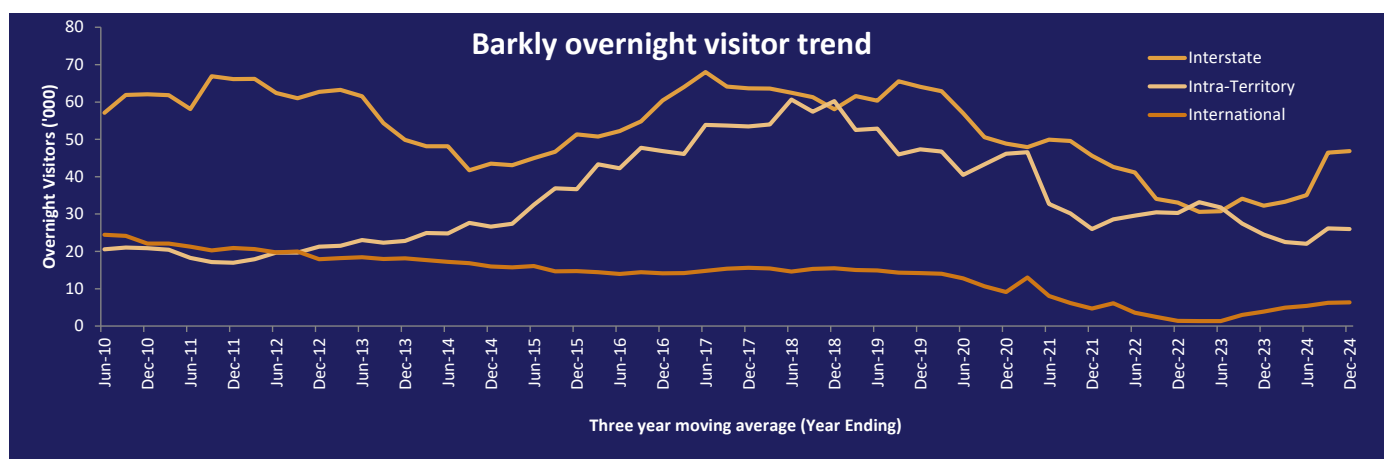


Barkly Regional Report

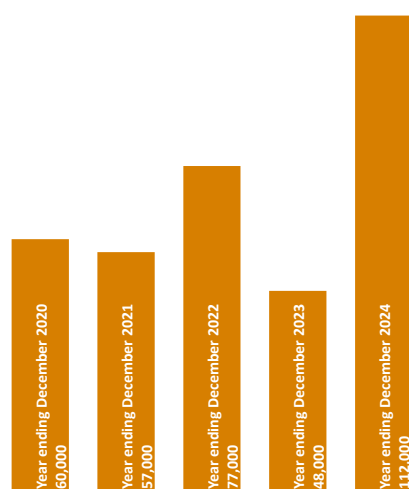
Year Ending December 2020-24 (5 year average)

Visitor numbers in Barkly

| Overnight Visitation | Intra-Territory | Interstate | Domestic | International | Total |
|---------------------------------------|-----------------|------------|----------|---------------|---------|
| Visitors | 28,000 | 39,000 | 67,000 | 4,000 | 71,000 |
| Visitor nights | 77,000 | 95,000 | 172,000 | 16,000 | 188,000 |
| ALOS (average length of stay, nights) | 2.8 | 2.4 | 2.6 | 3.8 | 2.7 |
| Expenditure | np* | np* | \$35M | \$2M | \$36M |
| ASPT (average spend per trip) | np* | np* | \$519 | \$432 | \$514 |



Annual overnight visitor numbers to the region



Region definition

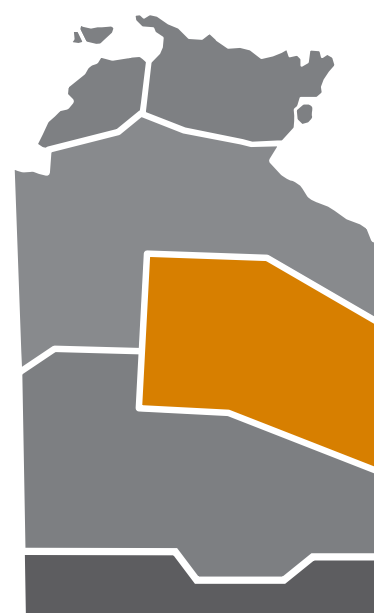
The regional boundaries of the Barkly tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

What makes up the region:

Newcastle Waters, Elliott, Three Ways, Tennant Creek, Karlu Karlu/ Devils Marbles Conservation Reserve and Wycliffe Well.

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.



*np - data not publishable

Barkly Regional Report

Year Ending December 2020-24 (5 year average)

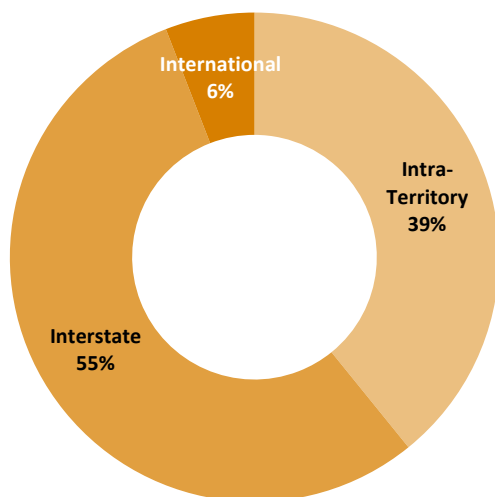
WHERE do visitors come from and WHY?

| Purpose of visit | Intra-Territory | Interstate | Domestic | International | Total |
|--------------------------------|-----------------|------------|----------|---------------|--------|
| Holiday | np* | np* | 33,000 | 3,000 | 37,000 |
| Visiting friends and relatives | np* | np* | np* | np* | np* |
| Business | np* | np* | 22,000 | np* | 22,000 |
| Other reasons** | np* | np* | np* | 1,000 | 9,000 |

- Holiday visitation remains the primary purpose of visitation to the Barkly region, with business being the second reason.
- The largest visitor market is the interstate visitor market for holiday purposes.
- Visitors from Queensland are the main source market for interstate visitation, followed by visitation from Victoria and South Australia.

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

Barkly source markets



Top 3 international markets



Germany



France



Netherlands

| State of origin | Visitors | Visitor nights | ALOS (nights) |
|-------------------|----------|----------------|---------------|
| Intra-Territory | 28,000 | 77,000 | 2.8 |
| Interstate | 39,000 | 95,000 | 2.4 |
| Queensland | 15,000 | 50,000 | 3.4 |
| Victoria | 10,000 | 21,000 | 2.1 |
| New South Wales | 7,000 | 12,000 | 1.8 |
| South Australia | 6,000 | 9,000 | 1.5 |
| Western Australia | 1,000 | 2,000 | 2.9 |
| ACT | 1,000 | 1,000 | 2.0 |
| Tasmania | np* | np* | np* |

*np - data not publishable

Barkly Regional Report

Year Ending December 2020-24 (5 year average)

WHERE else did they go in the Territory?

- International visitors are highly likely to disperse to Greater Darwin, Alice Springs MacDonnell and Lasseter. Smaller numbers are dispersing to Katherine Daly and Kakadu Arnhem.
- While interstate visitors are most likely to disperse to Alice Springs MacDonnell, Katherine Daly and Greater Darwin, while there were also a sizable number proportion that visited Lasseter regions, with Kakadu Arnhem being the destination least dispersed to.
- Intra-Territory visitors are most likely to disperse outside of the Barkly region to Katherine Daly, with Alice Springs MacDonnell being a close second destination.

OVERNIGHT DISPERSAL TO GREATER DARWIN



| | |
|-----------------|-----|
| INTRA-TERRITORY | 13% |
| INTERSTATE | 52% |
| INTERNATIONAL | 79% |

OVERNIGHT DISPERSAL TO KATHERINE DALY



| | |
|-----------------|-----|
| INTRA-TERRITORY | 33% |
| INTERSTATE | 53% |
| INTERNATIONAL | 58% |

OVERNIGHT DISPERSAL TO LASSETER



| | |
|-----------------|-----|
| INTRA-TERRITORY | 7% |
| INTERSTATE | 30% |
| INTERNATIONAL | 72% |

OVERNIGHT DISPERSAL TO KAKADU ARNHEM



| | |
|-----------------|-----|
| INTRA-TERRITORY | 7% |
| INTERSTATE | 11% |
| INTERNATIONAL | 42% |

OVERNIGHT DISPERSAL TO ALICE SPRINGS MACDONNELL

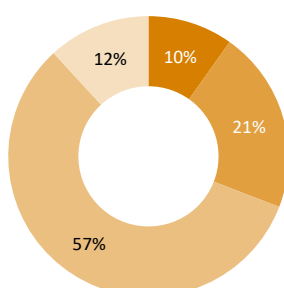


| | |
|-----------------|-----|
| INTRA-TERRITORY | 23% |
| INTERSTATE | 56% |
| INTERNATIONAL | 76% |

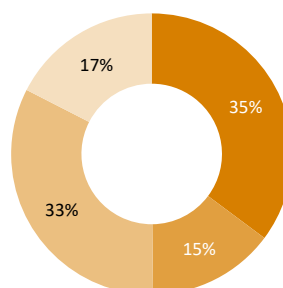


WHAT time of year do visitors come?

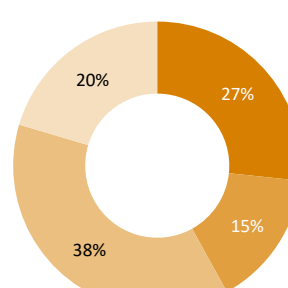
Interstate



Intra-Territory



International



- March quarter
- June quarter
- September quarter
- December quarter

Barkly Regional Report

Year Ending December 2020-24 (5 year average)

WHAT activities did they do?

Eat out and dining



36%

Visit national parks



22%

Bushwalks



22%

Pubs, clubs, disco



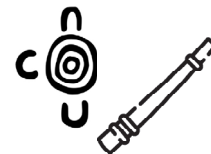
19%

Sightseeing



17%

Aboriginal Experiences



13%

Shopping



10%

Museums and art galleries



8%

History and heritage



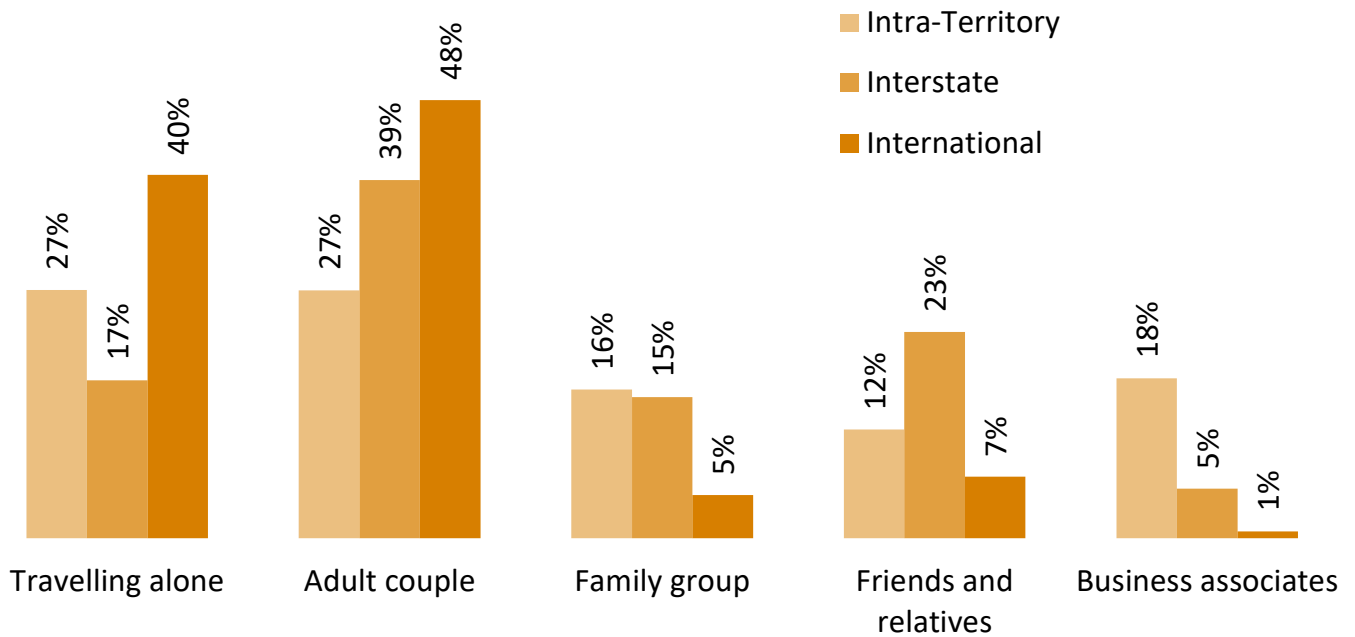
8%

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).

Barkly Regional Report

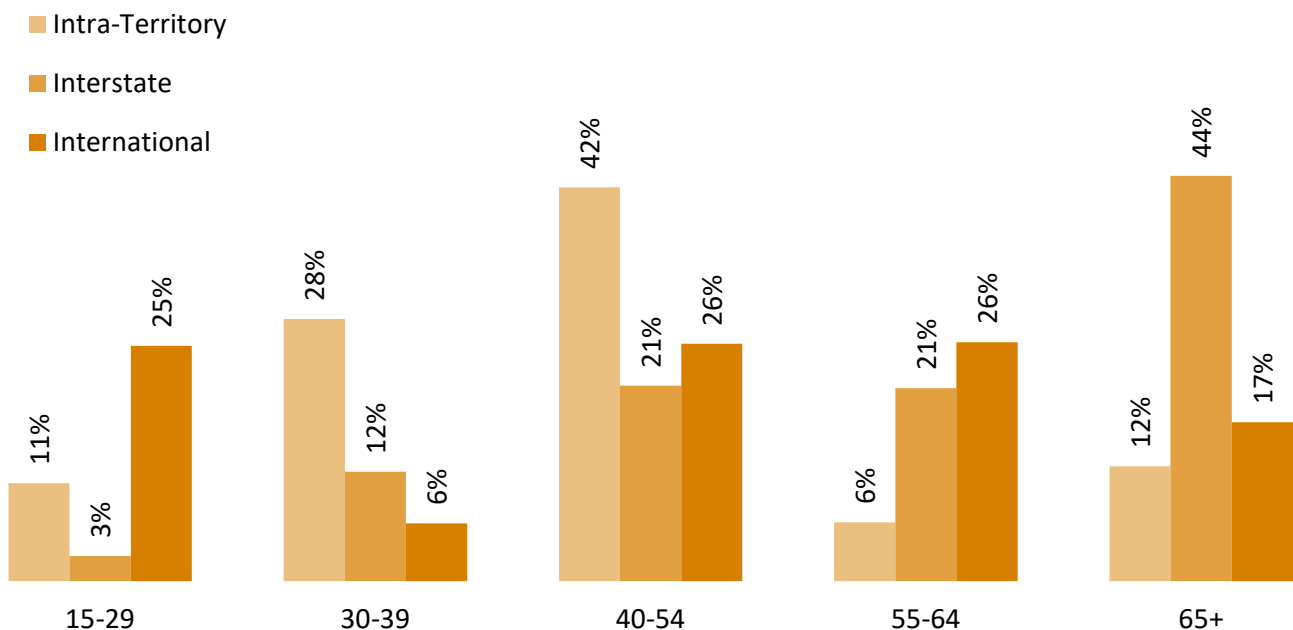
Year Ending December 2020-24 (5 year average)

WHO are our visitors travelling with?



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

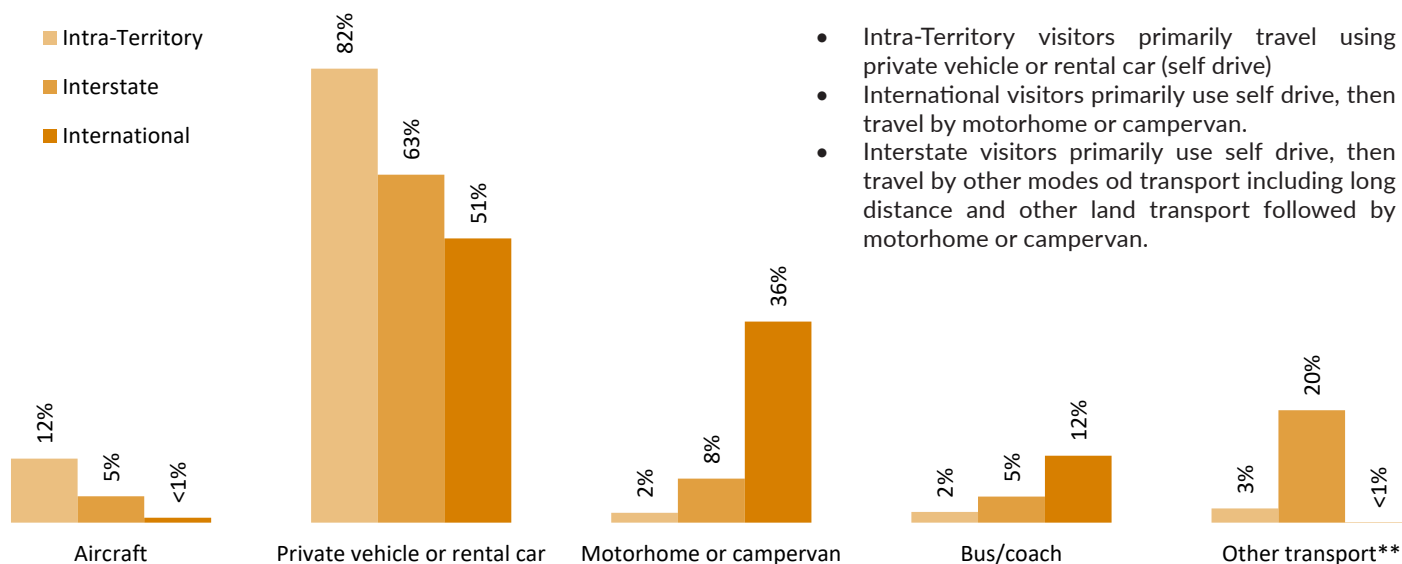
WHAT age are our visitors?



Barkly Regional Report

Year Ending December 2020-24 (5 year average)

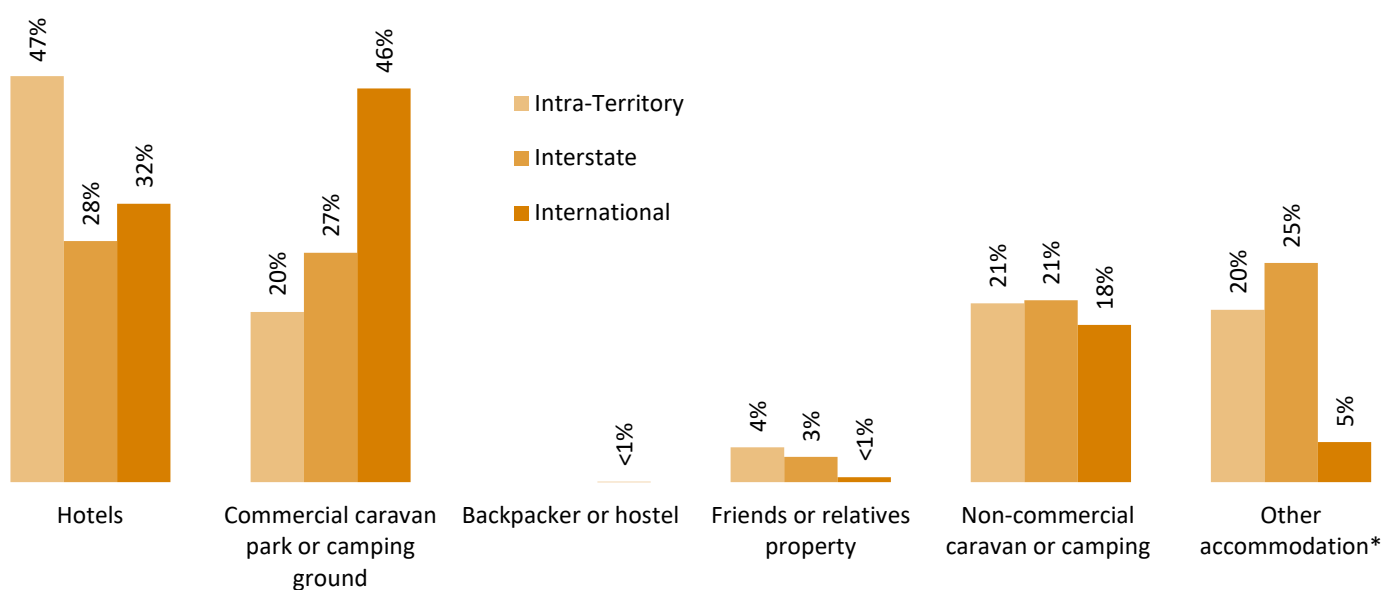
WHAT transportation* did they use to get here and around?



*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.

Barkly Regional Report

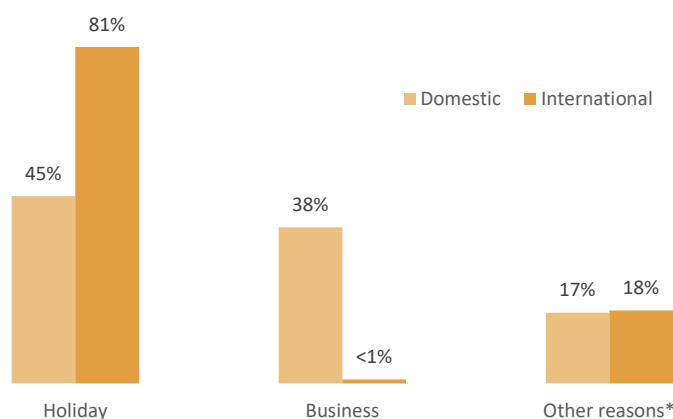
Year Ending December 2020-24 (5 year average)

Youth visitation to the region

| Youth | Domestic | International | Total |
|----------------|----------|---------------|--------|
| Visitors | 4,000 | 1,000 | 5,000 |
| Visitor nights | 12,000 | 8,000 | 20,000 |
| ALOS (nights) | 3.3 | 7.5 | 4.2 |

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 7% of all visitors to the Barkly region. They also contribute a notable number of nights in the region, with 20,000 or 11% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with 79% of the youth market. International youth make up the remaining 21% of the market.

**Includes employment, education, visiting friends and relatives, other reason and in transit.*

Visitors interested in Aboriginal cultural experiences/participation

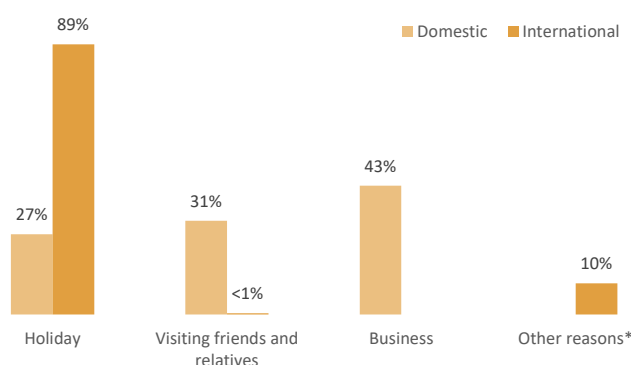
| Aboriginal culture | Domestic | International | Total |
|--------------------|----------|---------------|--------|
| Visitors | 6,000 | 3,000 | 9,000 |
| Visitor nights | 16,000 | 10,000 | 26,000 |
| ALOS (nights) | 2.6 | 3.6 | 2.9 |

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 13% of visitors who participated in Aboriginal cultural experiences while visiting the Barkly region.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 27% of international visitors and 89% 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*

Barkly 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 | 11,000 | 17,000 | 29,000 |
| Visitor nights | 21,000 | 27,000 | 48,000 |
| ALOS (nights) | 1.8 | 1.5 | 1.7 |

Almost a half (43%) of all domestic visitors to the region over the five year period were leisure drive travellers, which is an average of 29,000 visitors per year.

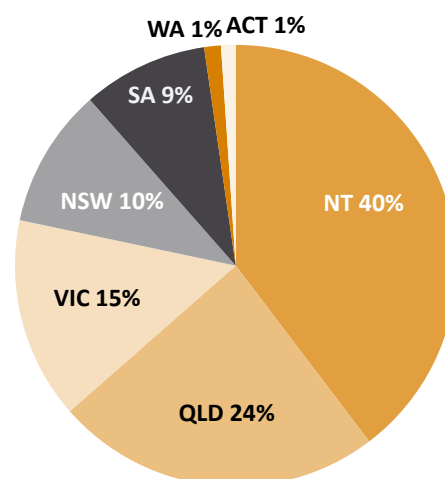
Domestic source markets

NT residents made up 40% of the domestic leisure drive market to the region. Visitors from Queensland, Victoria and New South Wales contributed a combined 49%.

Length of stay

The majority of the domestic leisure drive market stayed for two or less nights in the Barkly region.

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.*

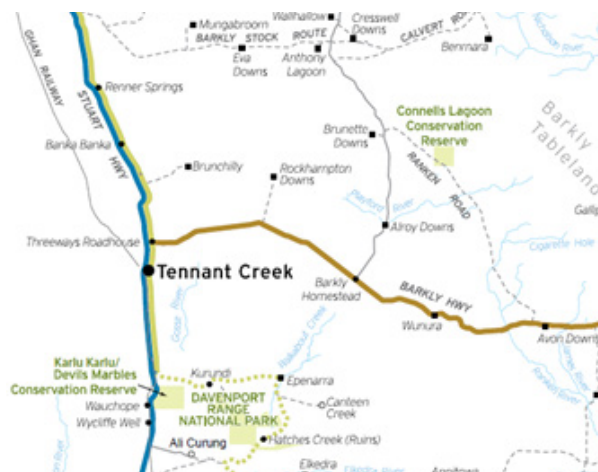
Other regional tourism indicators

Park visitation

| Year Ending December 2024 | Visitors |
|--|----------|
| Devils Marbles (Karlukarlu) Nature Reserve | 99,000 |
| Tennant Creek Telegraph Station | 19,000 |

Source: NT Parks and Wildlife Commission.

Other sites in the region include Attack Creek Historical Reserve, Barrow Creek Telegraph Station Historical Reserve, Connells Lagoon Conservation Reserve and Iltwelepenty/ Davenport Ranges National Park.



Sample sizes and confidence intervals

| Year Ending December 2020-24 | Sample size | 95% Confidence interval | |
|------------------------------|-------------|-------------------------|----------------|
| | | Visitors | Visitor nights |
| Intra-Territory | 72 | +/-29% | +/-52% |
| Interstate | 62 | +/-24% | +/-47% |
| International | 348 | +/-21% | +/-84% |

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.