL	92%

### OVERNIGHT DISPERSAL TO KAKADU ARNHEM



INTRA-TERRITORY	3%
INTERSTATE	32%
INTERNATIONAL	47%

### OVERNIGHT DISPERSAL TO BARKLY



INTRA-TERRITORY	5%
INTERSTATE	21%
INTERNATIONAL	26%

### OVERNIGHT DISPERSAL TO LASSETER



INTRA-TERRITORY	<1%
INTERSTATE	13%
INTERNATIONAL	29%

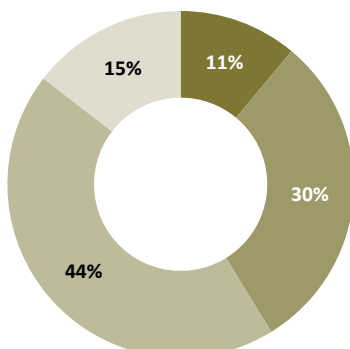
### OVERNIGHT DISPERSAL TO ALICE SPRINGS MACDONNELL



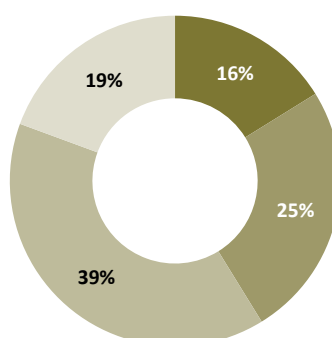
INTRA-TERRITORY	2%
INTERSTATE	23%
INTERNATIONAL	42%

## WHAT time of year do visitors come?

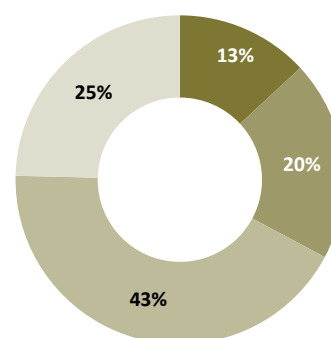
### Interstate



### Intra-Territory



### International



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

# Katherine Daly Regional Report

Year Ending December 2020-24 (5 year average)

## WHAT activities did they do?

### Eat out and dining



40%

### Visit national parks



32%

### Bushwalks



28%

### Pubs, clubs, disco



22%

### Sightseeing



17%

### Exercise and swimming



14%

### Fishing



13%

### Charter boat or cruise



9%

### Museums and art galleries



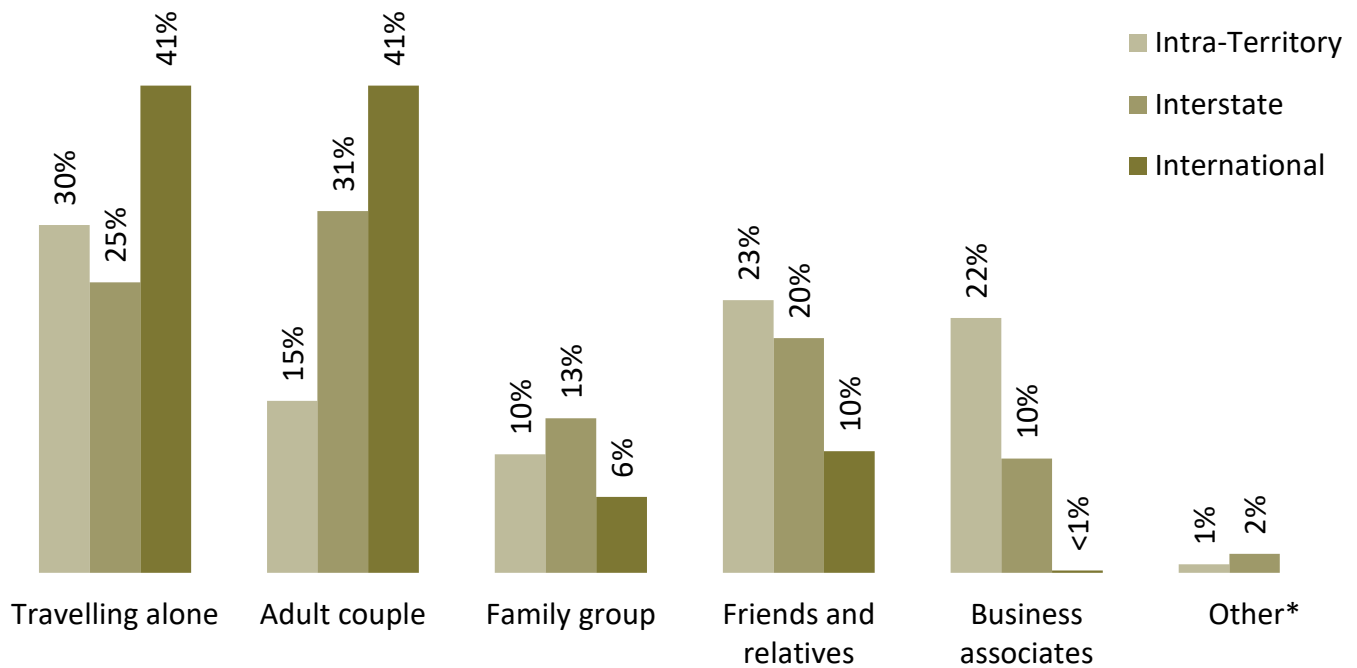
8%

*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).*

# Katherine Daly Regional Report

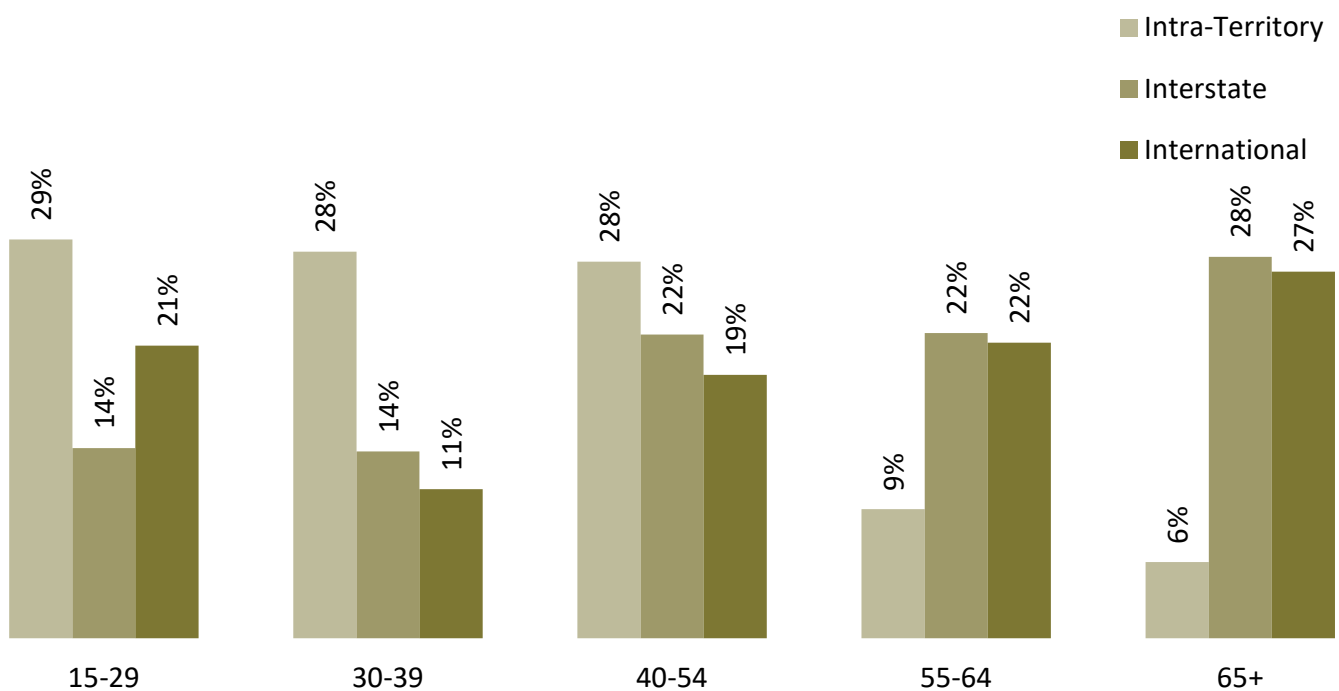
Year Ending December 2020-24 (5 year average)

## WHO are our visitors travelling with?



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

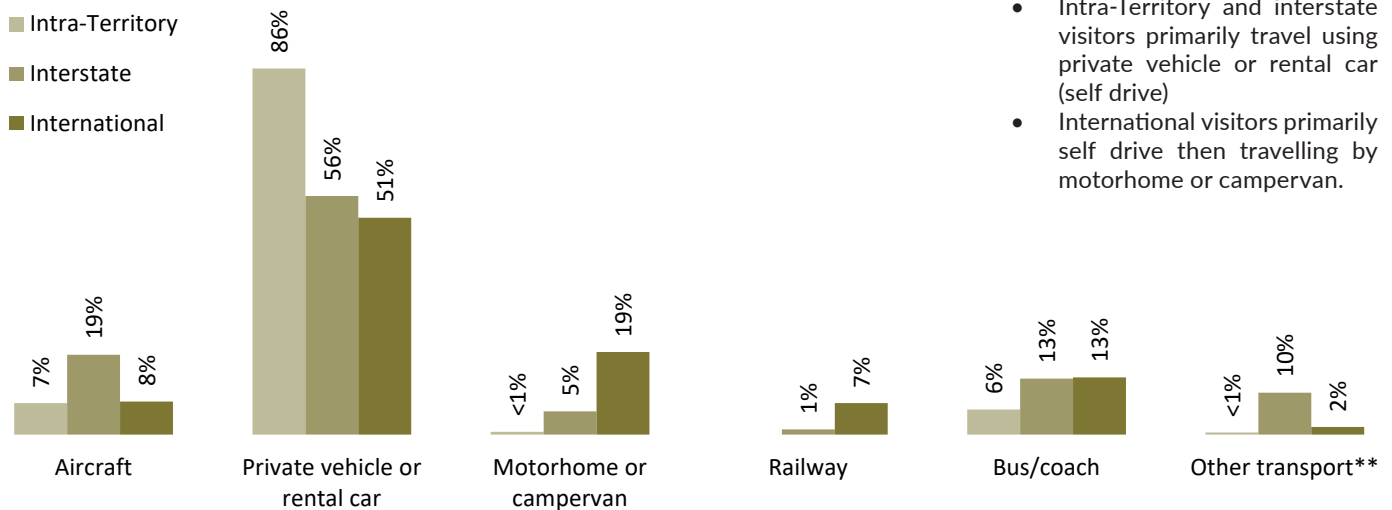
## WHAT age are our visitors?



# Katherine Daly Regional Report

Year Ending December 2020-24 (5 year average)

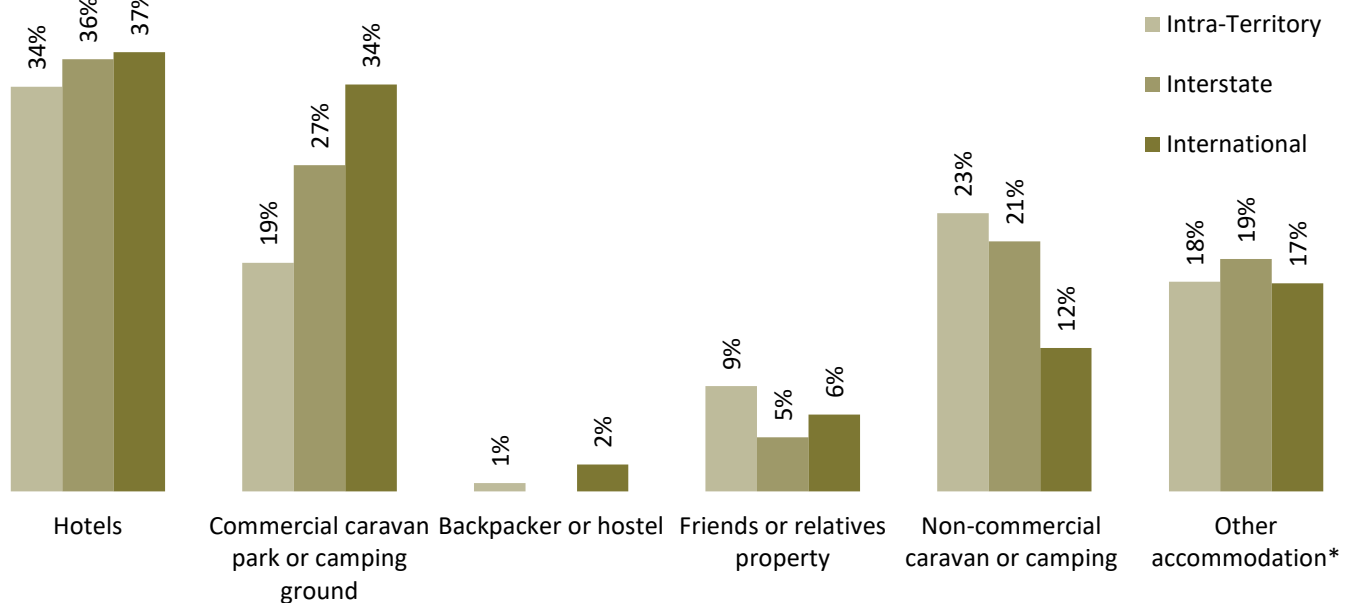
## WHAT transportation\* did they use to get here and around?



\*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.

# Katherine Daly Regional Report

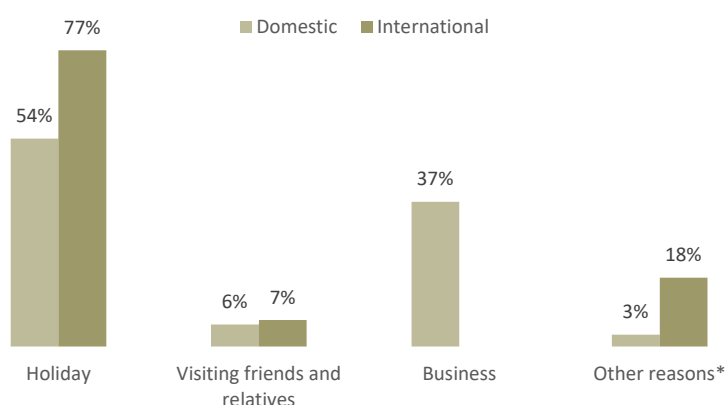
Year Ending December 2020-24 (5 year average)

## Youth visitation to the region

Youth	Domestic	International	Total
Visitors	61,000	2,000	63,000
Visitor nights	170,000	59,000	229,000
ALOS (nights)	2.8	30.4	3.7

*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



The youth market constitutes 22% of all visitors to the Katherine Daly region. They contribute a significant number of nights in the region, with 229,000 or 23% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with 97% of the youth market. International youth make up the remaining 3% of the market.

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

## Visitors interested in Aboriginal cultural experiences/participation

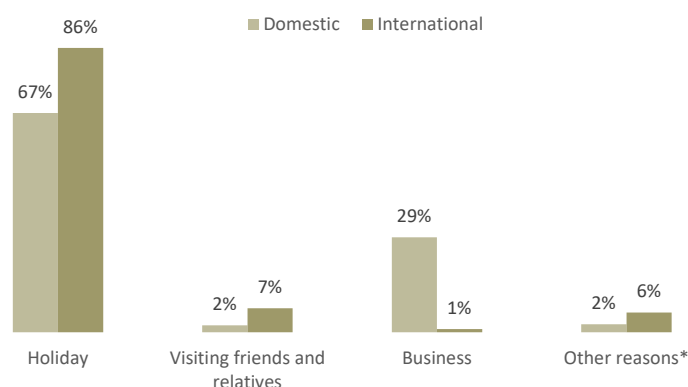
Aboriginal culture	Domestic	International	Total
Visitors	24,000	6,000	31,000
Visitor nights	100,000	62,000	162,000
ALOS (nights)	4.1	9.7	5.3

*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.*

There were 11% of visitors who participated in Aboriginal cultural experiences while visiting the Katherine Daly region.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 86% of international visitors and 67% of domestic visitors who participated in Aboriginal cultural activities were on a holiday.

### Aboriginal culture purpose of visit



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

# Katherine Daly Regional Report

Year Ending December 2020-24 (5 year average)

## The domestic leisure drive\* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	89,000	43,000	131,000
Visitor nights	180,000	168,000	347,000
ALOS (nights)	2.0	3.9	2.6

Just under half (48%) of all domestic visitors to the region over the five year period were leisure drive travellers, which is an average of 131,000 visitors per year.

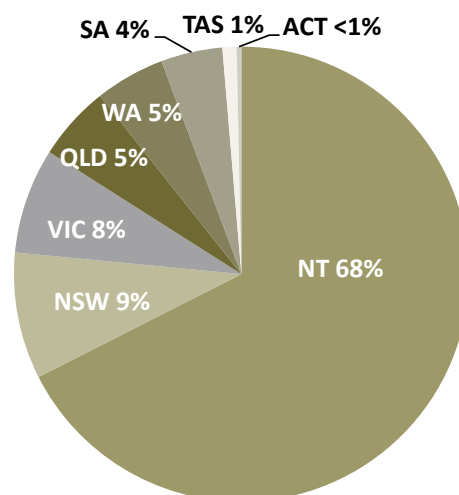
### Domestic source markets

NT residents made up 68% of the domestic leisure drive market to the region. Visitors from New South Wales, Victoria and Queensland contributed a combined 22%.

### Length of stay

Those from interstate generally stayed almost twice the duration of Intra-Territory leisure drive travellers.

### Domestic leisure drive source market



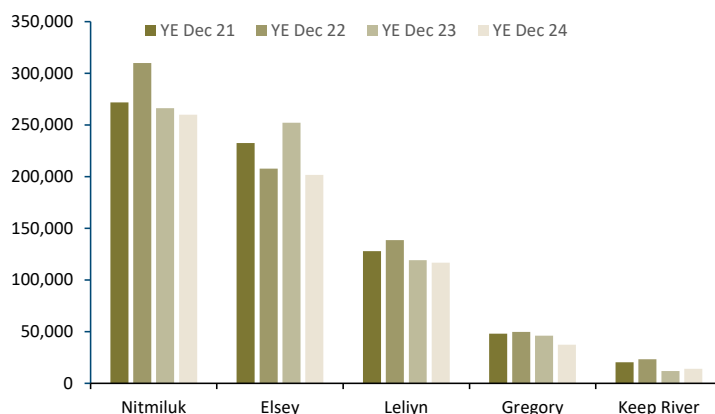
*\*Domestic leisure drive is defined as domestic visitors who travelled for the purpose of a holiday or visiting friends and relatives that also used drive transportation in the region.*

## Other regional tourism indicators

### Park visitation

Year Ending December 2024	Visitors
Nitmiluk National Park	260,000
Elsey National Park	202,000
Leliyn (Edith Falls)	116,000
Gregory National Park	37,000
Keep River National Park	14,000

Source: NT Parks and Wildlife Commission.



### Sample sizes and confidence intervals

Year Ending December 2020-24	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	355	+/-12%	+/-22%
Interstate	151	+/-15%	+/-22%
International	780	+/-14%	+/-34%

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.

### 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.