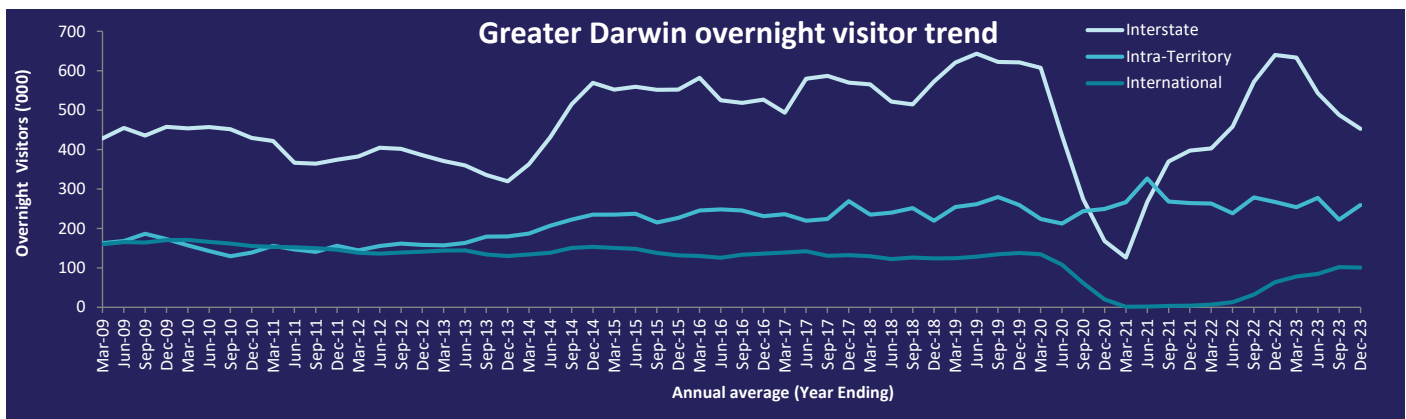


Greater Darwin Regional Report

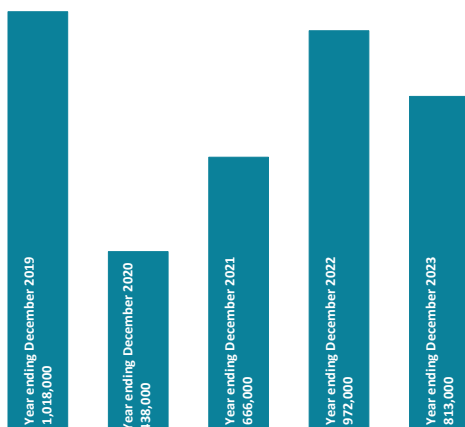
Year Ending December 2023

Visitor numbers in Greater Darwin

Greater Darwin overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	260,000	453,000	713,000	101,000	814,000
Visitor nights	620,000	2,537,000	3,157,000	2,548,000	5,705,000
ALOS (average length of stay, nights)	2.4	5.6	4.4	25.3	7.0
Expenditure	\$305M	\$612M	\$917M	\$242M	\$1,159M
ASPT (average spend per trip)	\$1,174	\$1,352	\$1,287	\$2,404	\$1,425



Annual overnight visitor numbers to the region



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.

Darwin

City of Darwin, City of Palmerston, Noonamah, Humpty Doo, Fogg Dam, Gunn Point and Mandorah.

Outer Darwin

Litchfield National Park and 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.

Note some variables in the graphs may not appear due to no results over this period. Data is rounded and may affect some tables.



Greater Darwin Regional Report

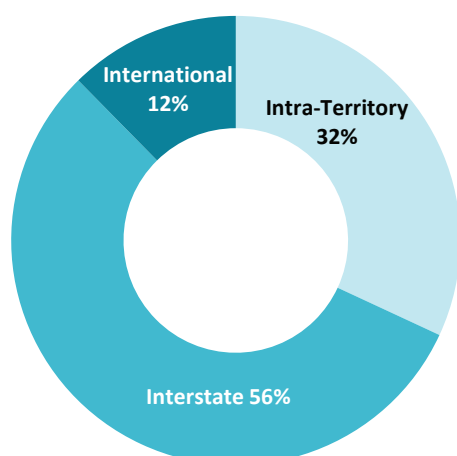
Year Ending December 2023

WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	141,000	221,000	362,000	59,000	421,000
Visiting friends and relatives	42,000	83,000	126,000	19,000	145,000
Business	38,000	143,000	181,000	7,000	188,000
Other reasons*	38,000	36,000	73,000	17,000	90,000

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

Greater Darwin source markets



- Holiday visitation remains the primary purpose of visitation to the Greater Darwin region, with business being the second.
- The largest visitor market is the interstate visitor market with visitors from New South Wales being the main source market for interstate visitation, although visitation from Victoria and Queensland is also sizable.
- The largest international visitor market is the United Kingdom, followed by the United States and New Zealand.
- While international borders opened in February 2022, recovery of international travel to the region has been slow, although has grown quarter on quarter since borders opened.

Country of origin (2-year average)	Rank	Visitors	Visitor nights	ALOS (nights)
International		82,000	2,232,000	27.1
United Kingdom	1	11,000	263,000	24.9
USA	2	10,000	160,000	15.7
New Zealand	3	6,000	42,000	6.7
Germany	4	6,000	71,000	12.3
Netherlands	5	3,000	40,000	14.6
France	6	3,000	115,000	42.0
Scandinavia	7	2,000	14,000	6.2
Canada	8	2,000	21,000	9.3
Italy	9	2,000	28,000	13.7
Indonesia	10	2,000	64,000	33.6

State of origin (2-year average)	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	263,000	631,000	2.4
Interstate	547,000	3,356,000	6.1
New South Wales	159,000	955,000	6.0
Victoria	134,000	884,000	6.6
Queensland	101,000	631,000	6.2
Western Australia	71,000	446,000	6.2
South Australia	61,000	312,000	5.1
ACT	11,000	92,000	8.0
Tasmania	8,000	37,000	4.7

Greater Darwin Regional Report

Year Ending December 2023

WHERE else did they go in the Territory?

- Visitors to the Greater Darwin region are most likely to disperse to the Katherine Daly region, with this destination being the most popular place to disperse for intra-Territory and interstate visitors.
- International visitors are also likely to disperse to Alice Springs MacDonnell. Smaller numbers are dispersing to Katherine Daly, Kakadu Arnhem, Lasseter and Barkly.
- Interstate visitors, similar to international visitors, are likely to disperse to Katherine Daly and Kakadu Arnhem regions. They also visit the Barkly or Alice Springs MacDonnell regions.
- Intra-Territory visitors are not very likely to disperse outside of the Greater Darwin region, with less than 5% of intra-Territory visitors dispersing to any other region in the Territory.

OVERNIGHT DISPERSAL TO KATHERINE DALY



INTRA-TERRITORY 4%
INTERSTATE 18%
INTERNATIONAL 14%

OVERNIGHT DISPERSAL TO LASSETER



INTRA-TERRITORY <1%
INTERSTATE <1%
INTERNATIONAL 14%



OVERNIGHT DISPERSAL TO KAKADU ARNHEM



INTRA-TERRITORY <1%
INTERSTATE 16%
INTERNATIONAL 14%

OVERNIGHT DISPERSAL TO BARKLY



INTRA-TERRITORY <1%
INTERSTATE 2%
INTERNATIONAL 7%

OVERNIGHT DISPERSAL TO ALICE SPRINGS MACDONNELL



INTRA-TERRITORY <1%
INTERSTATE 4%
INTERNATIONAL 16%

WHERE did they go in the Greater Darwin region?

Statistical Area Level	Annual visit (2 year average)	Proportion of region
Darwin City (SA2)	683,000	77%
Darwin Suburbs [SA2 group]	68,000	8%
Palmerston Suburbs [SA2 group]	21,000	2%
Howard Springs - Koolpinyah [SA2 group]	19,000	2%
Humpty Doo - Weddell [SA2 group]	31,000	3%
Outer Darwin (special region)	141,000	16%
Greater Darwin Total	892,000	-

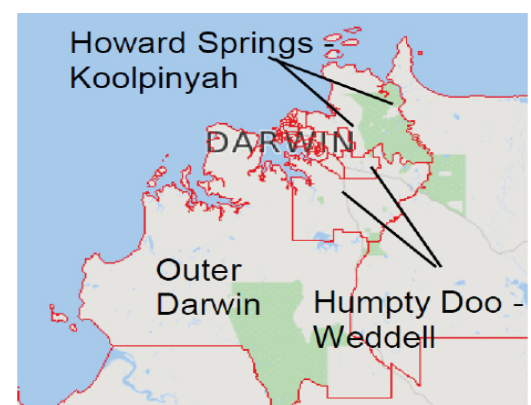


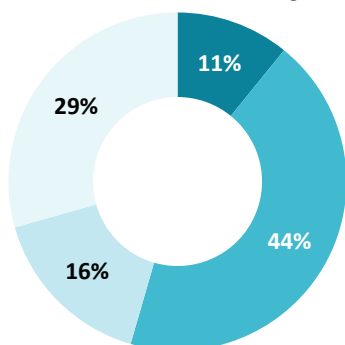
Image source: Australian Bureau of Statistics.

Greater Darwin Regional Report

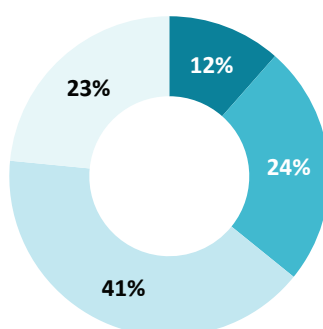
Year Ending December 2023

WHAT time of year do visitors come?

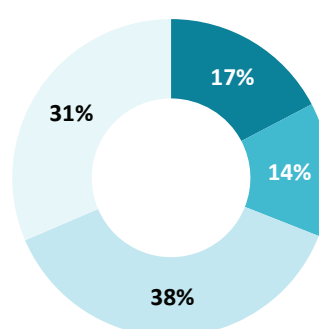
Intra-Territory



Interstate



International



WHAT activities did they do?

Eat out and dining



64%

Pubs, clubs, disco



35%

Visit national parks



31%

Sightseeing



31%

Markets



26%

Beach



25%

Museums and art galleries



24%

Shopping



23%

Bushwalks



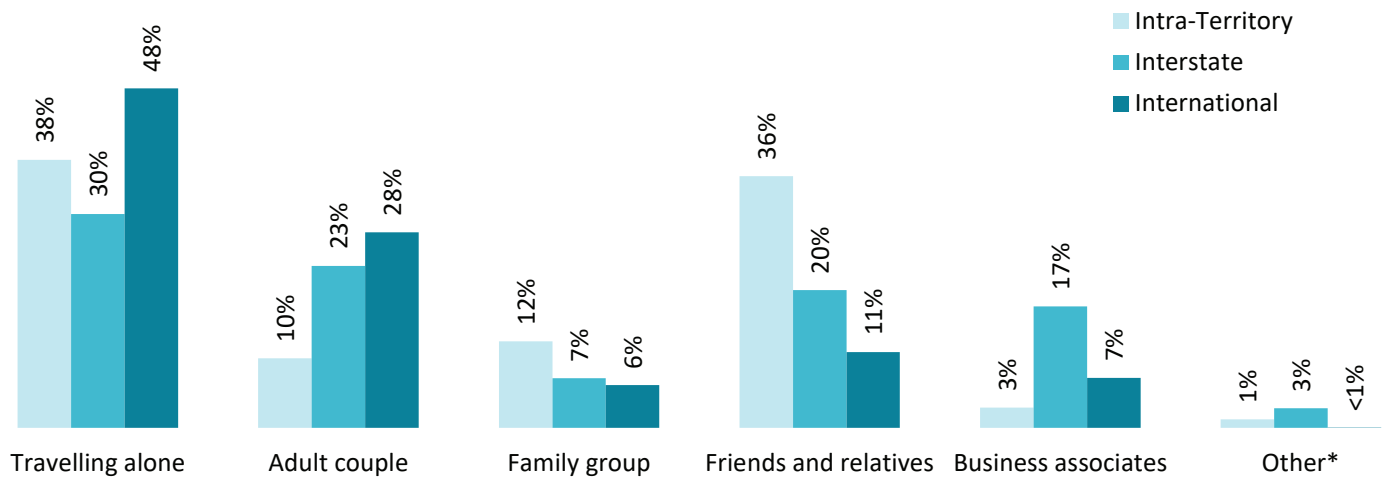
20%

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).

Greater Darwin Regional Report

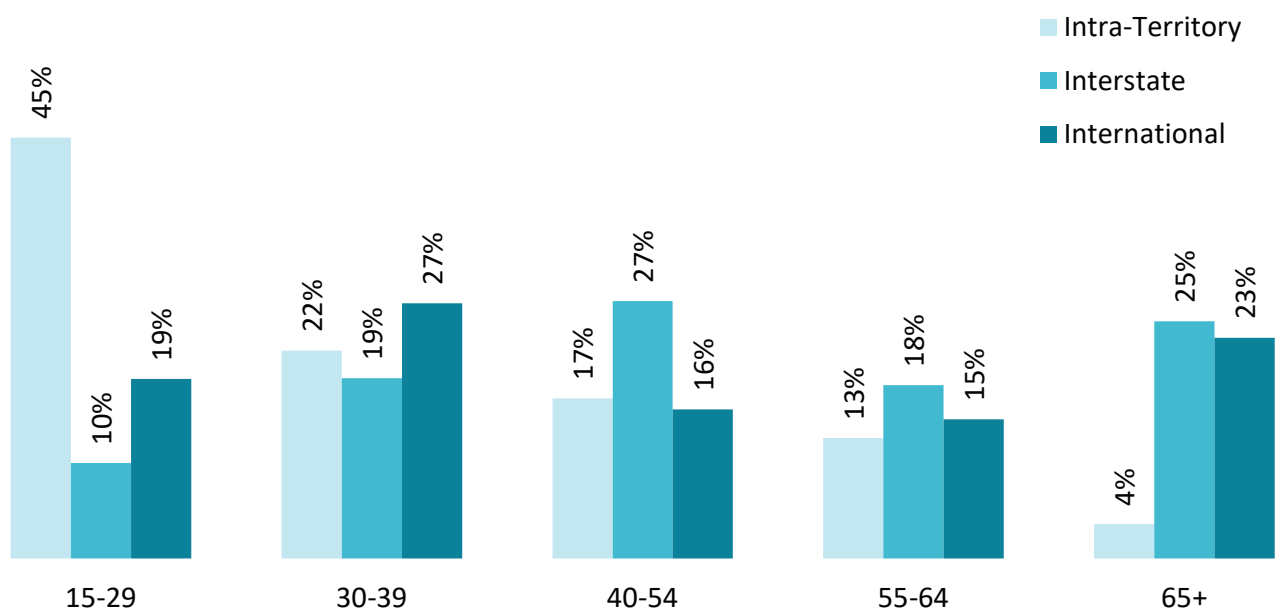
Year Ending December 2023

WHO are our visitors travelling with?



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

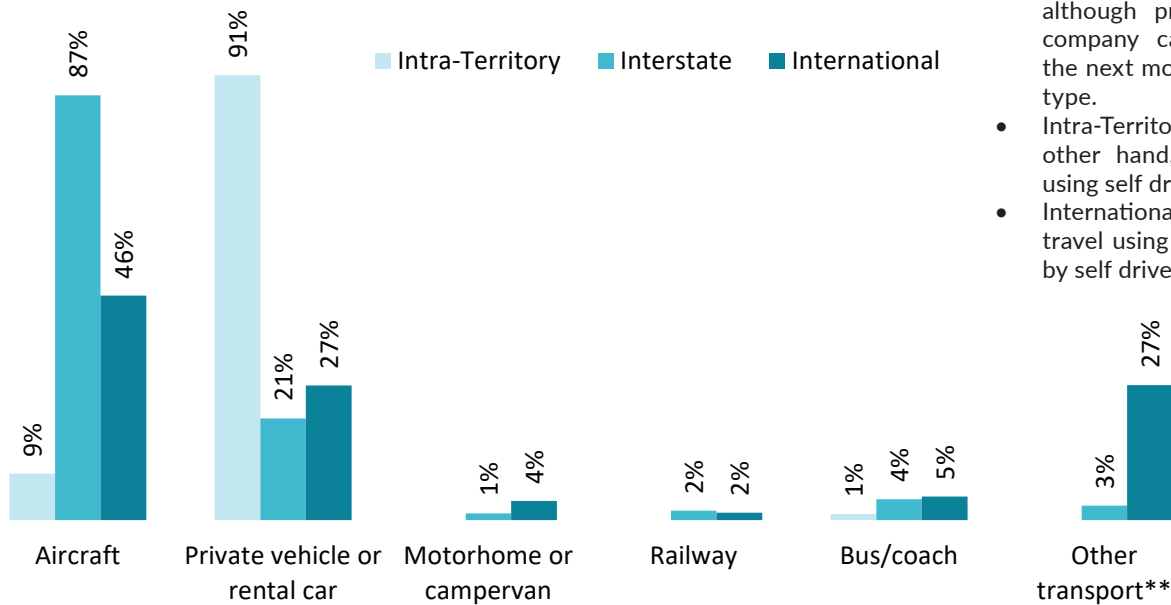
WHAT age are our visitors?



Greater Darwin Regional Report

Year Ending December 2023

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

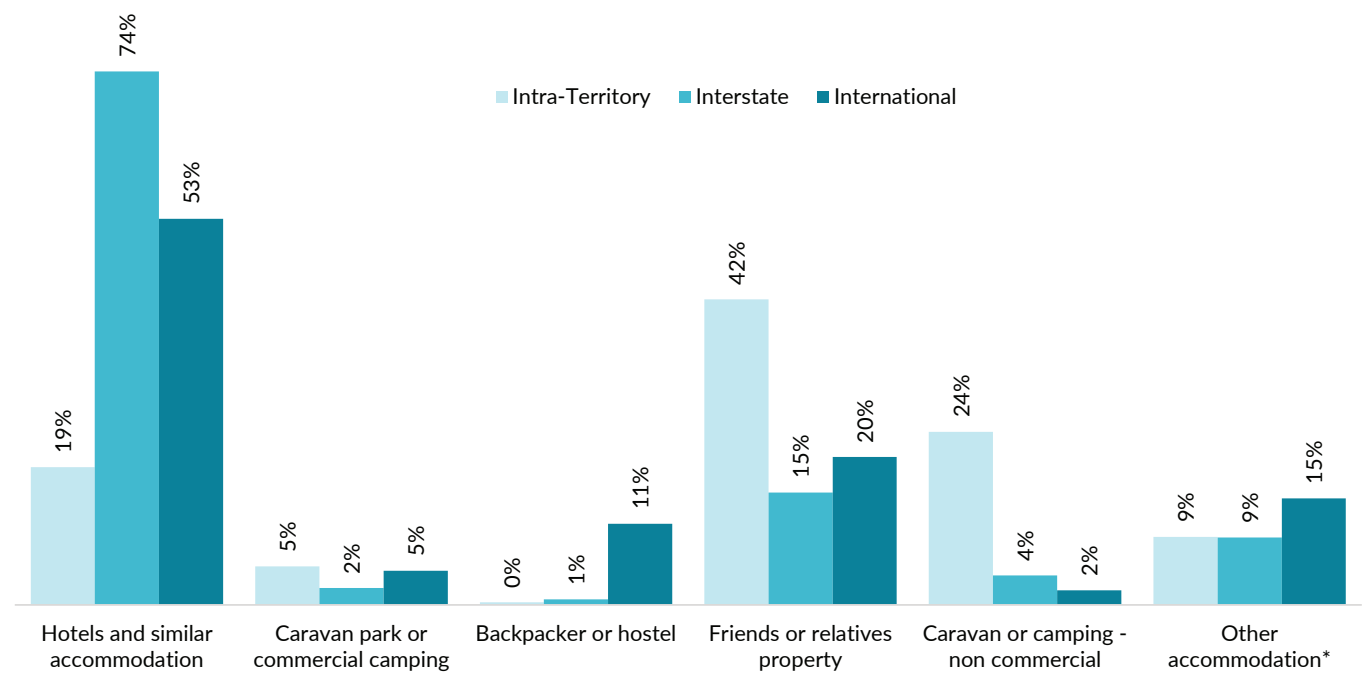


- Interstate visitors primarily travel using aircraft (fly), although private vehicle or company car (self drive) is the next most used transport type.
- Intra-Territory visitors, on the other hand, primarily travel using self drive.
- International visitors primarily travel using aircraft, followed by self drive.

*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.

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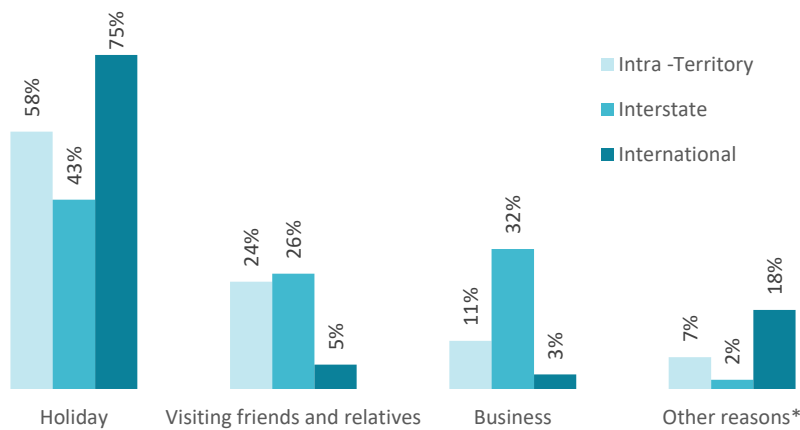
Year Ending December 2023

Youth visitation to the region

Youth (3 year average)	Intra-Territory	Interstate	Domestic	International	Total
Visitors	90,000	67,000	158,000	8,000	166,000
Visitor nights	131,000	507,000	639,000	169,000	808,000
ALOS (nights)	1.5	7.5	4.1	21.3	4.9

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



While the youth market constitutes 20% of all visitors to the Greater Darwin region, they contribute a considerable number of nights in the region with 808,000 or 15% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up 55% of the youth market, and intra-Territory youth making up 40%. International youth make up the remaining 5% of the market.

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

Visitors interested in Aboriginal cultural experiences/participation

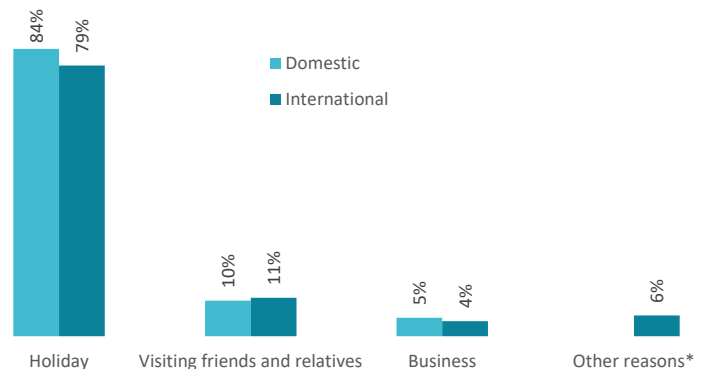
Aboriginal culture (3 year average)	Domestic	International	Total
Visitors	57,000	21,000	78,000
Visitor nights	275,000	320,000	595,000
ALOS (nights)	4.8	15.4	7.6

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.

One in ten visitors (10%) participated in Aboriginal cultural experiences while visiting the Greater Darwin region.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 84% of domestic visitors and 79% of international visitors who participated in Aboriginal cultural activities were on a holiday.

Aboriginal culture purpose of visit



*Includes employment, education, other reason and in transit

Greater Darwin Regional Report

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The domestic leisure drive* market in focus

Domestic leisure drive (3 year average)	Intra-Territory	Interstate	Domestic
Visitors	182,000	62,000	244,000
Visitor nights	385,000	315,000	700,000
ALOS (nights)	2.1	5.1	2.9

Domestic leisure drive visitors accounted for approximately 32% (or 244,00 visitors) of all domestic visitors to the region.

Domestic source markets

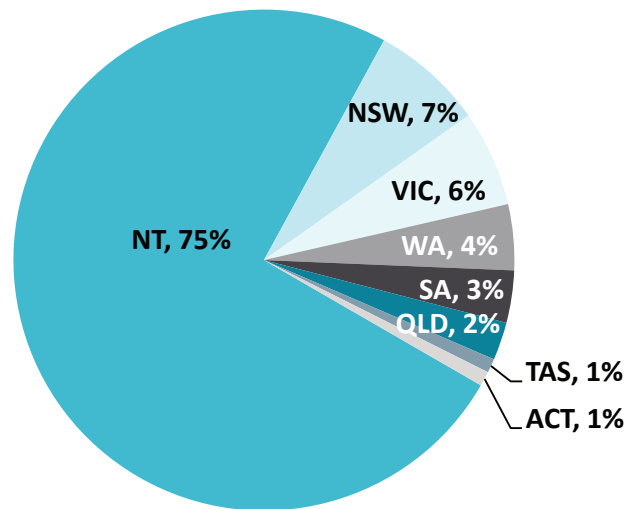
NT residents made up 75% of the domestic leisure drive market to the region. Visitors from New South Wales, Victoria and Western Australia contributed a combined 17%.

Length of stay

Approximately 81% of the domestic leisure drive market stayed for three or less nights.

**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.*

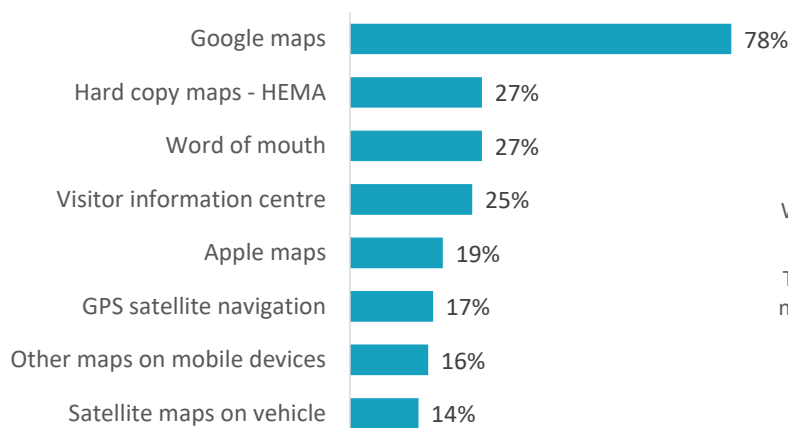
Domestic leisure drive source market



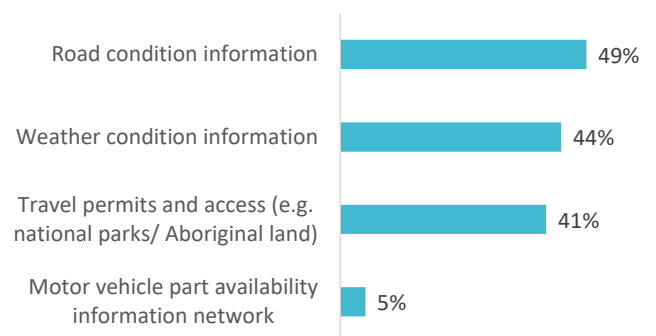
Information sources accessed on the road

The dominant source of navigation information that helped NT drive tourists during their holiday was Google maps (78%), followed by hard copy maps (27%) and word of mouth (27%). Information on road conditions, weather and travel permits/access was accessed by many.

Navigation 97%



Other road information 70%



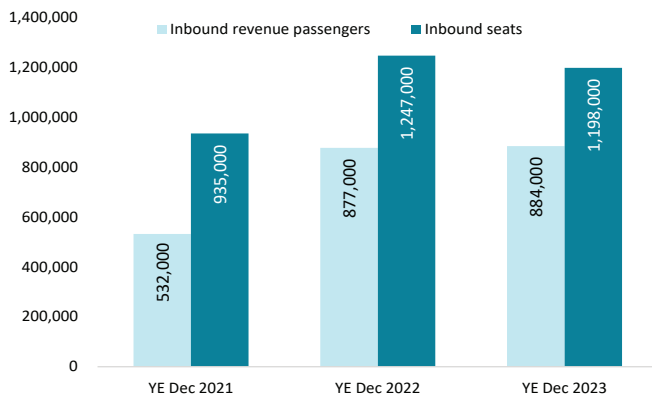
Source: NT Drive Study 2023, n=276 NT drive tourists during May-September 2023.

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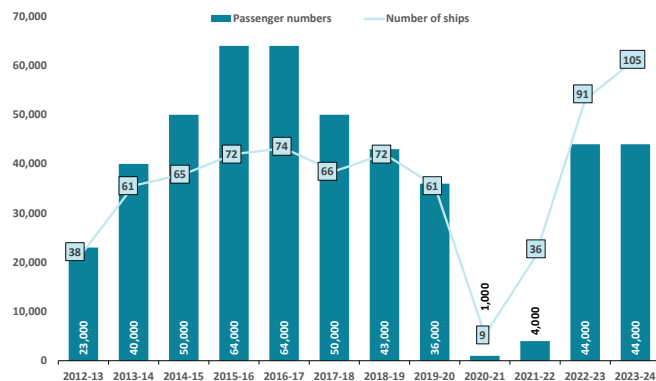
Other regional tourism indicators

Airport traffic data



Source: Bureau of Infrastructure, Transport and Regional Economics.

Cruise ships



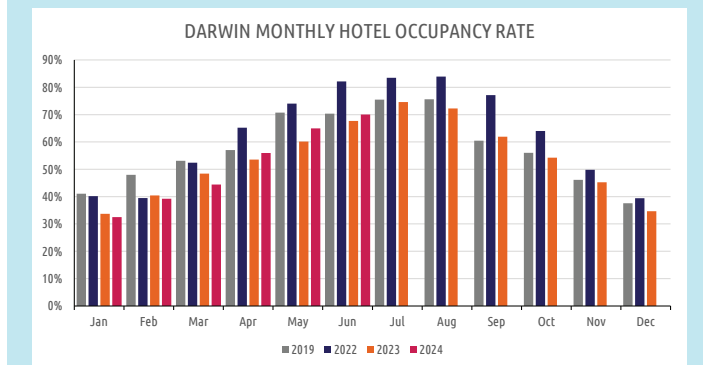
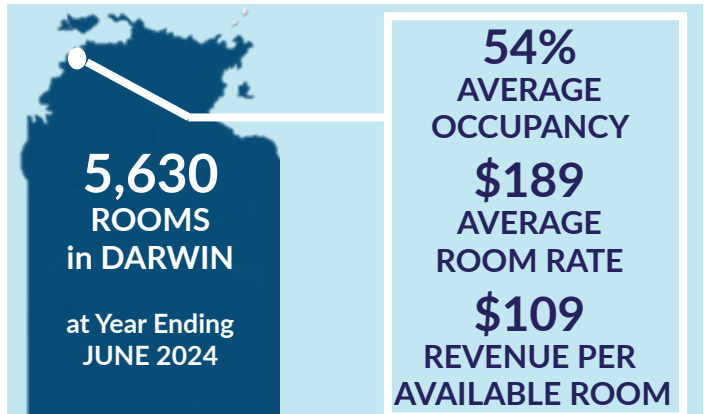
Where arriving passenger data was not captured capacity number was used
Source: Darwin Port Corporation, excludes expedition vessels.

Park visitation

Year Ending December 2023	Visitors
Casuarina Coastal Reserve	1,357,000
Darwin Botanical Gardens	416,000
Litchfield National Park	253,000
Berry Springs Nature Park	179,000
Howard Springs Nature Park	138,000
Charles Darwin Nature Park	77,000
Fogg Dam Conservation Reserve	57,000
Territory Wildlife Park	49,000
Mary River National Park - Shady Camp	39,000

Source: NT Parks and Wildlife Commission.

Darwin accommodation



Source: STR Destination Report from June 2019, 2022, 2023 and 2024 Darwin hotel accommodation with 10+ rooms.

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 December 2023	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	55	+/-21%	+/-41%
Interstate	119	+/-16%	+/-20%
International	469	+/-10%	+/-18%

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.