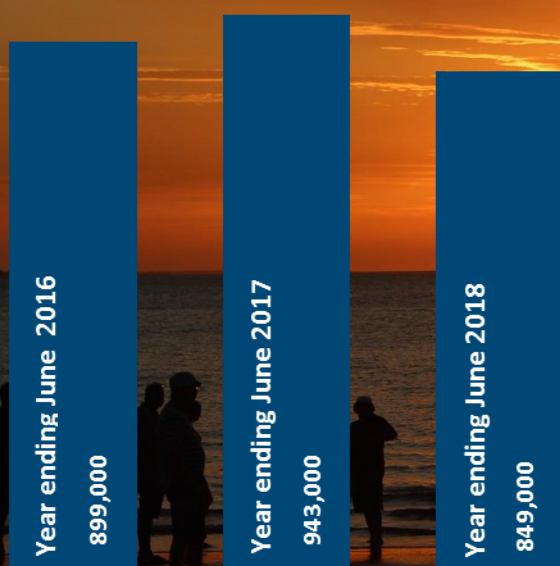


# Greater Darwin

Report Period:  
Year Ending June 2018

## Annual overnight visitor numbers to the region



Sunset at Mindil Beach, Darwin  
Credit: Aude Mayans/Tourism NT

## 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.

### What makes up the region?

Darwin	City of Darwin, City of Palmerston, Noonamah, Humpty Doo, Fogg Dam, Gunn Point, Mandorah
Outer Darwin	Litchfield National Park, 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.



# Tourist numbers in Greater Darwin?

## Greater Darwin overnight visitor numbers – Year Ending June 2018

Origin	Intra-Territory	Interstate	Domestic <sup>a</sup>	International	Total <sup>b</sup>
Visitors (000s)	212	514	727	123	849
Visitor nights (000s)	484	3,763	4,247	1,938	6,186
ALOS <sup>c</sup>	2.3	7.3	5.8	15.8	7.3
Expenditure (\$M)	-	-	842	126	968

a: Domestic = Intra-Territory and Interstate

b: Total = Domestic and International

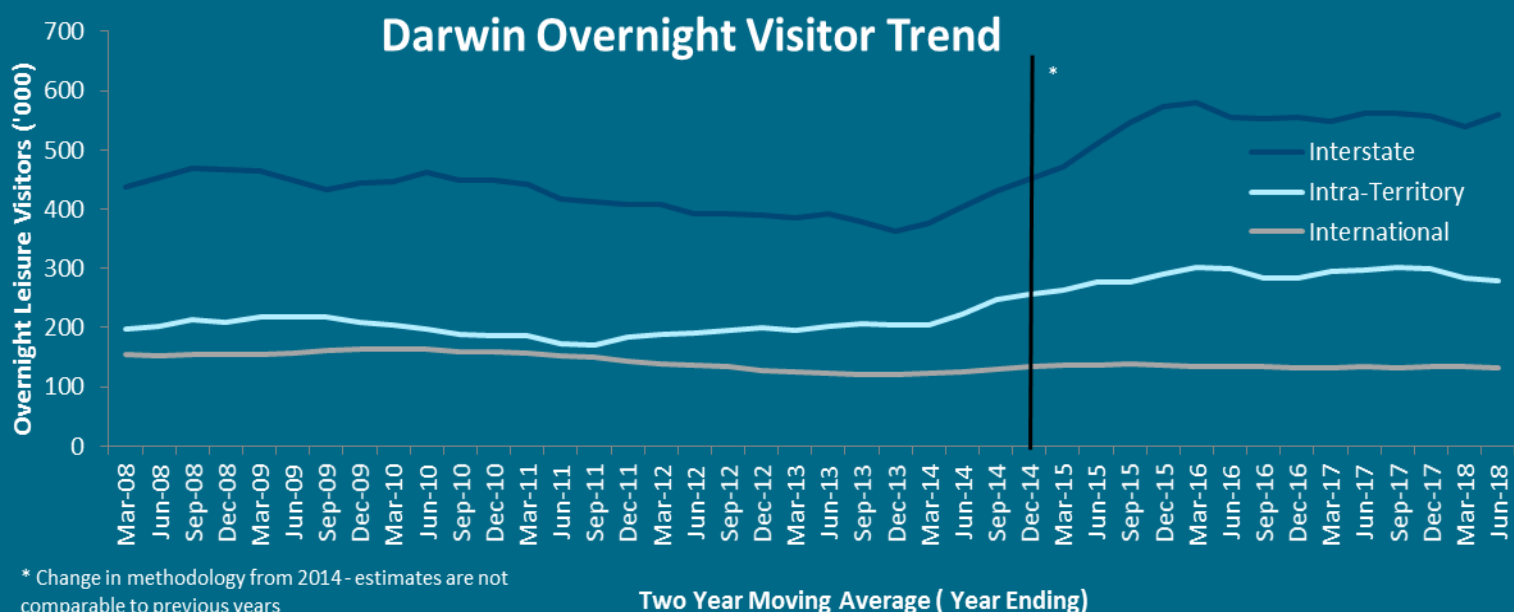
c: ALOS – Average Length of Stay

Visitors stayed an average of 7.3 nights

Average spend per trip was estimated at \$1,140

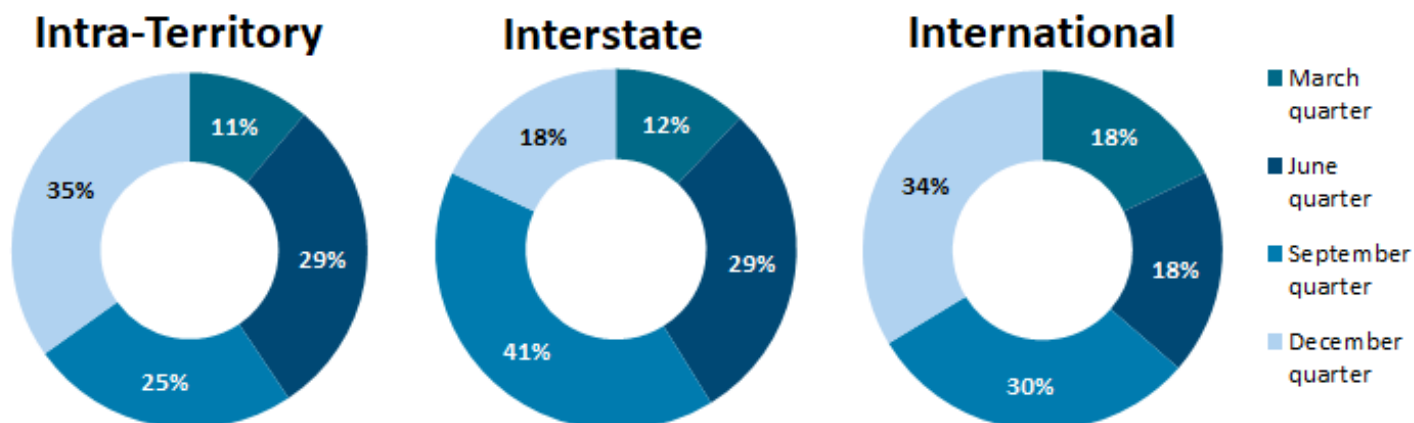
Greater Darwin received 849,000 visitors in the year ending June 2018

Darwin Waterfront Accommodation  
Credit: Peter Eve/Tourism NT



## WHAT time of year do tourists visit?

Visitation by quarter – Year Ending June 2018



## WHERE do our visitors come from?

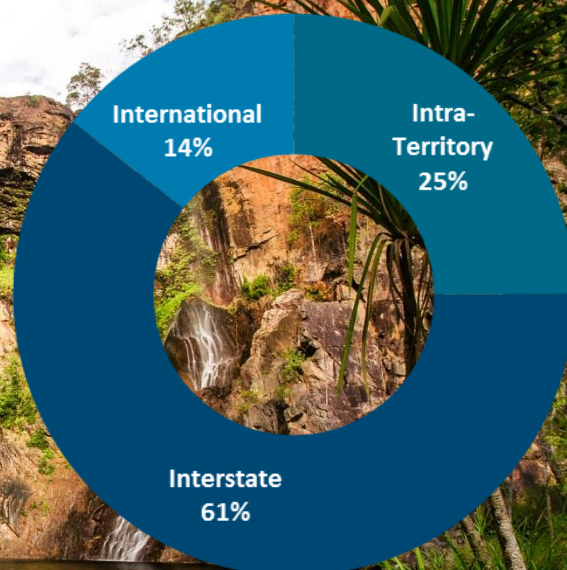
Domestic and international source markets  
Year Ending June 2018

Domestic source market overnight visitor numbers

State of origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
Intra-Territory	212	484	2.3
Interstate	514	3,763	7.3
NSW - ACT	127	751	5.9
Vic - Tas	126	1057	8.4
Western Australia	82	804	9.8
Queensland	125	786	6.3
South Australia	54	365	6.8

International source market overnight visitor numbers

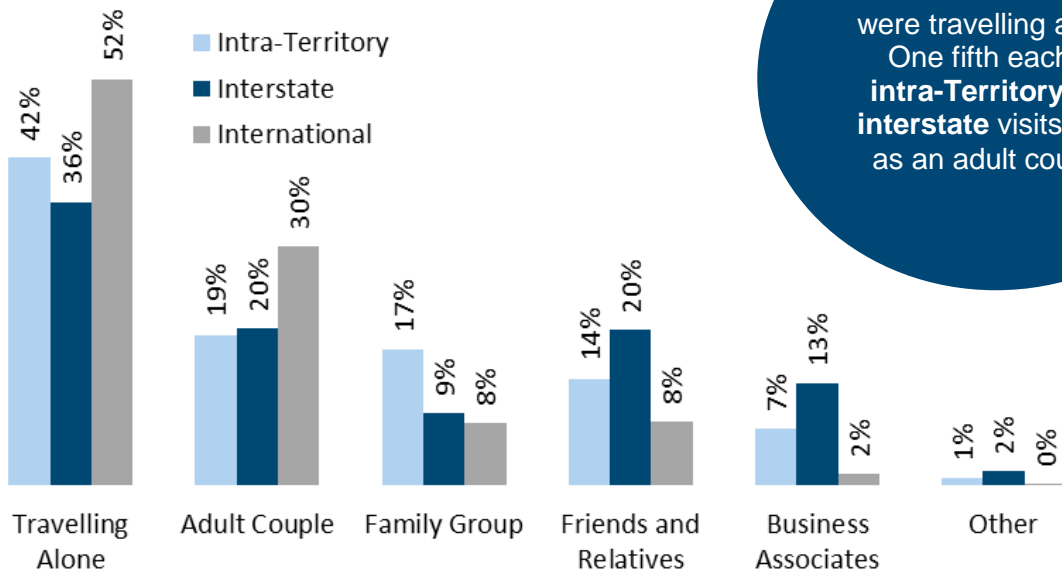
Country of Origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
International	123	1,938	15.8
United Kingdom	17	235	13.8
Germany	15	157	10.5
USA	15	114	7.8
France	8	112	14.2
New Zealand	8	60	7.8
Switzerland	5	21	4.6
China	4	96	22.0
Netherlands	4	47	10.8
Singapore	4	41	9.5
Japan	3	102	30.1



Sandy Creek Falls, Litchfield National Park

## WHO are our visitors travelling with?

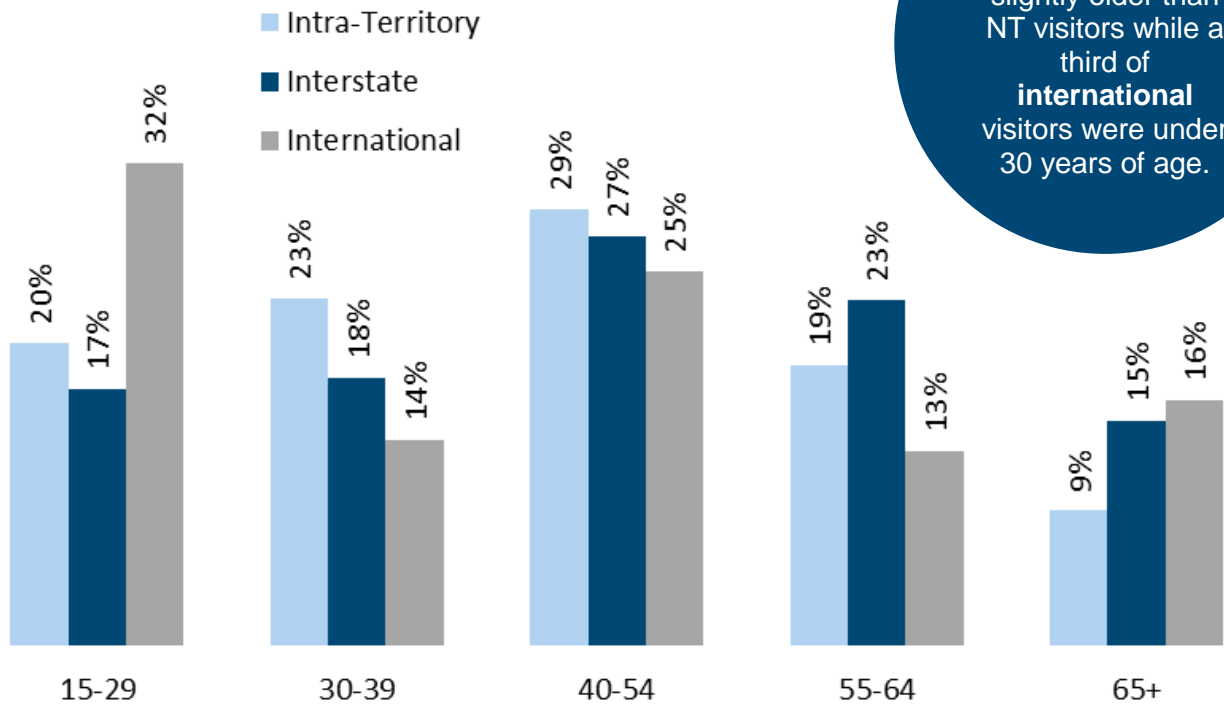
Visitation by travel party type – Year Ending June 2018



Just over half of the **international** visitors were travelling alone. One fifth each of **intra-Territory** and **interstate** visits were as an adult couple.

## WHAT age are our visitors?

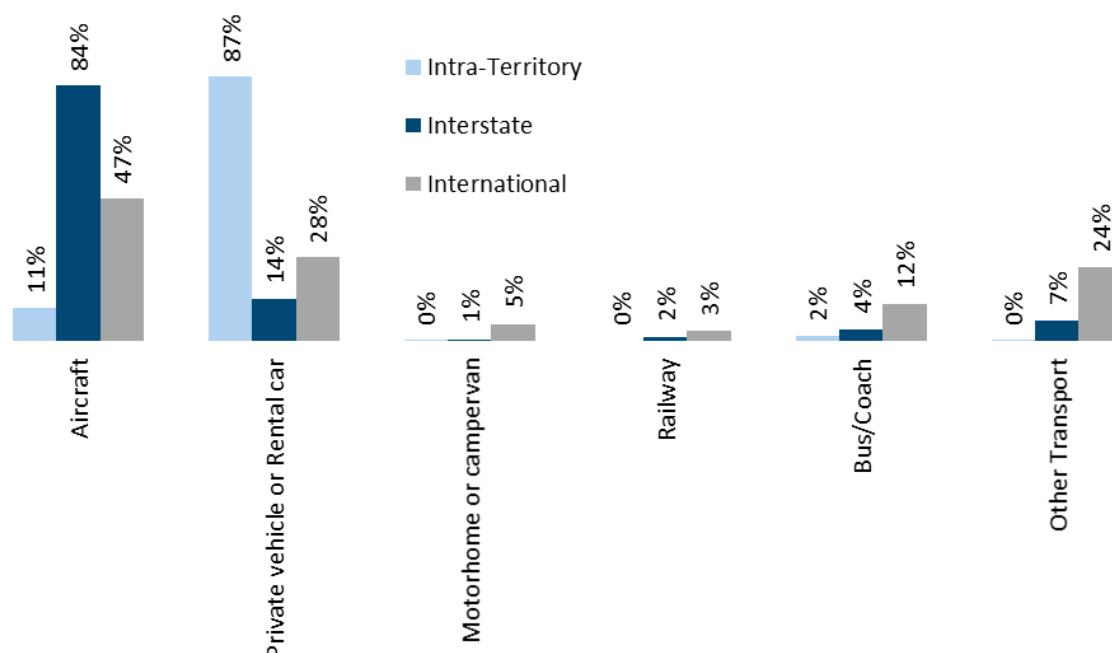
Visitation by age – Year Ending June 2018



**Interstate** visitors tended to be slightly older than NT visitors while a third of **international** visitors were under 30 years of age.

# WHAT transport did they use to get here and around?

Visitation by transport – Year Ending June 2018



## The domestic leisure\* drive market in focus

Just under a third (28%) of all domestic visitors to the region were self-drive leisure travellers in YE June 2018, which is an estimated 202,000 visitors.

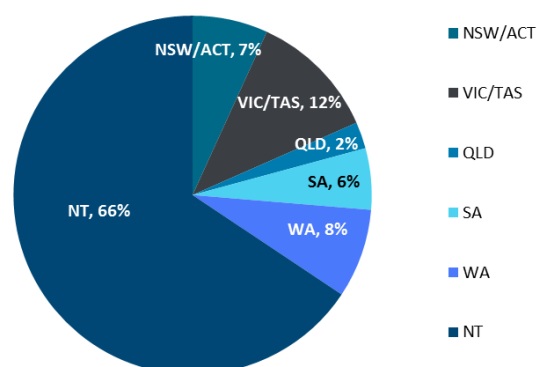
### Domestic Source Markets

NT residents made up 66% of the domestic leisure drive market for Greater Darwin. This may reflect Darwin residents traveling to the 'Outer Darwin' region on short trips, e.g. an overnight trip to Litchfield. New South Wales/ ACT and Victoria/ Tasmania represented 19% of this market.

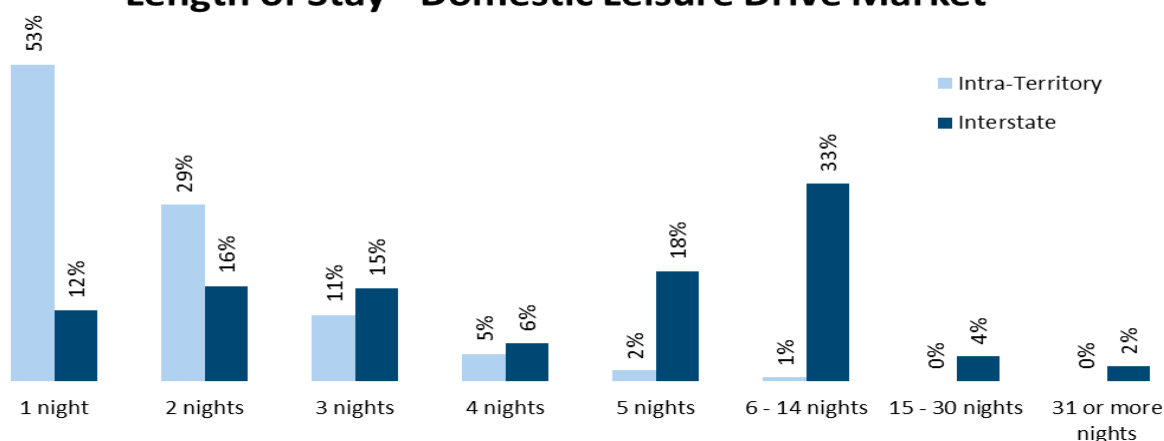
### Length of Stay

Approximately 76% of domestic leisure drive visitors stayed for three nights or less. Influencing this result is the high proportion of Territorians travelling for one night.

### Domestic Leisure Drive Source Markets



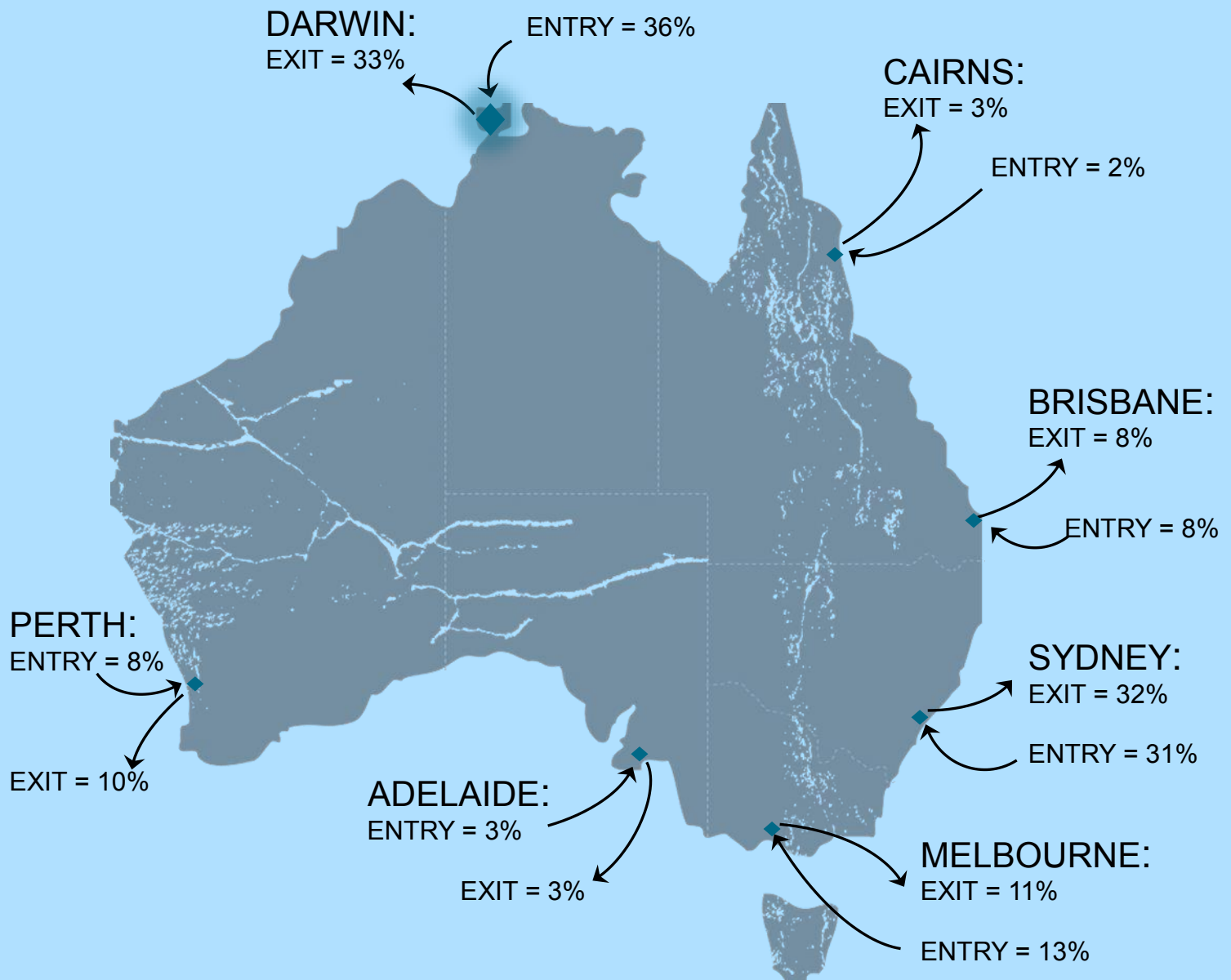
### Length of Stay - Domestic Leisure Drive Market



## HOW do internationals get here?

The majority of international visitors entered the country through capital cities on the east coast, making up over half of all visitors to the region (52%). Around one third of international travellers entered or left through Darwin directly.

**Ports of entry/exit used by international visitors who visited Greater Darwin Year Ending June 2018**

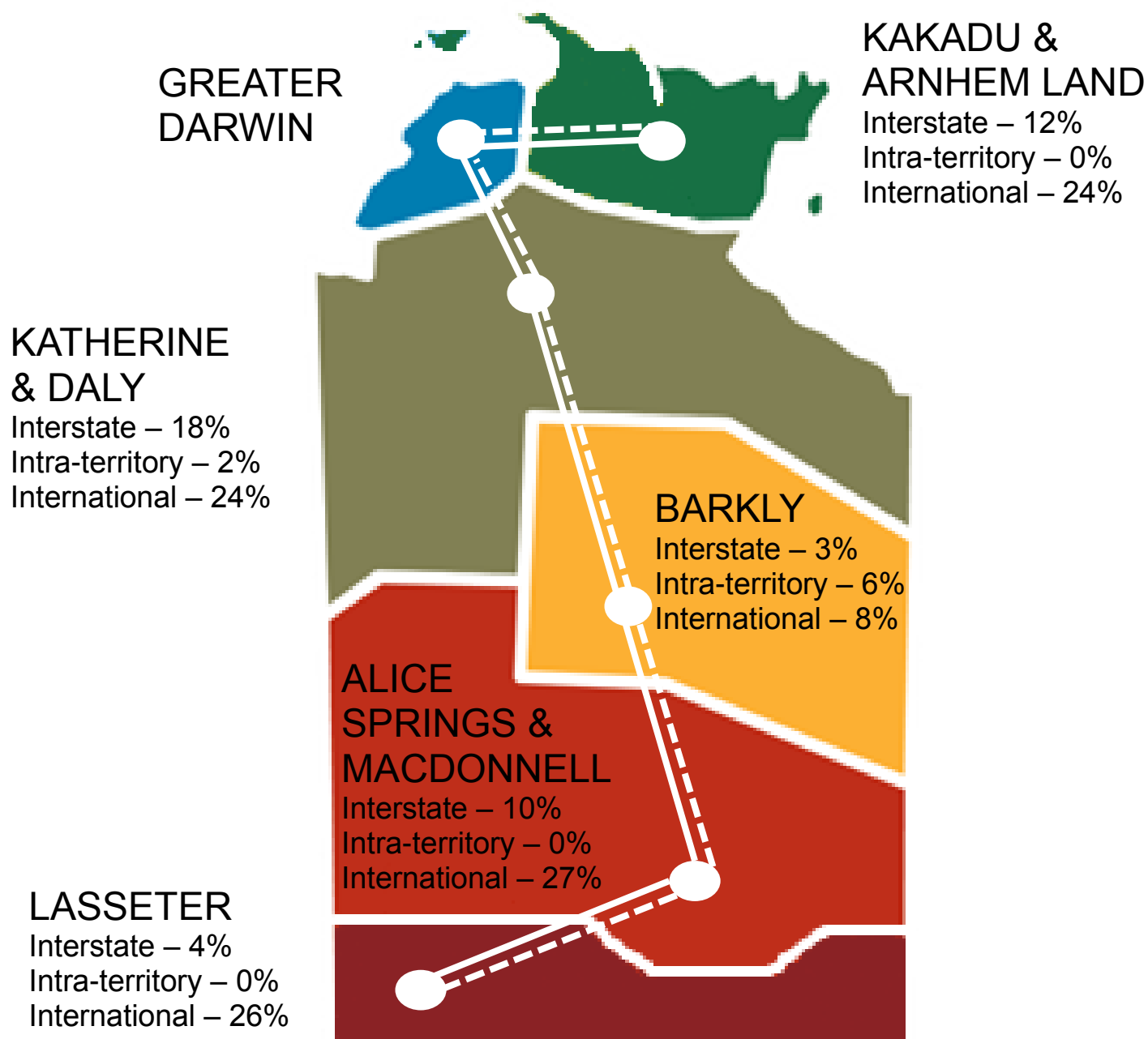


Other ports of entry and exit include the Gold Coast which accounted for less than 1%.

## WHERE else do they go in the Territory?

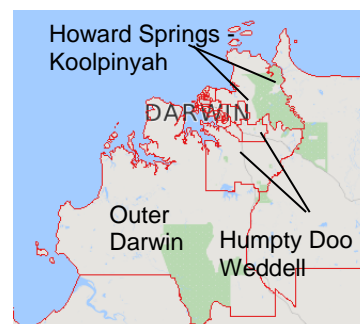
### Greater Darwin travellers visiting the regions

Year Ending June 2018



## WHERE did they go in the Region?

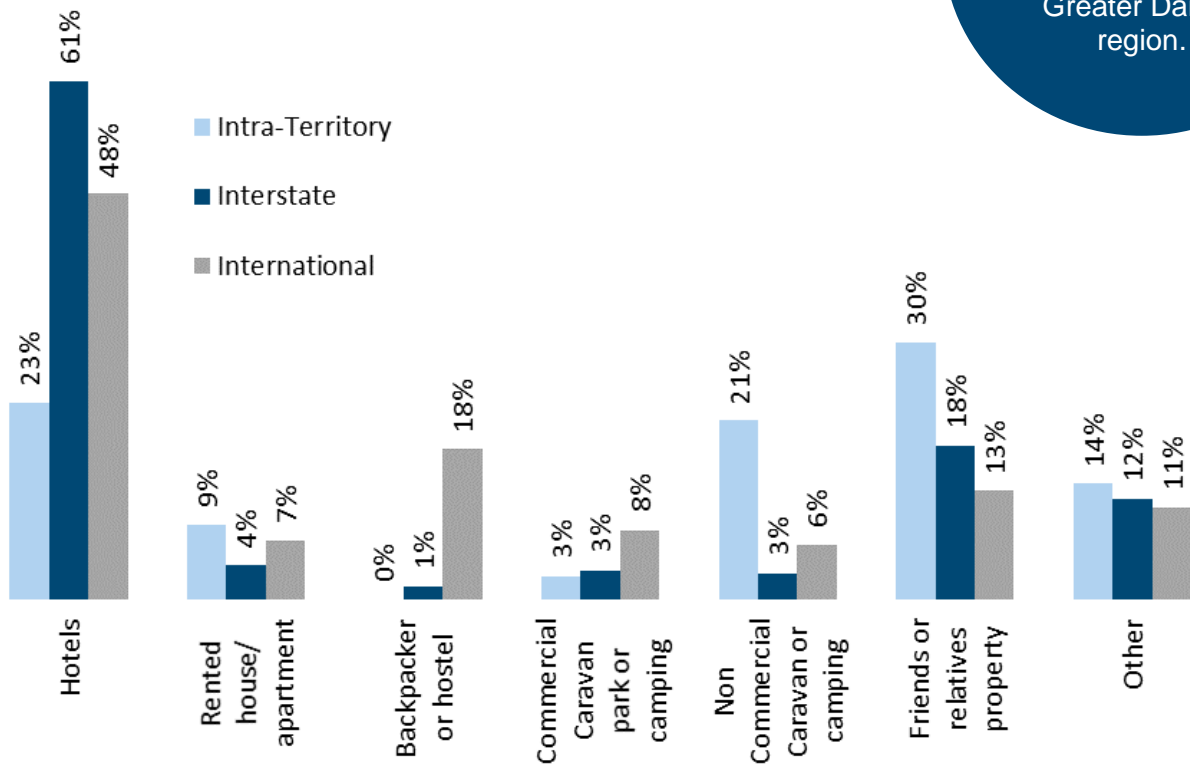
Statistical Area Level (SA)	Annual visit (2 year average)	Proportion of region
Darwin City (SA2)	661,000	74%
Darwin Suburbs [SA2 group]	97,000	11%
Palmerston Suburbs [SA2 group]	38,000	4%
Howard Springs – Koolpinyah [SA2 group]	20,000	2%
Humpty Doo – Weddell [SA2 group]	24,000	3%
Outer Darwin (Special Region)	132,000	15%
Greater Darwin Total	849,000	-



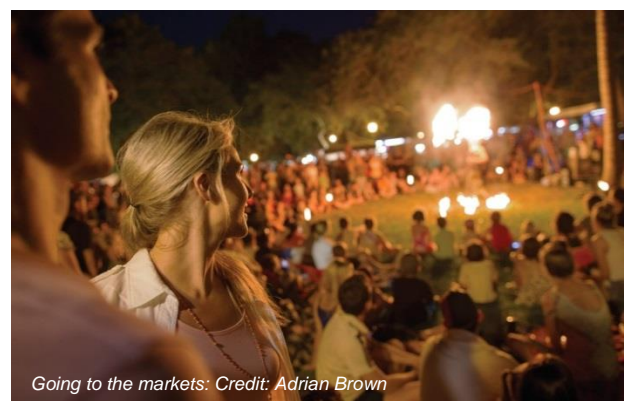
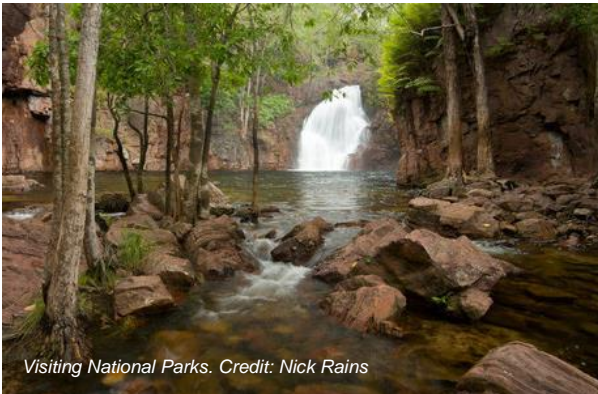
## WHERE did they stay?

Visitation by accommodation type used – Year Ending June 2018

Hotels accounted for just over half (50%) of the accommodation used in the Greater Darwin region.

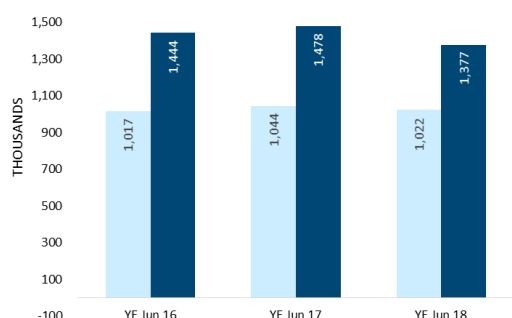


## What activities did they do?



## Industry sector news

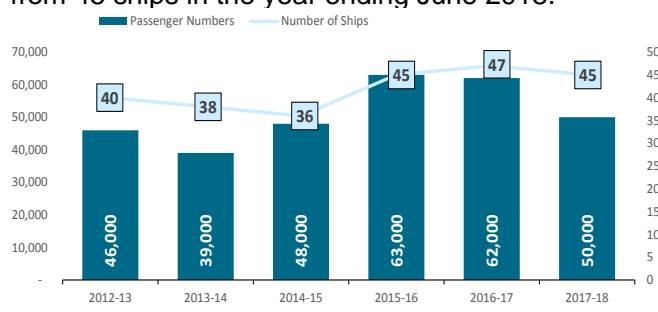
### Airport Traffic Data



Source: Bureau of Infrastructure, Transport and Regional Economics

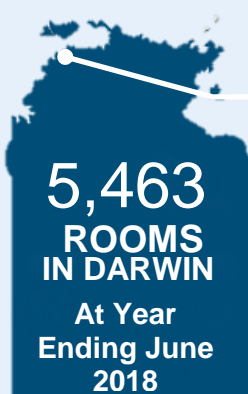
### Cruise ships

Darwin welcomed approximately 50,000 passengers from 45 ships in the year ending June 2018.

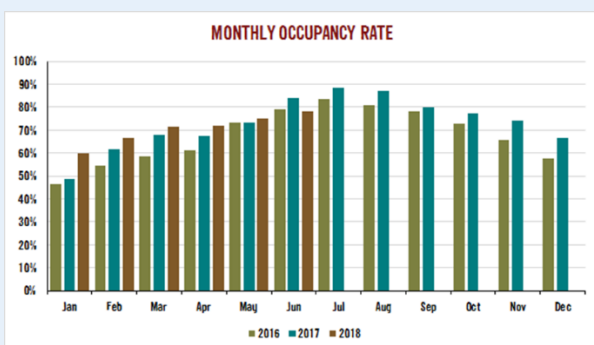


Source: Darwin Port Corporation (excludes ships with less 100 max pax)

### Darwin Accommodation



**75% AVERAGE OCCUPANCY**  
**\$145 AVERAGE ROOM RATE**  
**\$111 REVENUE PER AVAILABLE ROOM**



Source: STR Global Destination Reports Accommodation Year Ending June 2018; Darwin Hotel accommodation with 10+ rooms.

### National Park is popular with tourists Litchfield

Visitors to Litchfield National Park were estimated at around 319,000 in YE June 2018, down 8.7% on the YE June 2017.

Berry Springs Nature Park is also a popular swimming hole which had around 146,000 visits.

Located within Darwin, the Casuarina Coastal Reserve and the Darwin Botanical Gardens are popular spots for both locals and tourists.

YE June 2018	Visitor numbers
Litchfield National Park	319,000
Casuarina Coastal Reserve	1,150,000
Berry Springs Nature Park	146,000
Darwin Botanical Gardens	390,000

Source: NT Parks and Wildlife Commission, Year Ending June 2018.

### 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 (YE) June 18

	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	229	+/-21%	+/-33%
Interstate	249	+/-15%	+/-13%
International	940	+/-9%	+/-11%

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.

**PLEASE NOTE:** Change in methodology for the NVS from 2014 – estimates are not directly comparable to previous years. More information on the change to the NVS methodology is available on Tourism Research Australia's website.