

TOURISM NT REGIONAL PROFILE

Katherine Daly

Report Period:

Three Year Averages – Year Ending June 2016 – 2018

Annual overnight visitor numbers to the region



Katherine Outback Experience, Katherine
Credit: Shaana McNaught / Tourism NT

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
Wadeye



Source note: All information is derived from Tourism Research Australia's National and International Visitor Surveys unless otherwise stated

Tourist numbers in Katherine Daly?

Katherine Daly overnight visitor numbers, three year average YE June 2016 – 2018*

Origin	Intra-Territory	Interstate	Domestic ^a	International	Total ^b
Visitors (000s)	186	132	318	35	354
Visitor nights (000s)	466	803	1,269	246	1,515
ALOS ^c	2.5	6.1	4	7.0	4.3
Expenditure (\$M)	-	-	172	14	186

a: Domestic = Intra-Territory and Interstate

b: Total = Domestic and International

c: ALOS – Average Length of Stay

*Three year averages have been provided to reduce sampling error

Average spend per trip was estimated at \$526

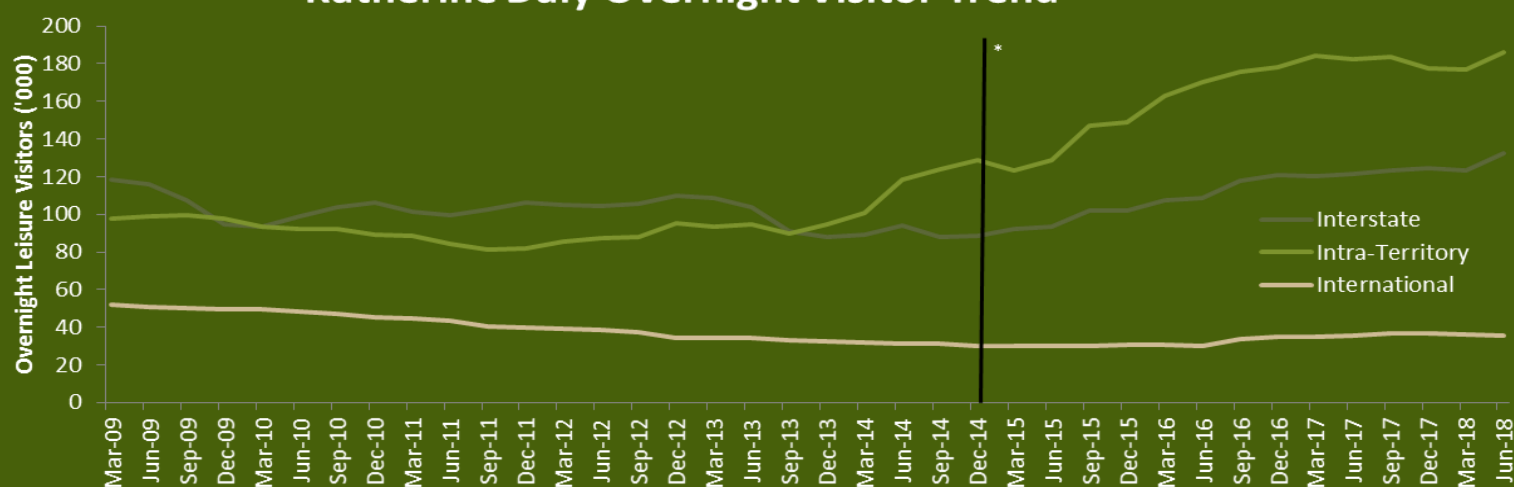
Visitors stayed an average of 4.3 nights

Australians made up 90% of all travel to the region

Northern Rockhole Jatbula Trail Nitmiluk National Park

Credit: Peter Eve / Tourism NT

Katherine Daly Overnight Visitor Trend

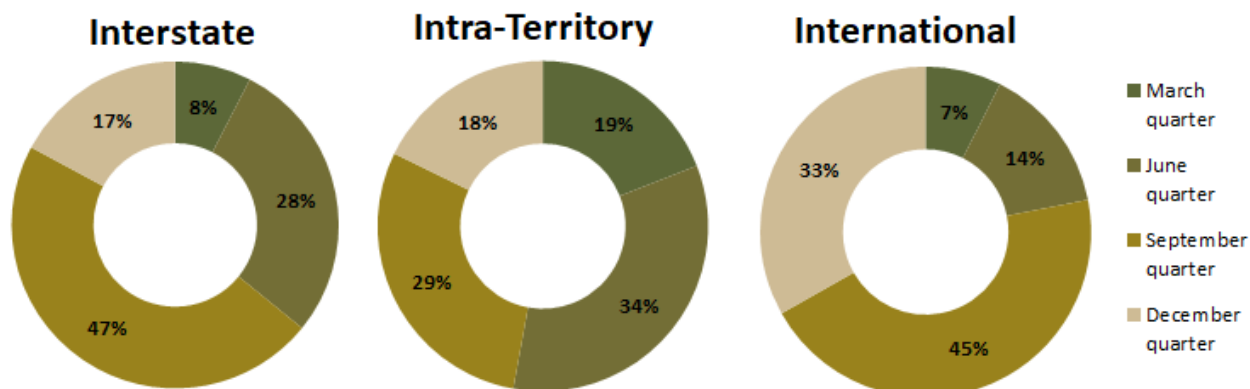


* Change in methodology from 2014 - estimates are not comparable to previous years

ThreeYear Moving Average (Year ending)

WHAT time of the year do tourists visit?

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



WHERE do our visitors come from?

Domestic and international visitor source markets

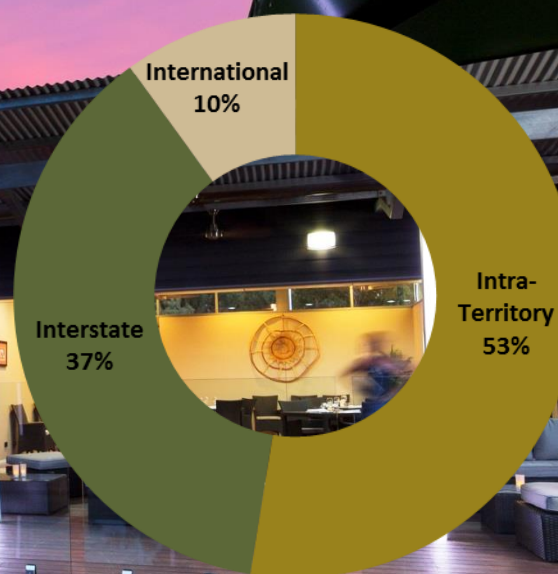
Three year average YE June 2016 – 2018

Domestic source market overnight visitor numbers

State of origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
Intra-Territory	186	466	2.5
Interstate	132	803	6.1
NSW - ACT	36	185	5.1
Vic - Tas	31	177	5.8
Western Australia	24	118	4.9
Queensland	33	285	8.6
South Australia	8	37	4.7

International source market overnight visitor numbers

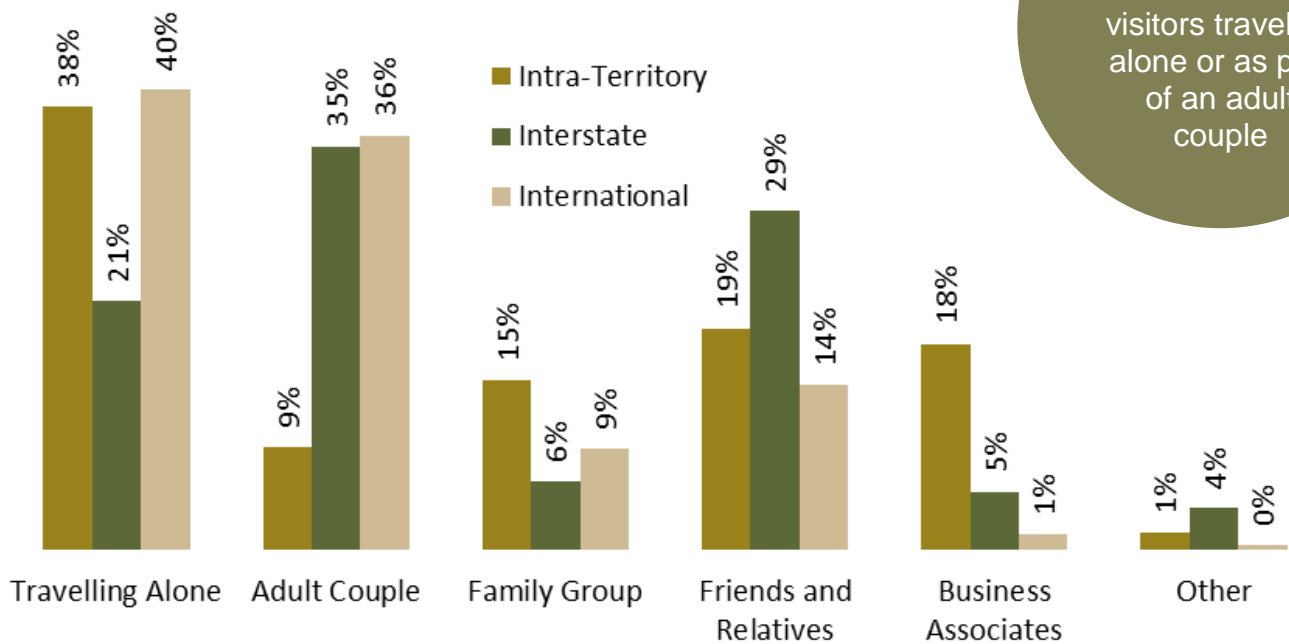
Country of Origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
International	35	246	7.0
Germany	7	29	4.2
United Kingdom	5	22	4.8
France	3	15	4.7
New Zealand	3	22	6.7
Switzerland	2	7	2.9
USA	2	8	3.3
Netherlands	2	7	3.5
Canada	1	9	6.5
Scandinavia	1	10	9.0
Italy	1	12	11.4



Cicada Lodge, Nitmiluk National Park Credit: Peter Eve / Tourism NT

WHO are our visitors travelling with?

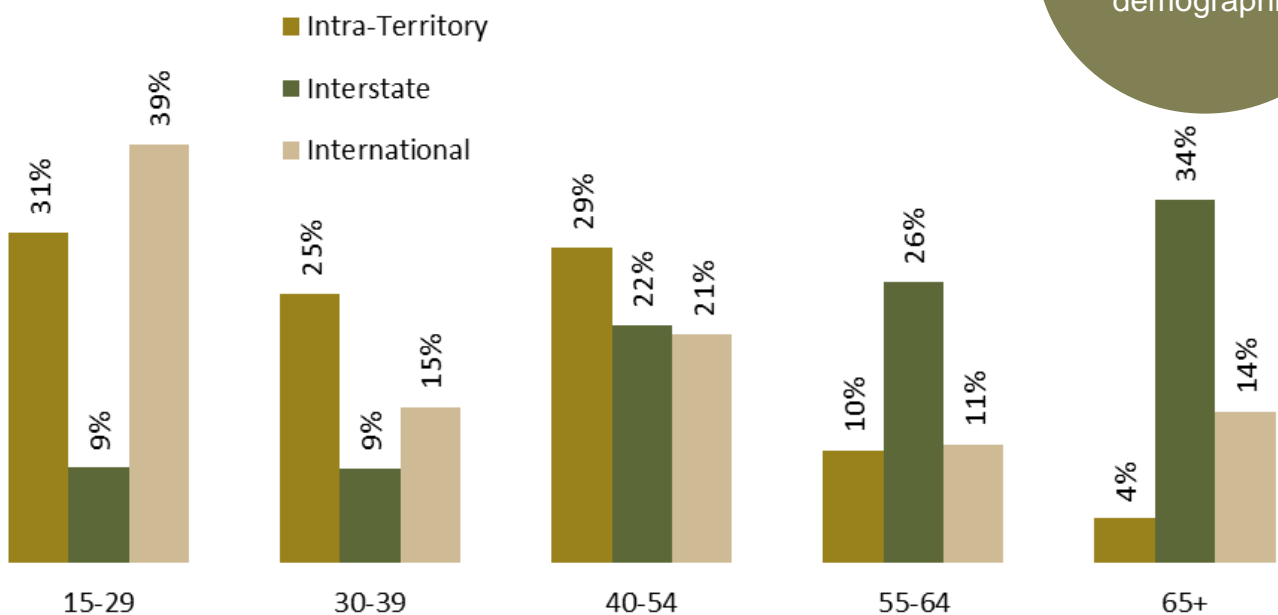
Visitation by travel party type, three year average YE June 2016 – 2018



Just over three quarters of **international** visitors travelled alone or as part of an adult couple

WHAT age are our visitors?

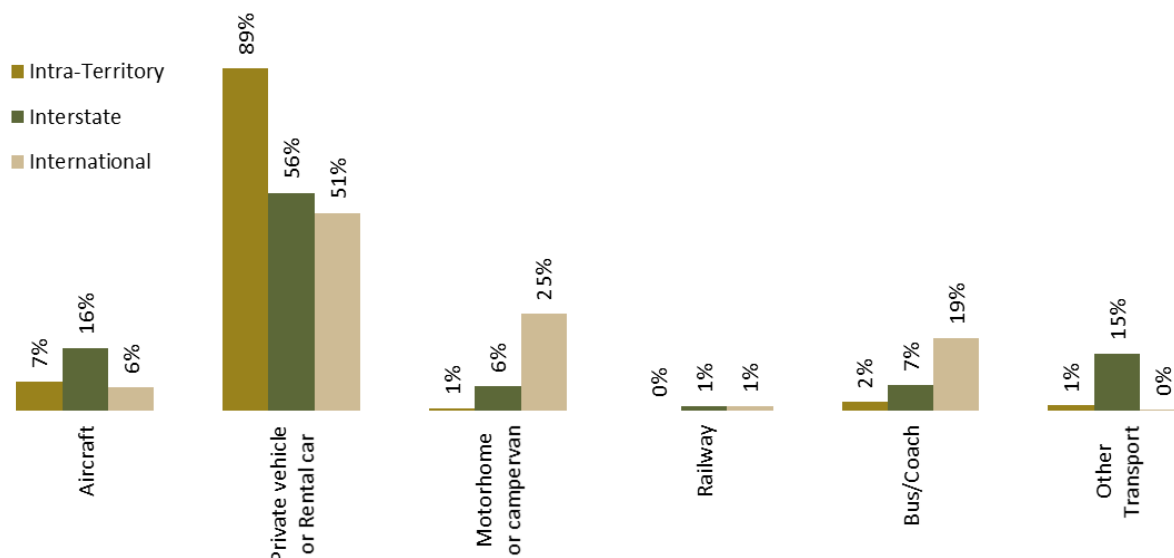
Visitation by age group, three year average YE June 2016 – 2018



Interstate visitors tended to be in the older demographic

WHAT transport did they use to get here and around?

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



The domestic leisure* drive market in focus

Almost a half of all visitors (49%) to the region over the last three years were self-drive leisure travellers, which was an average of 157,000 visitors per year.

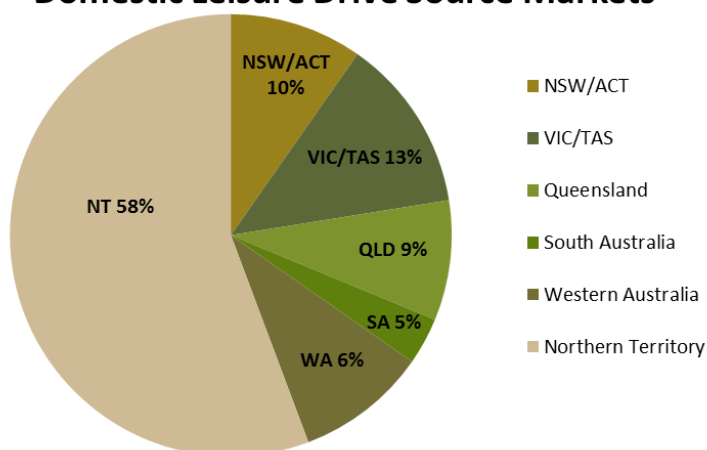
Domestic Source Markets

As the Katherine Daly region's proximity is close to Darwin, the domestic leisure drive market is largely made up of NT residents (58%).

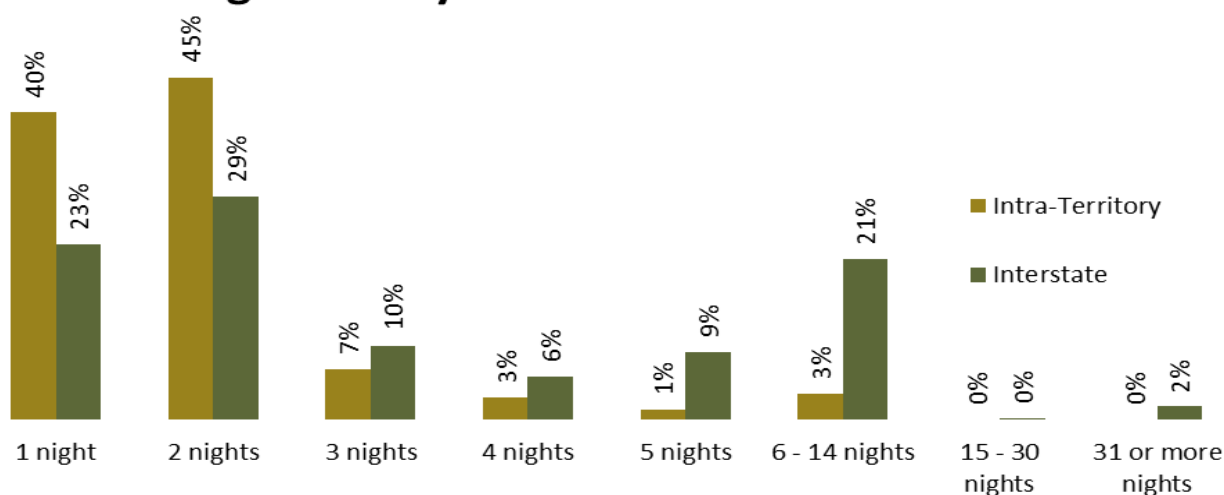
Length of Stay

The region has a high percentage of short term visitations with 79% of domestic leisure drive visitors staying for three or less nights.

Domestic Leisure Drive Source Markets



Length of Stay - Domestic Drive Market



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

HOW did internationals get here?

The majority of internationals entered the country through capital cities on the east coast, especially Sydney (32%) before making their way to Katherine. A quarter (24%) entered the NT directly via Darwin before travelling to the Katherine Daly region.

Ports of entry/exit used by international visitors who visited Katherine Daly three year average, YE June 2016 – 2018



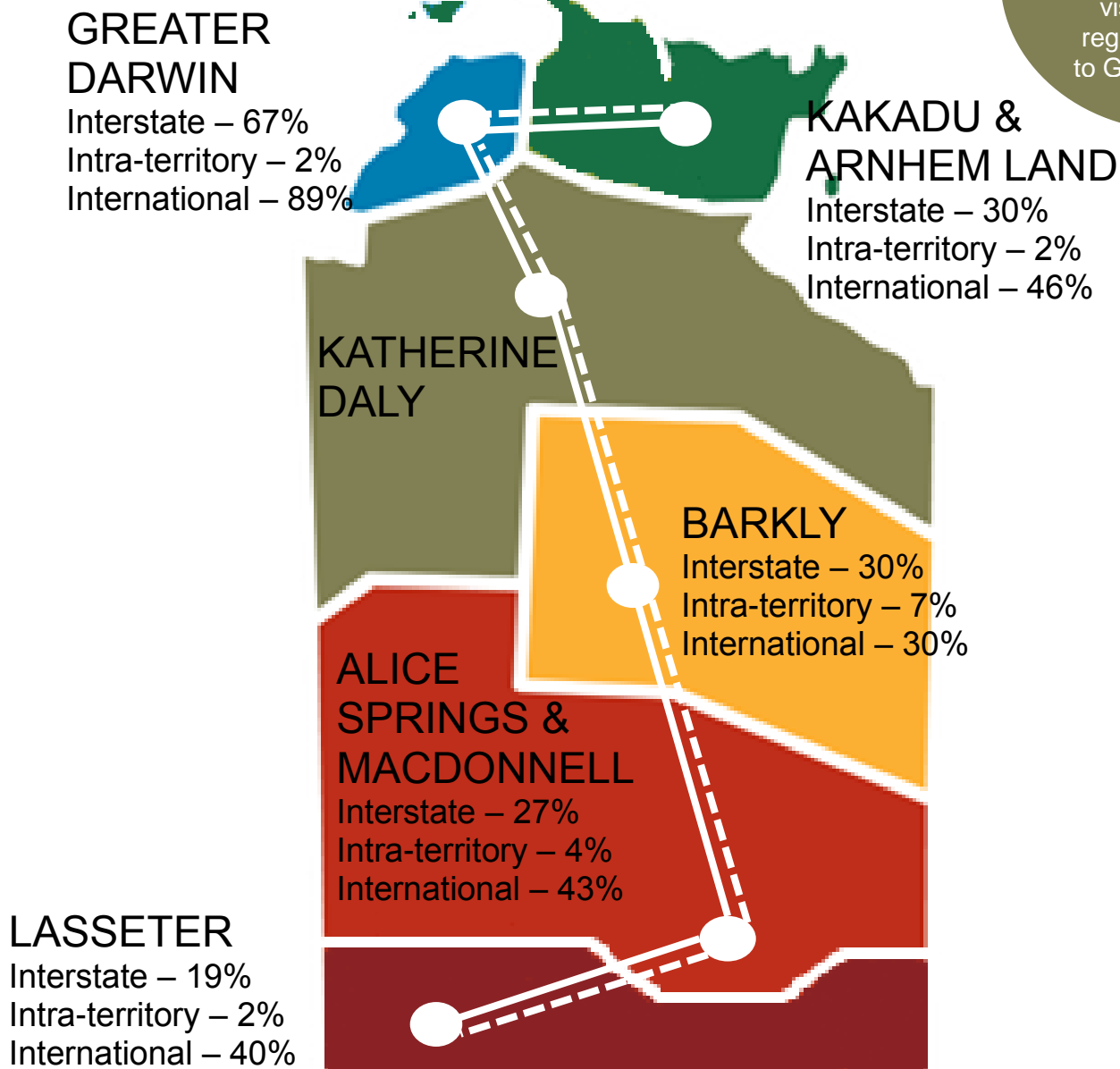
Other ports of entry and exit include the Gold Coast which accounted for less than 1%.

WHERE else do they go in the Territory?

Katherine Daly travellers visiting the regions

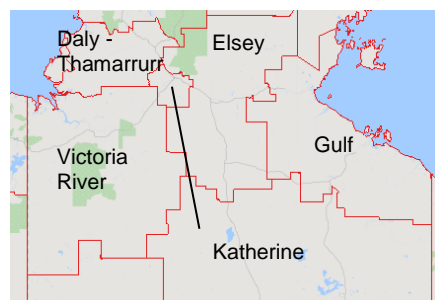
Three year average YE June 2016 – 2018

During their Australian trip, nearly all (89%) international visitors to the region also went to Greater Darwin



WHERE did they go in the Region?

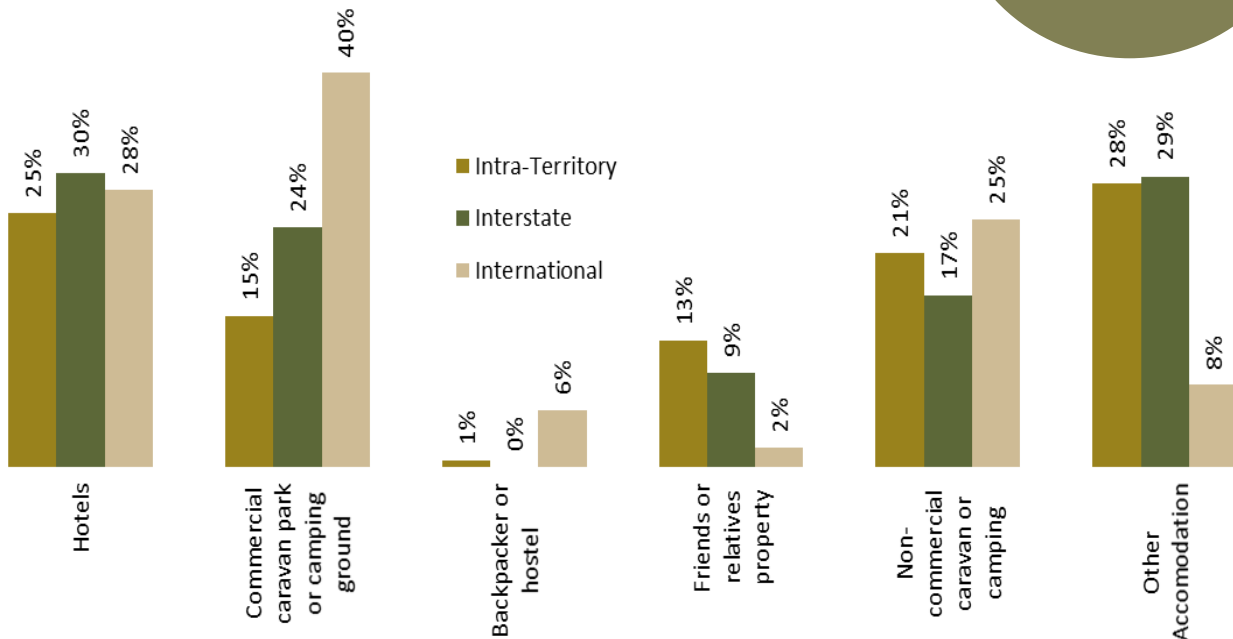
Statistical Area Level (SA)	Annual visit (3 year average)	Proportion of region
Katherine (SA2)	194,000	55%
Elsley (SA2)	73,000	21%
Daly – Thamarrurr [SA2 Group]	85,000	24%
Victoria River (SA2)	44,000	12%
Gulf (SA2)	33,000	9%
Katherine Daly Total	354,000	-



WHERE did they stay?

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

International visitors were most likely to use 'Commercial caravan park or camping ground' based accommodation



*Other accommodation includes other non-commercial property such as free camping or roadside reststops, private accommodation (not friends or family) guest houses/ bed and breakfasts, accommodation in FIFO location, hospital related accommodation and not stated.

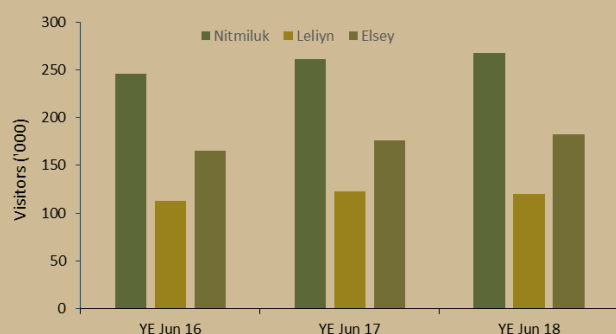
WHAT activities did they do?



Industry sector news

Katherine Attractions

Visitation to the National Parks in the Katherine region has been improving year on year since the year ending June 2016 with the exception of Leliyn which had similar levels of visitation as June 2017.



Southern Rockhole, Nitmiluk National Park
Credit: Tourism NT

Source: NT Parks and Wildlife Commission.

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	444	+/-14%	+/-27%
Interstate	202	+/-17%	+/-21%
Domestic total	646	+/-11%	+/-17%
International	772	+/-10%	+/-31%

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.