

## TOURISM NT REGIONAL PROFILE

# Barkly

Report Period:

Three year averages – Year Ending June 2016 – 2018

*Pink Palace – Julalikari Arts and Crafts*

*Credit: Peter Eve/Tourism NT*

## 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

Source note: All information is derived from Tourism Research Australia's Newcastle Waters

Elliott

Three Ways

Tennant Creek

Karlu Karlu / Devils Marbles Conservation Reserve

Wycliffe Well

Barkly

National and International Visitor Surveys unless otherwise stated



# TOURIST NUMBERS IN THE BARKLY

Barkly overnight visitor numbers, three year average YE June 2016 – 2018\*

Origin	Intra-Territory	Interstate	Domestic <sup>a</sup>	International	Total <sup>b</sup>
Visitors (000s)	64	63	126	15	141
Visitor nights (000s)	124	124	248	58	307
ALOS <sup>c</sup>	2	2	2	3.8	2.2
Expenditure (\$M)	-	-	71	3	74

a: Domestic = Intra-Territory and Interstate

b: Total = Domestic and International

c: ALOS – Average Length of Stay

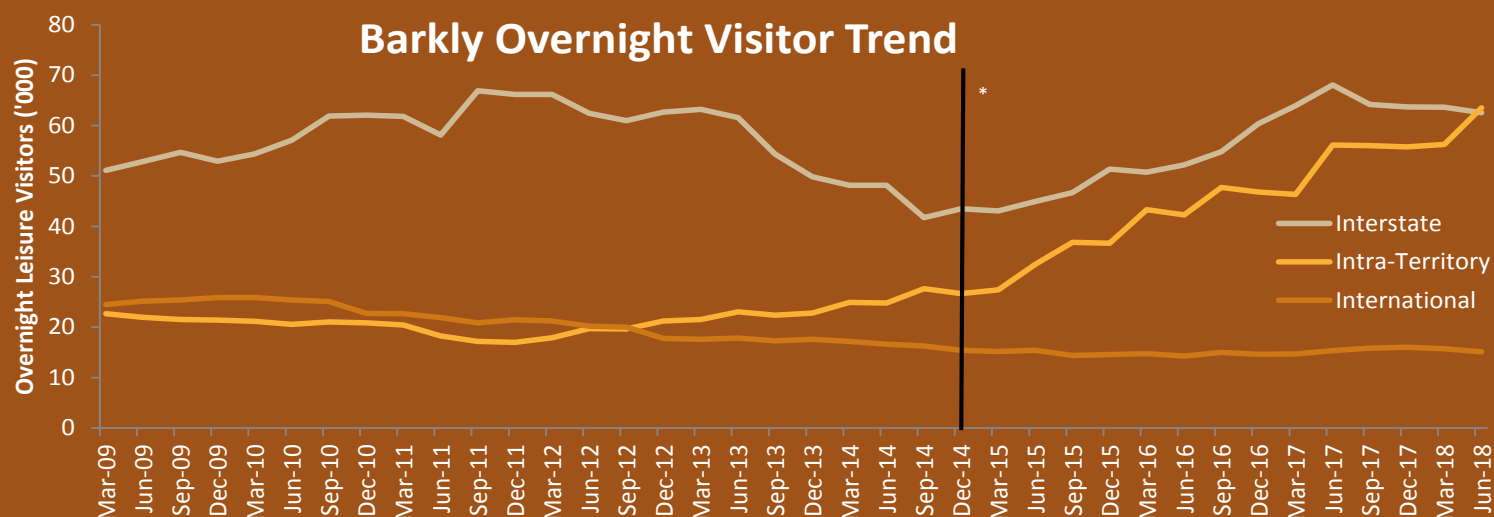
\*Three year averages have been provided to reduce sampling error

Situated along the Stuart Highway, the town of Tennant Creek is an important rest stop for visitors. With no major airport, this region is mainly accessed by road and as such has a strong dependence on the interstate drive market.

Visitors stayed an average of 2.2 nights and spent a total of \$74M

Almost a third (28%) of domestic travel in the region was for business purposes

Devils Marbles Conservation Reserve Credit: Peter Eve/Tourism



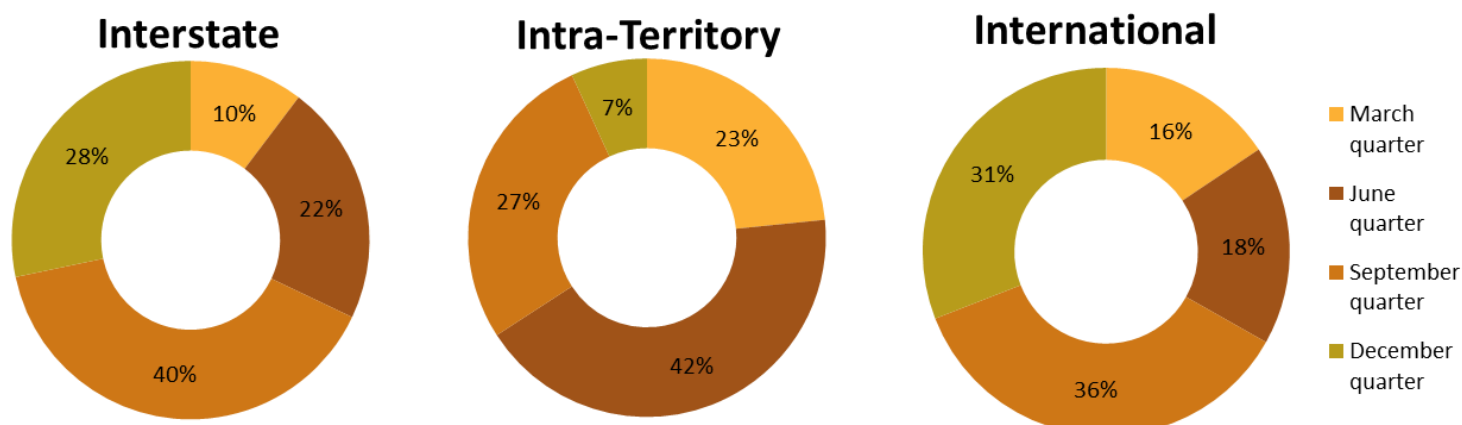
\* Change in methodology from 2014 - estimates are not comparable to previous years

Three Year Moving Average (Year ending)



## WHAT time of the year do tourists visit?

Visitation by Quarter – three year average YE June 2016 – 2018



## WHERE does the Barkly's visitors come from?

Domestic and international visitor source markets

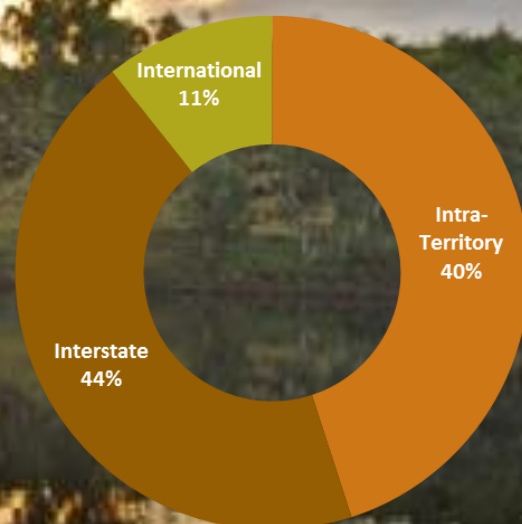
Three year average YE June 2016 – 2018

### Domestic source market overnight visitor numbers

State of origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
Intra-Territory	64	124	1.9
Interstate	63	124	2.0
NSW - ACT	16	25	1.5
Vic - Tas	18	36	2.1
Western Australia	4	7	1.7
Queensland	18	33	1.8
South Australia	6	23	3.7

### International source market overnight visitor numbers

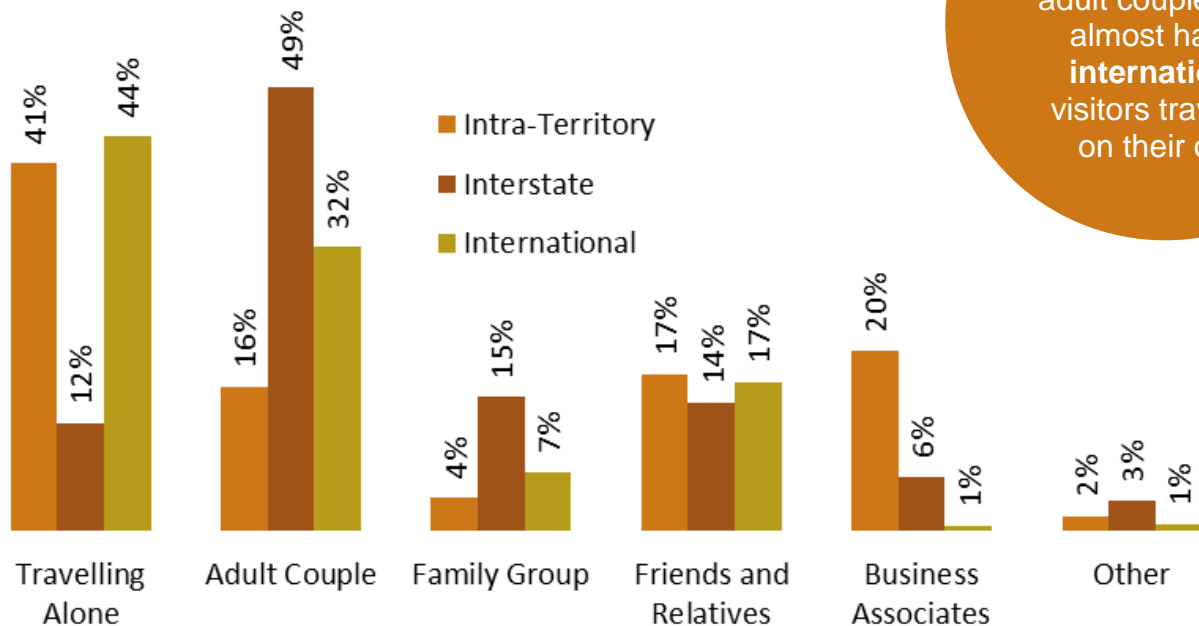
Country of Origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
International	15	58	3.9
Germany	4	9	2.4
United Kingdom	2	4	2.4
France	2	3	2.1
New Zealand	1	3	2.7
USA	1	1	1.3
Switzerland	1	2	1.9
Netherlands	1	1	1.9
Scandinavia	1	1	1.5
Canada	1	1	1.4
Italy	0	1	2.1



Frew River waterholes, Davenport Ranges Credit: Steve Strike/Tourism NT

## WHO are our visitors travelling with?

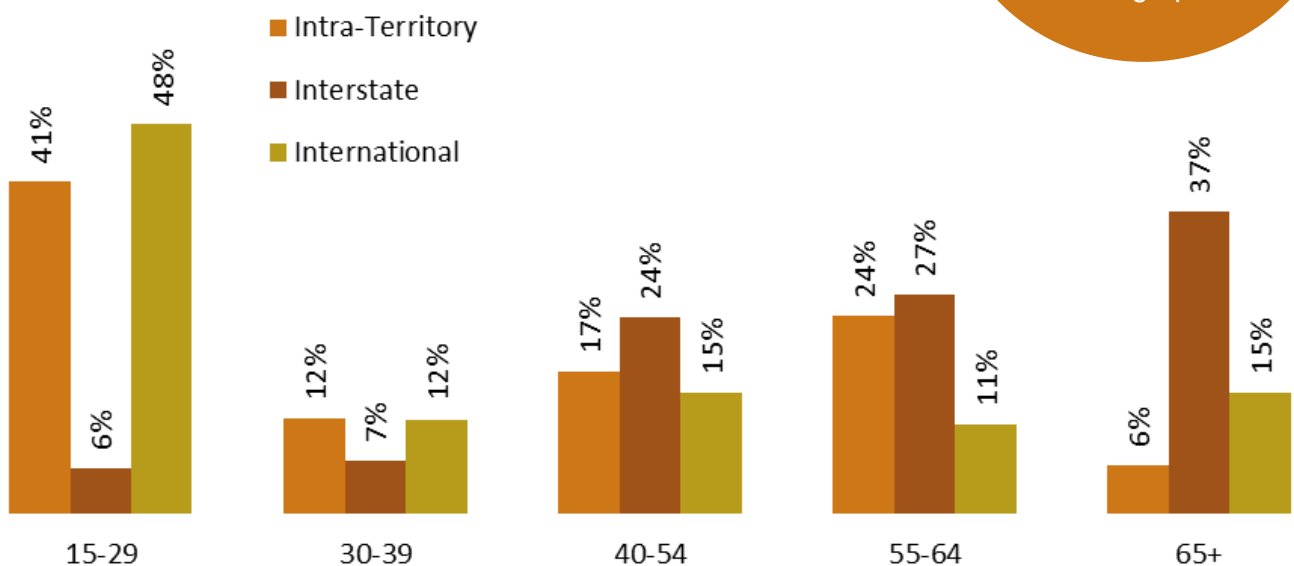
Visitation by travel party type, three year average YE June 2016 – 2018



Half of the **interstate** visitors travelled as an adult couple while almost half of **international** visitors travelled on their own

## WHAT age are our visitors?

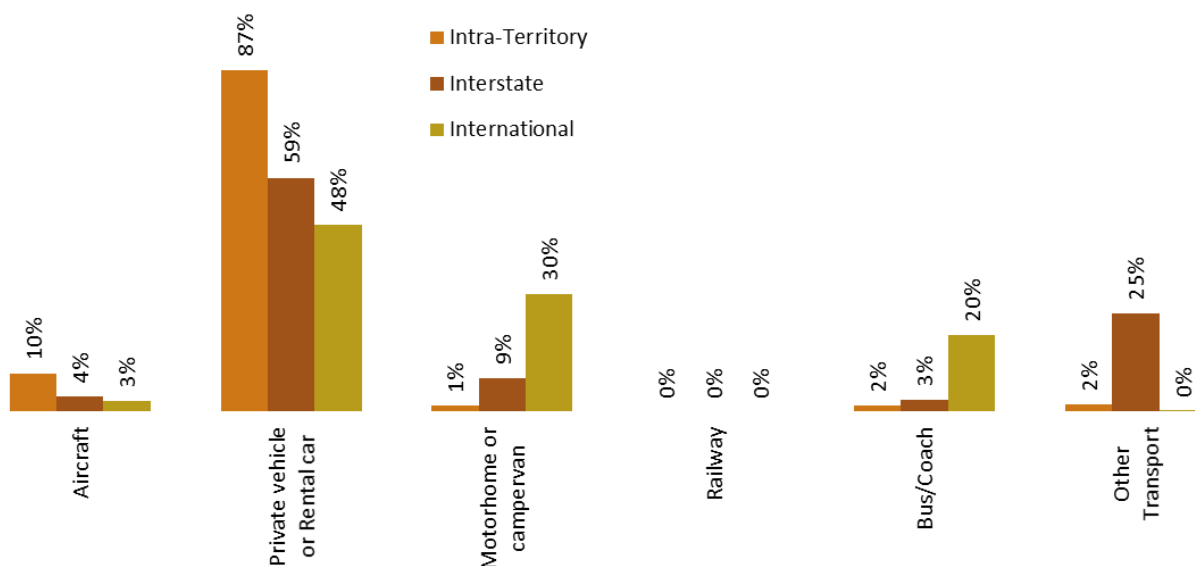
Visitation by age group, three year average YE June 2016 – 2018



International visitors to this region tended to be younger while interstate visitors were from an older demographic

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

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



## The domestic leisure\* drive market in focus

Almost half of all domestic visitors (47%) to the region over the three years were self-drive leisure travellers, which was an average of 59,000 visitors per year.

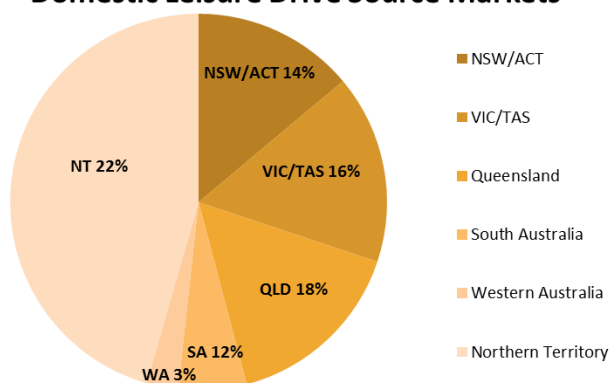
### Domestic Source Markets

Intra-Territory visitors (46%) made up the largest section of the domestic leisure drive market while NSW/ACT and Vic/Tas accounted for a combined 30% of the market.

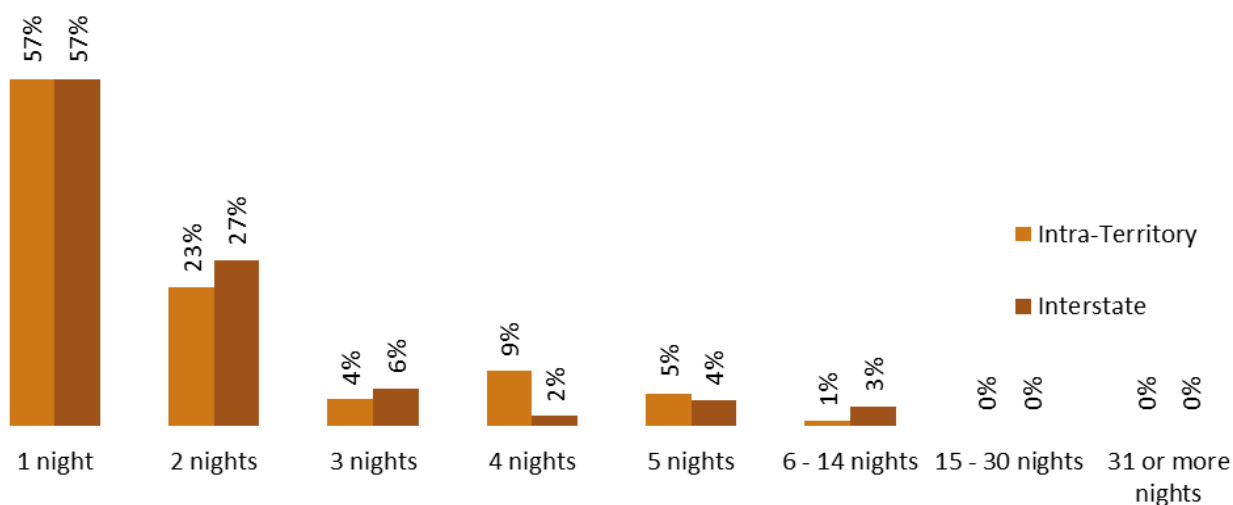
### Length Of Stay

88% of the domestic leisure drive market stayed for three or less nights.

### Domestic Leisure Drive Source Markets



## Length of Stay - Domestic Drive Market

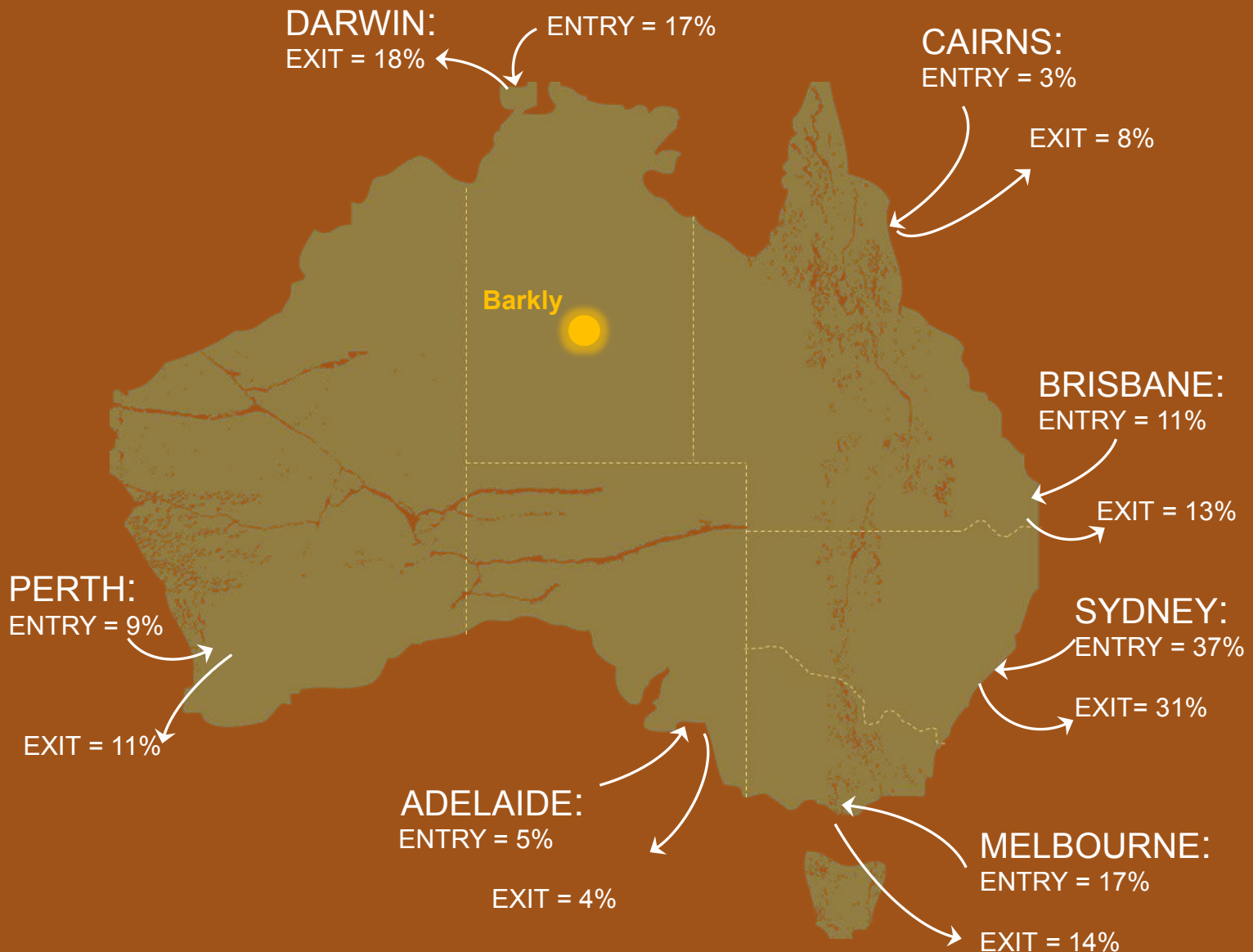


\*Leisure visitors are on a holiday and/or visiting friends and family

## HOW did internationals get here?

International travellers were most likely to enter Australia through Sydney (37%) before making their way to the Barkly region. The next common ports of entry were Melbourne (17%) and Darwin (17%).

**Ports of entry/exit used by international visitors who visited the Barkly region - three year average Year Ending 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?

### Barkly holidaymakers also visited:

Three year average Year ending June 2016 – 2018

During their Australian trip, three quarters (73%) of international visitors to the region also went to Greater Darwin

#### GREATER DARWIN

Interstate – 47%  
Intra-territory – 8%  
International – 73%

#### KAKADU & ARNHEM LAND

Interstate – 27%  
Intra-territory – 0%  
International – 34%

#### KATHERINE & DALY

Interstate – 64%  
Intra-territory – 20%  
International – 69%

#### BARKLY REGION

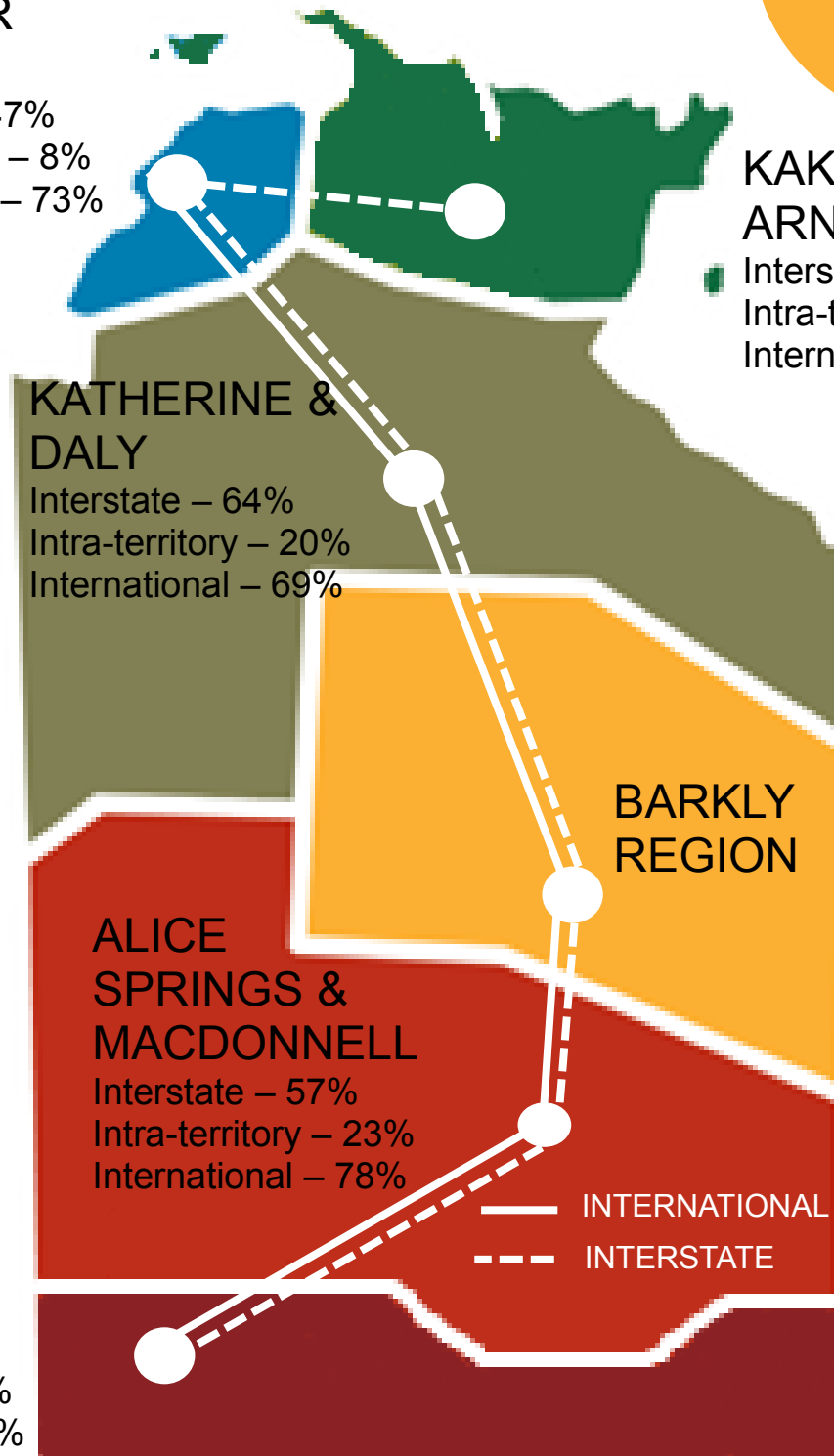
#### ALICE SPRINGS & MACDONNELL

Interstate – 57%  
Intra-territory – 23%  
International – 78%

#### LASSETER

Interstate – 39%  
Intra-territory – 8%  
International – 68%

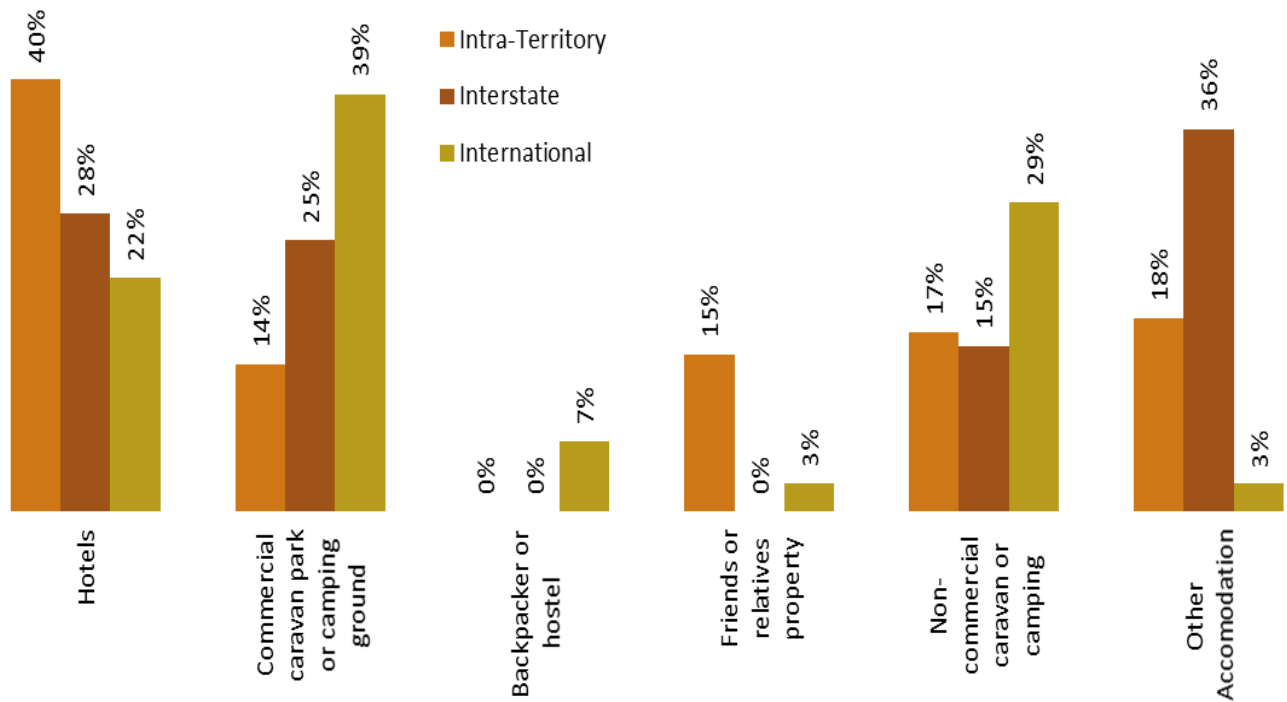
— INTERNATIONAL  
- - - INTERSTATE





## WHERE did they stay?

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



\*Other accommodation includes other non-commercial properties such as free camping or roadside reststops and not stated.

## WHAT activities did they do?





## Other news

### Karlu Karlu/Devils Marbles Conservation Reserve is popular with tourists

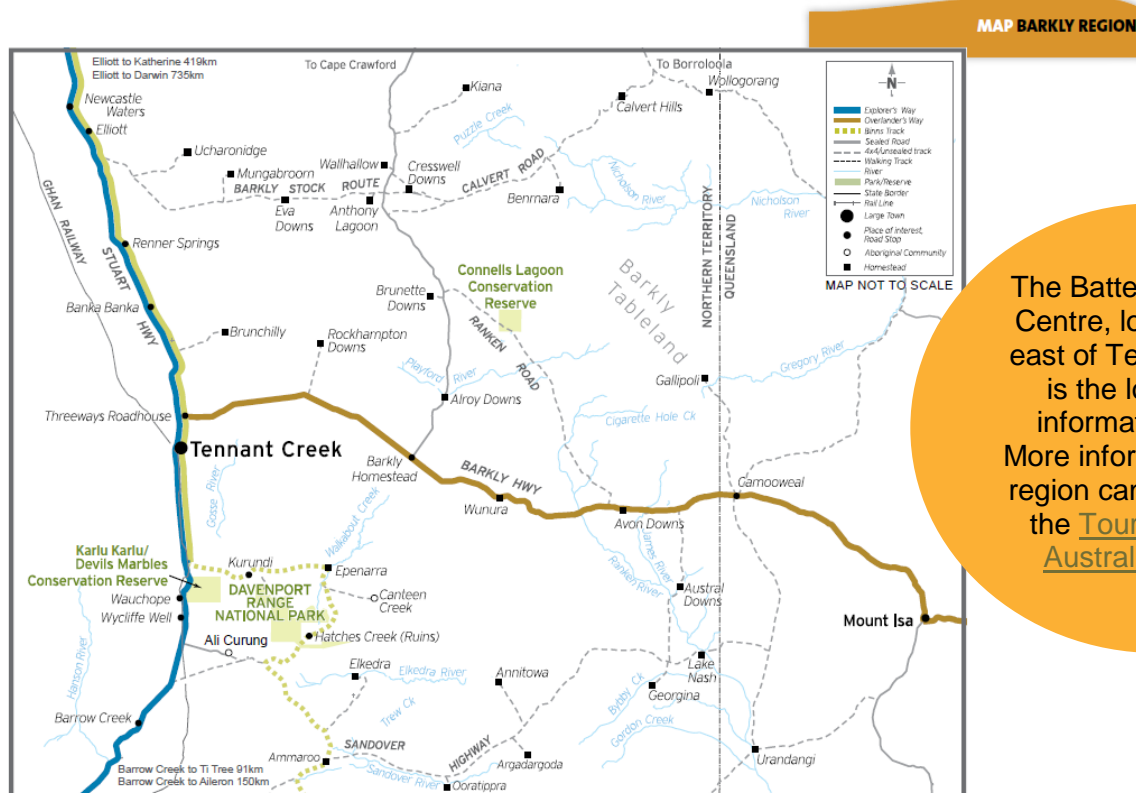
Visitor counts to Karlu Karlu/Devils Marbles Conservation Reserve were around 119,000 in YE June 2018, up 0.8% on the YE June 2017.

Built in 1872, the historical Tennant Creek Telegraph Station attracted around 12,000 visitors, up 9.1% on the YE June 2017.

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

YE June 2018	Visitor counts
Karlu Karlu/Devils Marbles Conservation Reserve	119,000
Tennant Creek Telegraph Station	12,000

Source: NT Parks and Wildlife Commission.



The Battery Hill Mining Centre, located 1.5km east of Tennant Creek, is the local visitor information centre. More information on the region can be found on the [Tourism Central Australia](http://TourismCentralAustralia.com.au) website.

### 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	148	+/-25%	+/-53%
Interstate	116	+/-25%	+/-53%
Domestic total	264	+/-18%	+/-38%
International	346	+/-14%	+/-59%

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.