

Aboriginal Experiences

Year Ending December 2017-19 (3 year average)



NT Topline 2017-19



Proportion of NT visitors who engaged in Aboriginal experiences by market



Aboriginal experiences participated in

Note: Aboriginal experience visitors to the NT are defined as someone who participated in one or more of the below experiences during their trip. These figures do not reflect persons for whom Aboriginal experiences were a key motivator for travel to the NT.



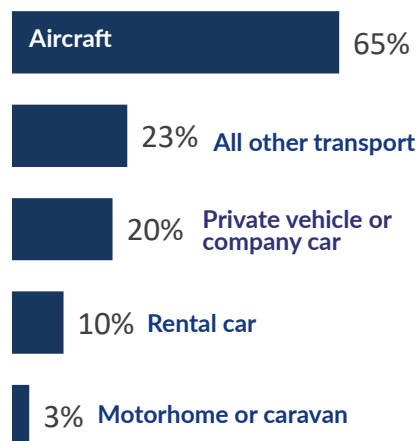
NT share of Aboriginal experience visitors in Australia

ABORIGINAL EXPERIENCE VISITORS TO THE NT YE DECEMBER 2017-19	Share of Australian market
International visitors	21%
Interstate visitors	49%
Intra-Territory visitors	14%

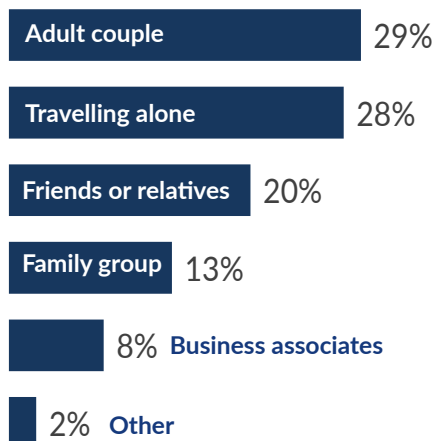
Proportion of NT visitors who engaged in Aboriginal experiences by purpose



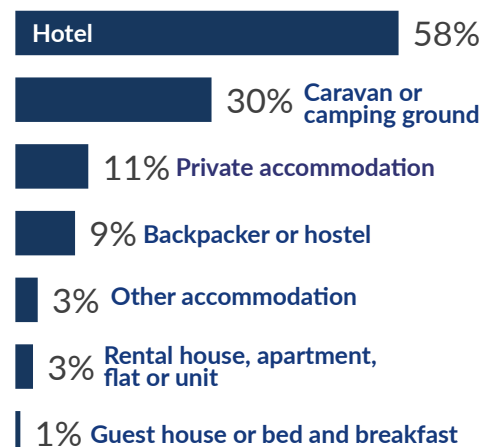
Transportation



Travel Party



Accommodation



Note: Aboriginal experiences for domestic visitors took place in the NT while Aboriginal experiences for international visitors could have taken place anywhere in Australia (not just the NT).

Aboriginal Experiences

Year Ending December 2017-19 (3 year average)

Regions visited by Aboriginal experience visitors*

International	Interstate	Intra-Territory
Total 204,000 visitors	Total 197,000 visitors	Total 58,000 visitors
Lasseter 72%	Lasseter 47%	Kakadu Arnhem 37%
Alice Springs MacDonnell 47%	Alice Springs MacDonnell 22%	Katherine Daly 27%
Greater Darwin 33%	Kakadu Arnhem 18%	Lasseter 25%
Kakadu Arnhem 14%	Greater Darwin 17%	Alice Springs MacDonnell 18%
Katherine Daly 12%	Katherine Daly 8%	Greater Darwin 4%
Barkly 6%	Barkly 2%	Barkly 4%

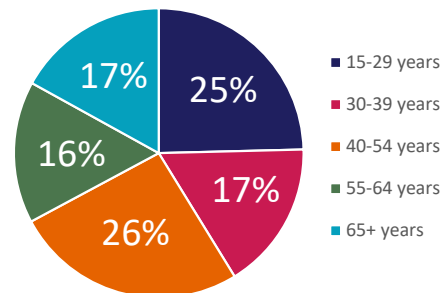


*Regions will not sum to the total as visitors may travel to more than one region as part of their NT trip.

Aboriginal experience visitors by stopover

ABORIGINAL EXPERIENCE VISITORS TO THE NT YE DECEMBER 2017-19	Visited Darwin	Visited Regional NT
International visitors	33%	92%
Interstate visitors	17%	87%
Intra-Territory visitors	3.7%	96%

Aboriginal experience visitors by age



Aboriginal arts trail and festivals**

- **NT's Aboriginal Arts Trail program**
 - » encourages visitors to explore and engage with First Nations arts during their stay
 - » increases access for international visitors to experience First Nations art.
- **Darwin Aboriginal Art Fair**
 - » creates international interest, e.g. New York Times
 - » continues to grow in attendance and saw record numbers of attendance in 2017
 - » is returning income from art sales to the community where artists directly benefit.

Destination Importance Factors***

Rich history and heritage and native or Indigenous experiences were stated among the most important factors to visit the NT.

Aboriginal ownership in the NT****

150 NT Aboriginal cultural tourism products

100 NT Aboriginal tourism owned businesses

50% of NT land is Aboriginal owned

84% of NT coastline is Aboriginal owned

Source: This factsheet contains a summary of information relevant to the Northern Territory (NT) tourism industry from Tourism Research Australia's National and International Visitor Surveys, unless otherwise stated.

Disclaimer: The Department of Industry, Tourism and Trade has taken due care in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. The Department disclaims all liability associated with the use of this information. For more information, please contact the Research team on: research.tourismnt@nt.gov.au

Source: International Arts Tourism: Connecting Cultures website, *Source: Tourism Australia's 2019 Consumer Demand Project, ****Source: Northern Territory Aboriginal Tourism Strategy 2020-2030.