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

National and International Visitor Surveys unless otherwise stated
TOURIST NUMBERS IN THE BARKLY

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

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

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

Barkly Overnight Visitor Trend

* Change in methodology from 2014 - estimates are not comparable to previous years
**WHAT time of the year do tourists visit?**

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

- **Interstate**
  - March quarter: 28%
  - June quarter: 40%
  - September quarter: 10%
  - December quarter: 22%

- **Intra-Territory**
  - March quarter: 27%
  - June quarter: 42%
  - September quarter: 7%
  - December quarter: 23%

- **International**
  - March quarter: 31%
  - June quarter: 18%
  - September quarter: 16%
  - December quarter: 36%

**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

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

### International source market overnight visitor numbers

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

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

- Travelling Alone: 41% Intra-Territory, 4% Interstate, 12% International
- Adult Couple: 49% Intra-Territory, 15% Interstate, 16% International
- Family Group: 32% Intra-Territory, 7% Interstate, 4% International
- Friends and Relatives: 17% Intra-Territory, 14% Interstate, 17% International
- Business Associates: 20% Intra-Territory, 6% Interstate, 2% International
- Other: 3% Intra-Territory, 1% Interstate, 1% International

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

- 15-29: 6% Intra-Territory, 12% Interstate, 48% International
- 30-39: 12% Intra-Territory, 7% Interstate, 12% International
- 40-54: 17% Intra-Territory, 24% Interstate, 15% International
- 55-64: 24% Intra-Territory, 27% Interstate, 11% International
- 65+: 6% Intra-Territory, 15% Interstate, 37% International

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.

---

*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**

- **Darwin**: Entry = 17%, Exit = 18%
- **Cairns**: Entry = 3%, Exit = 8%
- **Brisbane**: Entry = 11%, Exit = 13%
- **Sydney**: Entry = 37%, Exit = 31%
- **Adelaide**: Entry = 5%, Exit = 4%
- **Melbourne**: Entry = 17%, Exit = 14%
- **Perth**: Entry = 9%, Exit = 11%

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

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

KATHERINE & DALY
Interstate – 64%
Intra-territory – 20%
International – 69%

BARKLY REGION

ALICE SPRINGS & MACDONNELL
Interstate – 57%
Intra-territory – 23%
International – 78%

KAKADU & ARNHEM LAND
Interstate – 27%
Intra-territory – 0%
International – 34%

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

During their Australian trip, three quarters (73%) of international visitors to the region also went to Greater Darwin.
WHERE did they stay?

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

- **Hotels**: 40%
- **Commercial caravan or camping ground**: 28%
- **Backpacker or hostel**: 22%
- **Friends or relatives**: 14%
- **Non-commercial caravan or camping**: 15%
- **Other Accommodation**: 14%
- **Intra-Territory**: 39%
- **Interstate**: 25%
- **International**: 0%
- **Other accommodation** includes other non-commercial properties such as free camping or roadside reststops and not stated.

WHAT activities did they do?

- **Visit National Parks**: Credit: Sam Tinson
- **Experience aboriginal art / craft and cultural**: Credit: Peter Eve
- **Visit industrial tourist attractions / mines**: Credit: Karl-Heinz Herzong
- **Visit history / heritage places**: Credit: Peter Eve
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 Iytwelepenty/Davenport Ranges National Park.

### YE June 2018 Visitor counts

<table>
<thead>
<tr>
<th>Reserve and Station</th>
<th>Visitor Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karlu Karlu/Devils Marbles Conservation Reserve</td>
<td>119,000</td>
</tr>
<tr>
<td>Tennant Creek Telegraph Station</td>
<td>12,000</td>
</tr>
</tbody>
</table>

Source: NT Parks and Wildlife Commission.

#### Year ending (YE) June 16 - YE June 18

<table>
<thead>
<tr>
<th>Sample size</th>
<th>95% Confidence Interval</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visitors</td>
</tr>
<tr>
<td>Intra-Territory</td>
<td>148</td>
</tr>
<tr>
<td>Interstate</td>
<td>116</td>
</tr>
<tr>
<td>Domestic total</td>
<td>264</td>
</tr>
<tr>
<td>International</td>
<td>346</td>
</tr>
</tbody>
</table>

**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.

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.

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.

More information on the region can be found on the Tourism Central Australia website.