

TOURISM NT REGIONAL PROFILE

Kakadu Arnhem

Report Period:

Three year average YE June 2016 – 2018

Annual overnight visitor numbers to the region



Gunlom Falls Kakadu National Park
Credit: Jane Burhop – Common Ventures/Tourism NT

REGION DEFINITION

The regional boundaries of the Kakadu Arnhem tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001. For the purpose of this profile, these boundaries have been modified by Tourism Research Australia to not include Litchfield National Park.

What makes up the region

Kakadu National Park
Jabiru
Kakadu
Arnhem
Maningrida
Nhulunbuy
Groote Eylandt
Tiwi Islands

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 Kakadu Arnhem

Kakadu Arnhem overnight visitor numbers, three year average YE June 2016 – 2018*

Origin	Intra-Territory	Interstate	Domestic ^a	International	Total ^b
Visitors (000s)	66	102	168	31	199
Visitor nights (000s)	225	547	772	125	897
ALOS ^c	3.4	5.4	4.6	4.0	4.5
Expenditure (\$M)	-	-	133	31	164

a: Domestic = Intra-Territory and Interstate

b: Total = Domestic and International combined

c: ALOS – Average Length of Stay

*Three year averages have been provided to reduce sampling error

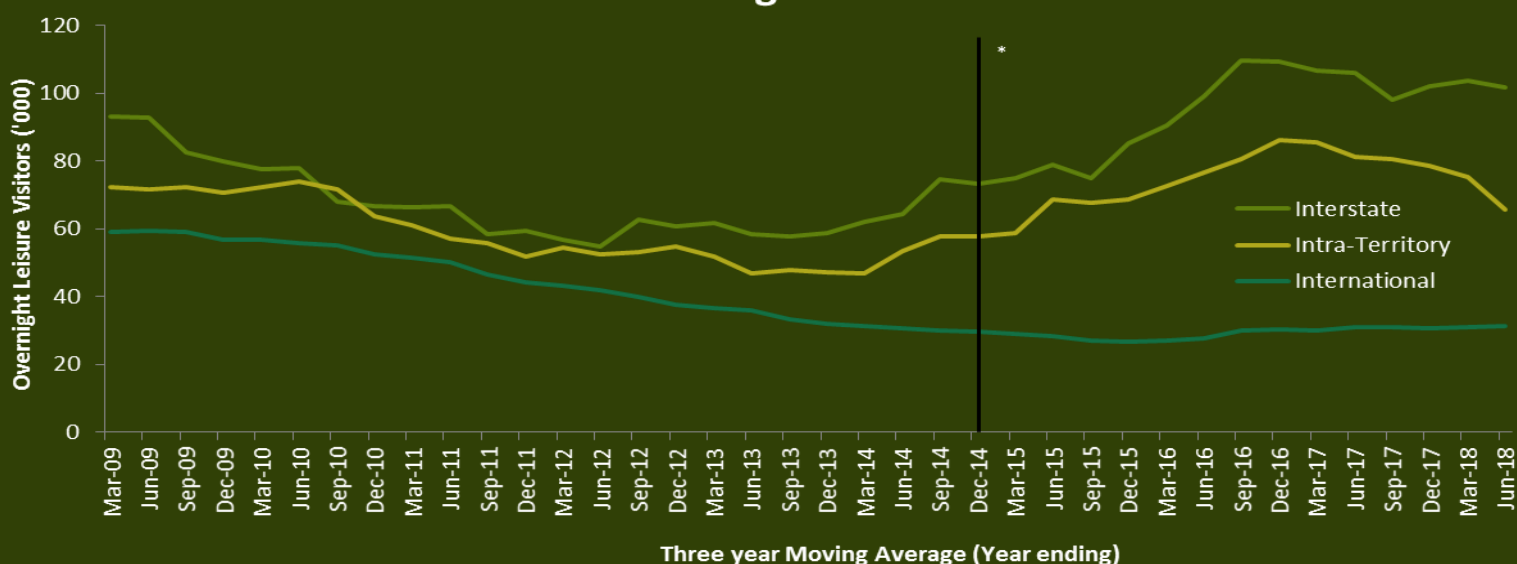
Visitors stayed an average of 4.5 nights

Interstate travellers made up 51% of visitors to region with holiday travellers making up the majority of this group

Average visitor spend per year was \$164M, which was around \$823 per visit

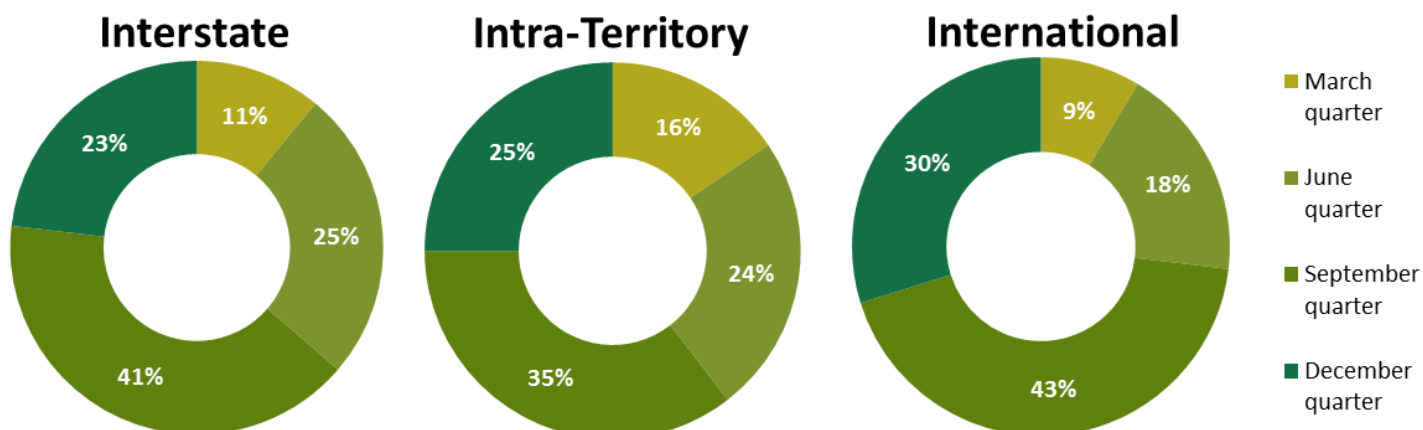
Yellow Waters Billabong, Credit: Peter Eve

Kakadu Arnhem Overnight Visitor Trend



WHAT time of year do tourists visit?

Visitation by quarter, three year average YE June 2016 – 2018



WHERE do our visitors come from?

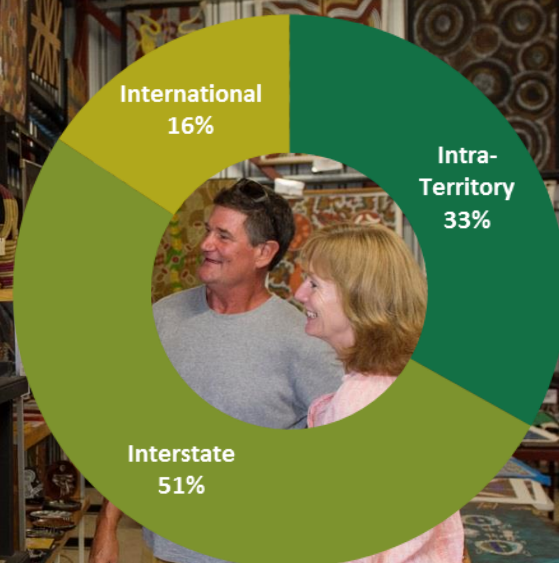
Domestic and international source markets Three year average YE Jun 2016 – 2018

Domestic source market overnight visitor numbers

State of origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
Intra-Territory	66	225	3.4
Interstate	102	547	5.4
NSW - ACT	24	91	3.7
Vic - Tas	29	197	6.7
Western Australia	10	29	2.9
Queensland	34	212	6.3
South Australia	5	17	3.7

International source market overnight visitor numbers

Country of Origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
International	31	125	4.0
Germany	5	14	3.0
United Kingdom	5	25	5.6
USA	3	7	2.4
France	3	10	3.1
New Zealand	3	8	3.1
Switzerland	2	7	3.1
Netherlands	2	4	2.3
Italy	1	3	2.0
Scandinavia	1	3	2.3
Canada	1	2	2.4

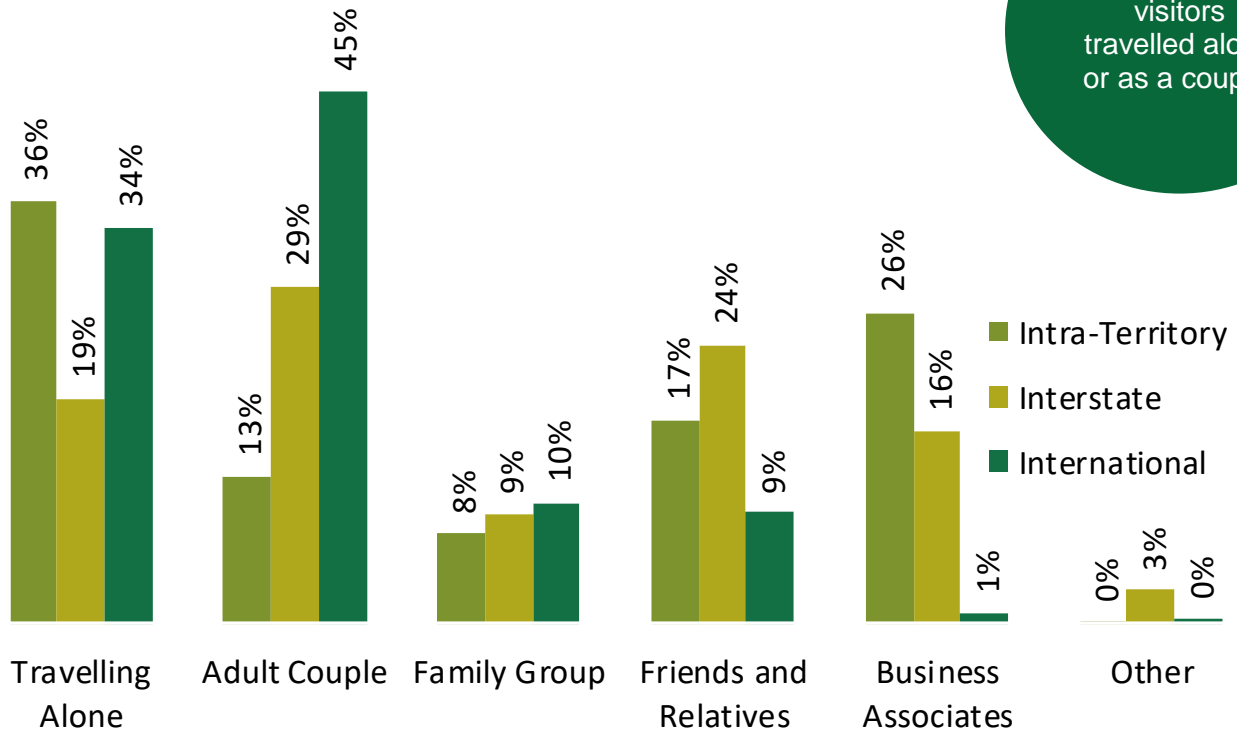


The Didgeridoo Hut and Art Gallery, Arnhem Highway
Credit: Shaana McNaught/Tourism NT

WHO are our visitors travelling with?

Visitation by travel party type, three year average YE June 2016 – 2018

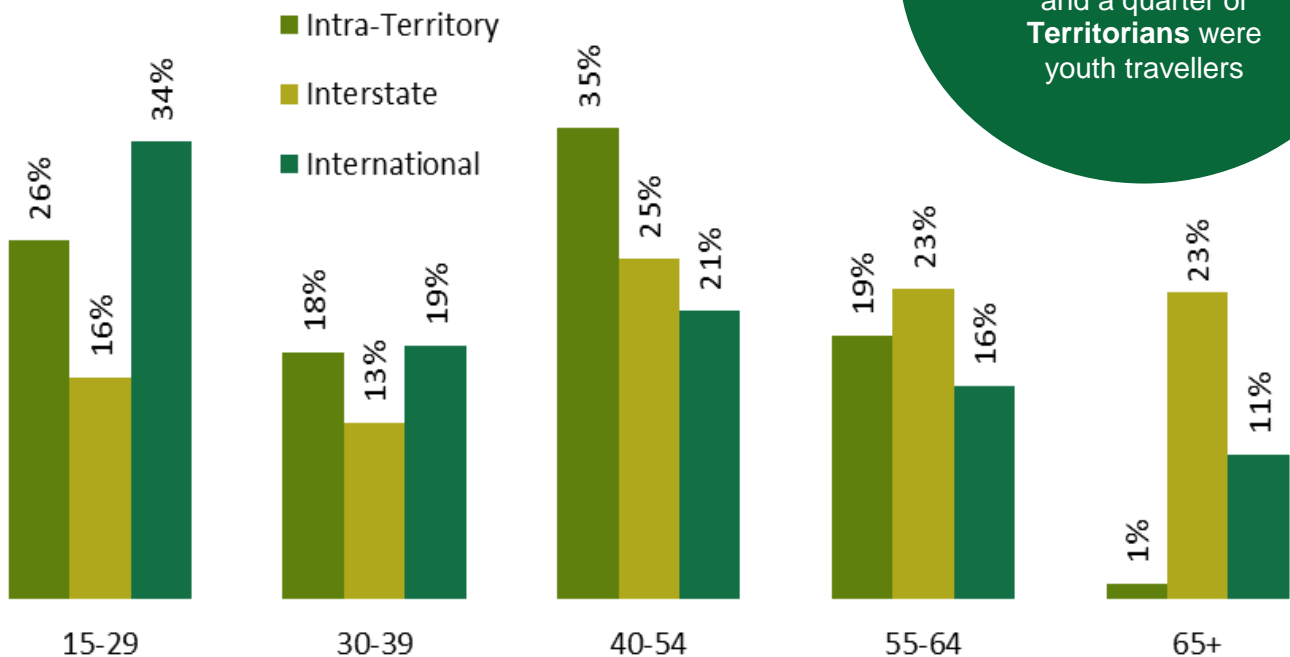
Around 80% of **international** visitors travelled alone or as a couple.



WHAT age are our visitors?

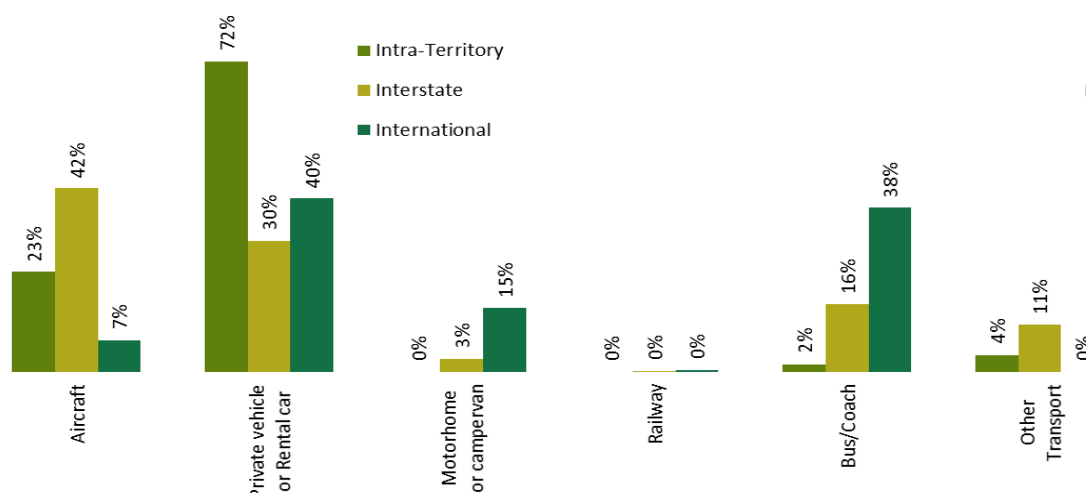
Visitation by age group, three year average YE June 2016 – 2018

Almost half of the visitors from **interstate** were aged 55 years and above, while a third of **internationals** and a quarter of **Territorians** were youth travellers



WHAT transport did they use to get here and around?

Visitation by Transport used, three year average YE June 2016 – 2018



The region is popular for self-drive travellers

The domestic leisure* drive market in focus

Around 35% of all domestic visitors to the region over the three year period were self-drive leisure travellers, which is an average of 59,000 visitors per year.

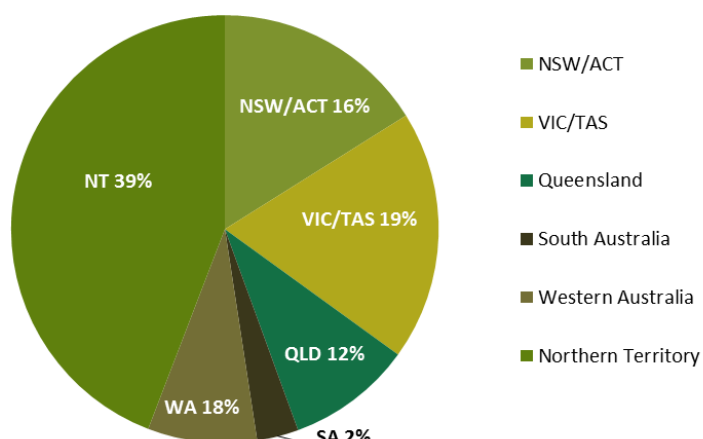
Domestic source markets

NT residents made up 39% of the domestic leisure drive market to the region. Visitors from NSW/ACT and Vic/Tas contributing a combined 35%.

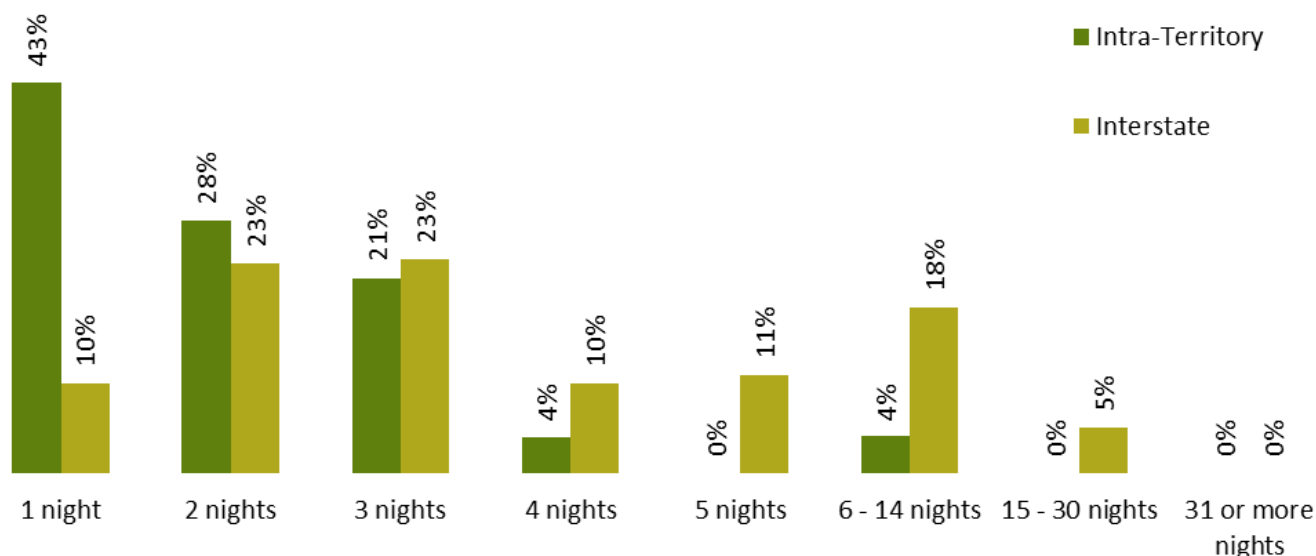
Length of stay

Approximately 72% of the domestic leisure drive market stayed for three or less nights.

Domestic Leisure Drive Source Markets



Length of Stay - Domestic Drive Leisure Market

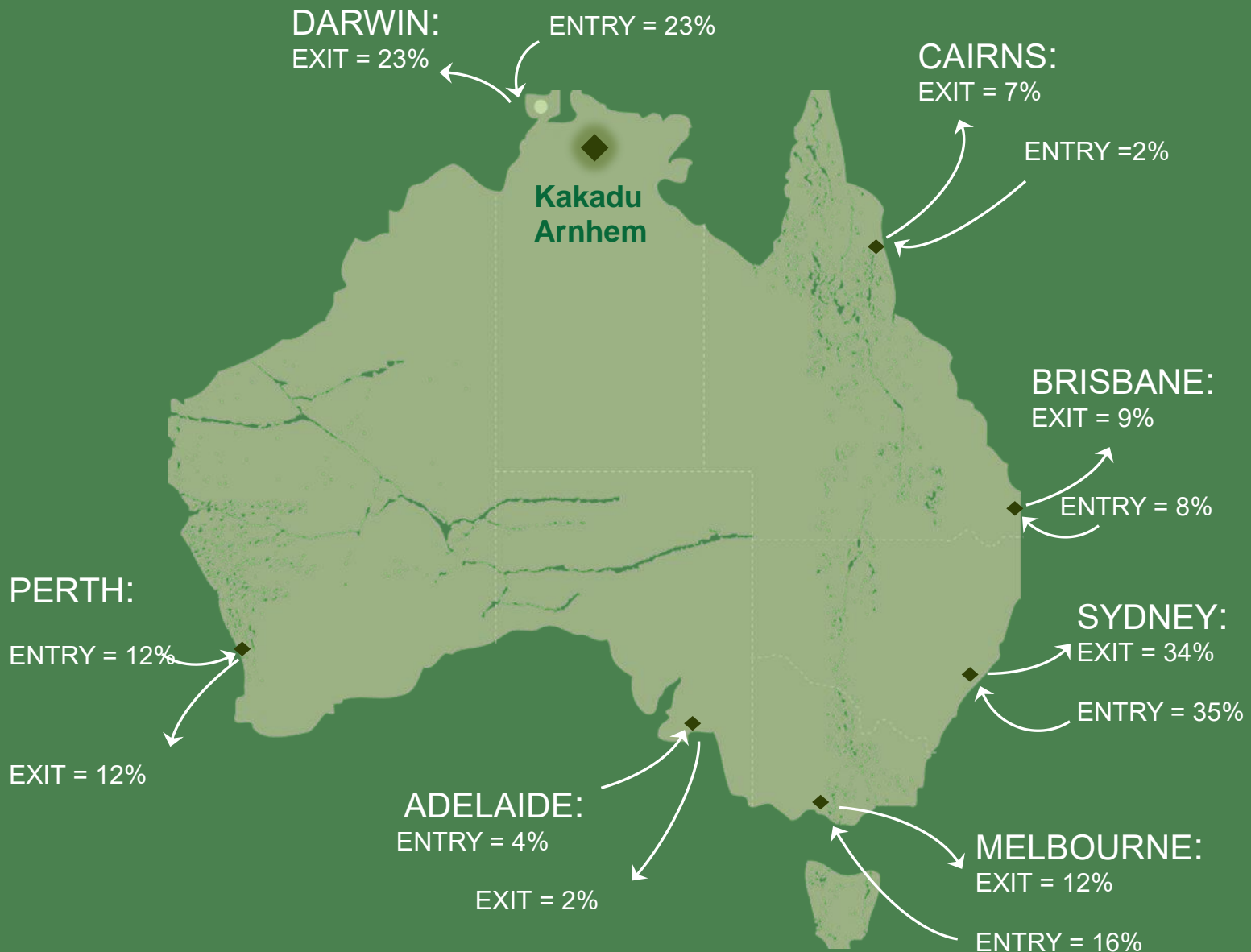


*Leisure visitors are on a holiday and/or visiting friends and family

HOW do internationals get here?

The majority of international visitors who travelled to the Kakadu Arnhem region entered the country through Sydney (35%), and Darwin (23%) with the remainder spread across the other state capital cities.

Ports of entry/exit used by international visitors who visited Kakadu Arnhem three year average YE June 2016-2018



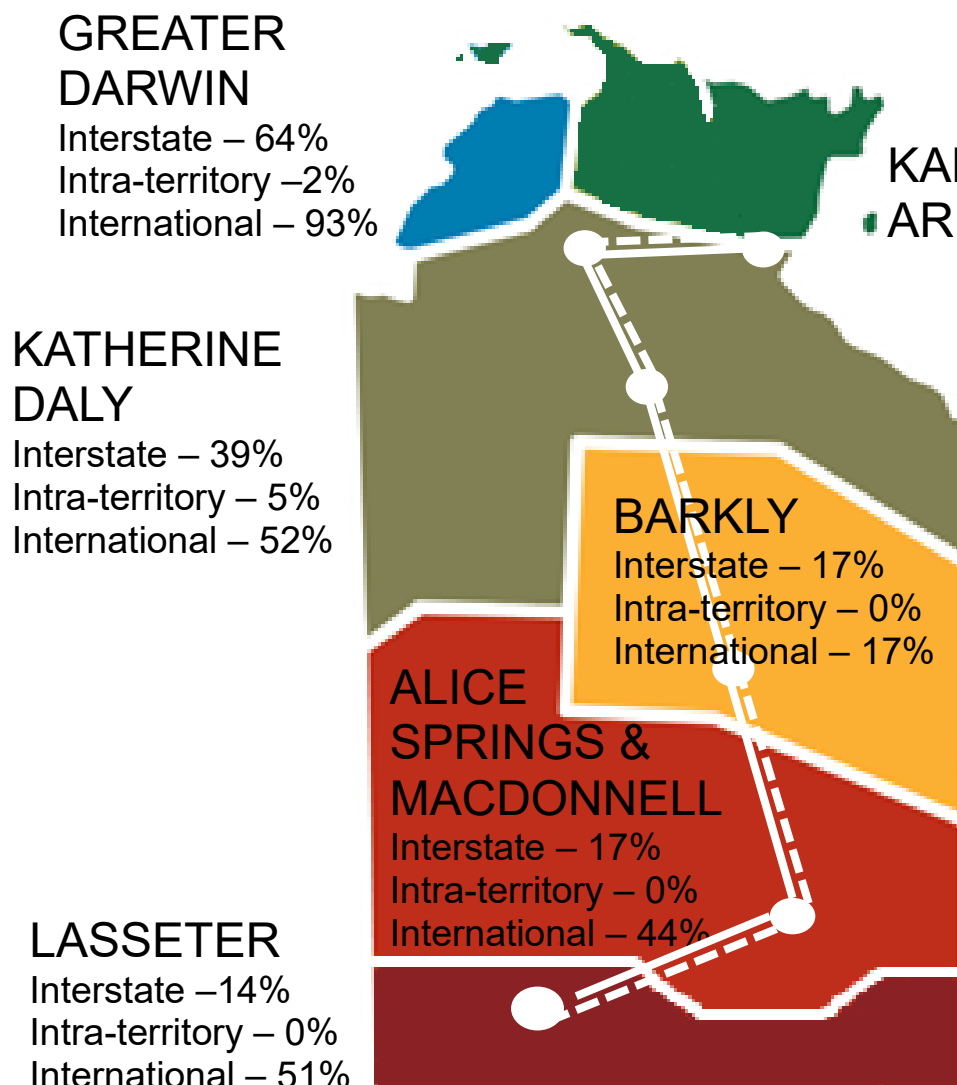
Other ports of entry and exit include the Gold Coast which accounted for less than 1%.

WHERE else do they go in the Territory?

Kakadu Arnhem holidaymakers visiting the regions

Three year average YE June 2016 – 2018

Almost all
international and
two thirds of
interstate visitors
to the region also
visited Greater
Darwin



WHERE did they go in the Region?

Statistical Area Level 2	Annual visit (3 year average)	Proportion of region
Alligator (excl Outer Darwin)	233,000	79%
East Arnhem	18,000	6%
West Arnhem	16,000	6%
Anindilyakwa	np	np
Nhulunbuy	np	np
Tiwi Islands	np	np
Kakadu Arnhem Total	294,000	-

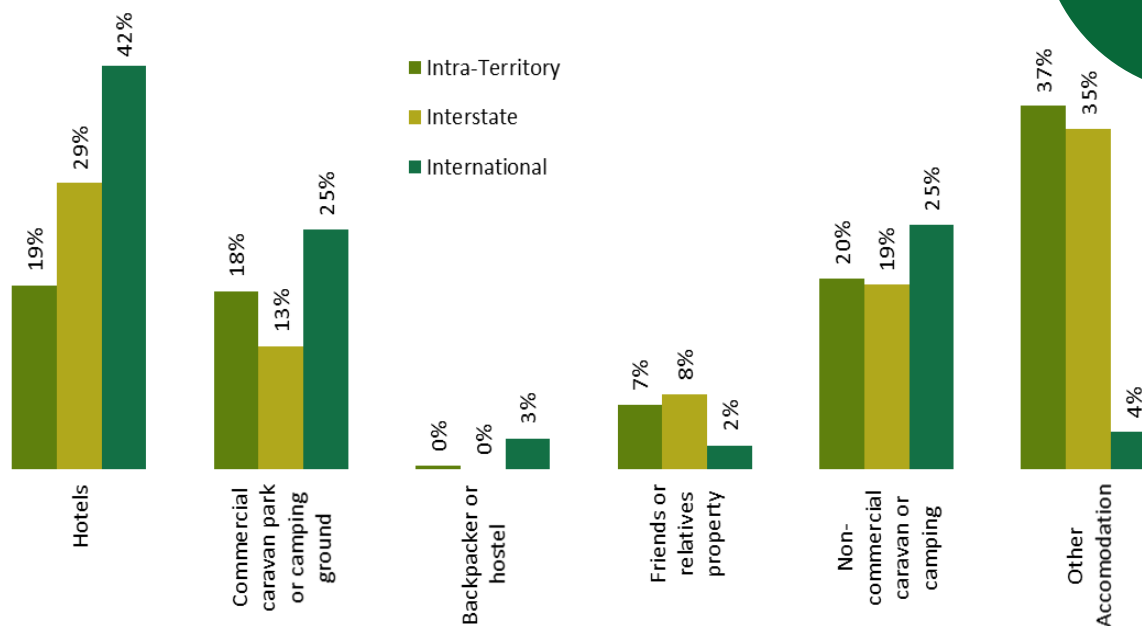
np = not publishable due to low sample size



WHERE did they stay?

Hotels were the favoured accommodation option for international and interstate visitors.

Visitation by accommodation type used,
Three year average YE June 2016 – 2018



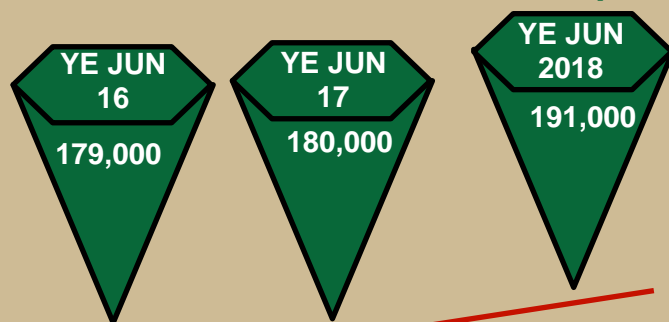
*Other accommodation includes other non-commercial property, private accommodation (not friends or family) guest houses/ bed and breakfasts, boat / private yacht, accommodation in FIFO location, education institutions and not stated.

What activities did they do?

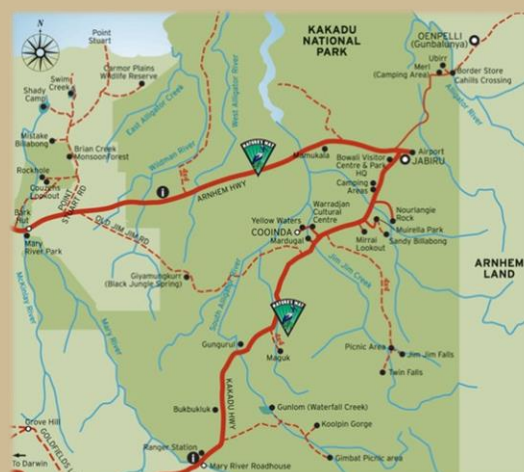


Industry sector news

Kakadu National Park visits are up

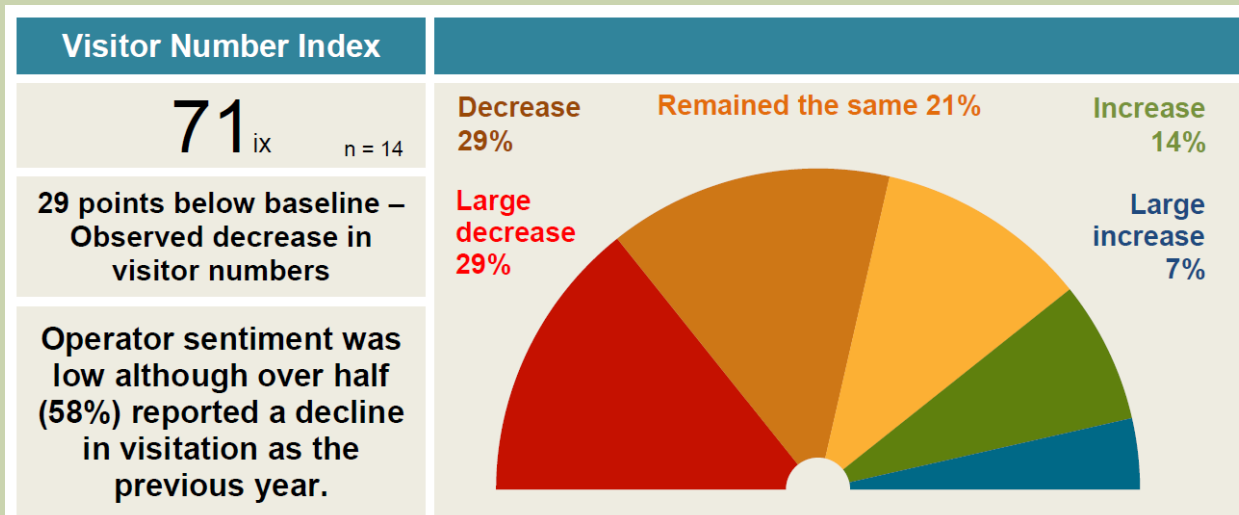


Numbers provided above are based on visit estimates sourced from Parks Australia



Industry Sentiment for June quarter in 2018 indicates a decrease in visitation

Operator sentiment in regards to the number of visitors to their business is low for the June quarter 2018 compared to last year. Sentiment is sourced from an online poll conducted each quarter by Tourism NT and is designed to provide an alternative source of information to visitation to the national surveys. 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. In order to provide more robust estimates for analysis, results provided in this report are based on the average of the past three twelve month periods – confidence intervals and sample for this period are highlighted in the table below.

Year ending (YE) June 16 – YE June 18

Three year period	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	178	+/-24%	+/-39%
Interstate	146	+/-19%	+/-25%
Domestic total	324	+/-15%	+/-21%
International	630	+/-10%	+/-42%

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.