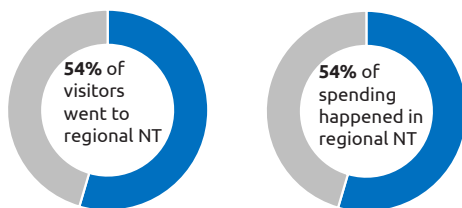


# Visitor regional dispersal in the Northern Territory

## Key Insights

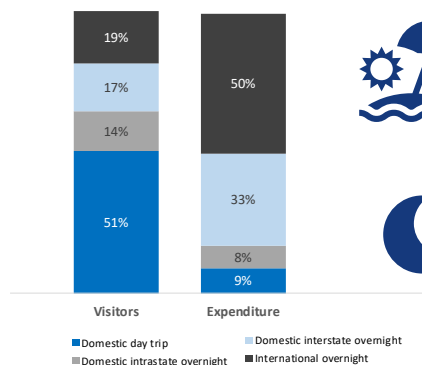
- Austrade-Tourism Research Australia (TRA) engaged Deloitte to examine the question of how best to encourage the geographical dispersal of leisure visitors to destinations outside of capital cities.
- In 2017, over 54 cents in every dollar spent in the Northern Territory (NT) was spent in areas considered to be regional.
- For domestic visitors, all tourism regions outside of Darwin and Lasseter are considered regional NT, while any international visitor to the NT is considered a regional NT visitor (inclusive of Darwin and Lasseter).
- 1.5 million leisure visitors\* to regions outside of Darwin and Lasseter spent a total of \$747 million.
- International overnight visitors to the NT represent the largest share of regional leisure visitation, at 19%, out of all states and territories in Australia. These visitors are also high yielding, responsible for 50% of all expenditure.
- Domestic interstate overnight leisure visitors represent 17% of all visitors to regional NT, spending 33% or \$246 million of all NT regional leisure expenditure.

## NT Leisure Market



**\$747 million** was spent in regional destinations

## Leisure Visitors to Regional NT



Leisure visitation was down -6.7% from 2016 to 2017 (5 years average shows 6.6% growth per annum)



Leisure visitor nights were up +2.0% from 2016 to 2017

## Key Visitor Personas for the NT

### Domestic



#### Affluent Australian Gen Z and Y (23%<sup>1</sup>)

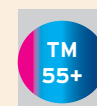
- Visited regional Australia as wanted to visit the broader region in which they live
- Would visit regional Australia if there was more information on popular itineraries
- Inspiration to travel is sourced through word of mouth, having previously visited, the internet and online reviews
- Australian residents, 15-34 years old, household income over \$85,000 per year
- The majority of trip visitation is to coastal regions and they enjoy trying new things



#### Affluent 55+ Australians (17%<sup>1</sup>)

- Visited regional Australia as it offers a variety of things to see and do
- Would visit regional Australia if it was easier to get to where they need to go
- Enjoy eating out at restaurants and shopping when travelling and tend to stay longer when visiting regional destinations than cities
- Australian residents, 55+ years, household income over \$85,000 per year

### International



#### Traditional market 55+ (26%<sup>2</sup>)

- Visited regional Australia as they had friends and relatives to visit
- Would visit regional Australia if they had more time
- A significant share travelled to visit friends and relatives and enjoy the shopping and food/wine experiences on offer in regional Australia
- US, UK and NZ residents, 55+ years, repeat visitors to Australia



#### Traditional market Gen Y and Z (24%<sup>2</sup>)

- Visited regional Australia as a 'bucket list' trip
- Would visit regional Australia if there was more information on popular itineraries
- More likely to use the internet to decide where to travel to and what to do when they get there but also more price-sensitive than other travellers
- US, UK and NZ residents, 15-34 years, first visit to Australia

\*Includes domestic daytrip and overnight visitors and international overnight visitors (excludes international daytrips).

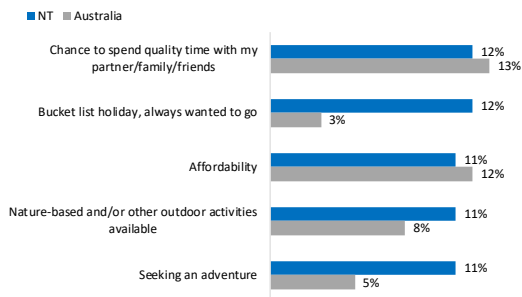
<sup>1</sup>Share of domestic overnight visitors to regional NT in 2017.

<sup>2</sup>Share of international overnight visitors to regional NT in 2017.

# Visitor regional dispersal in the Northern Territory

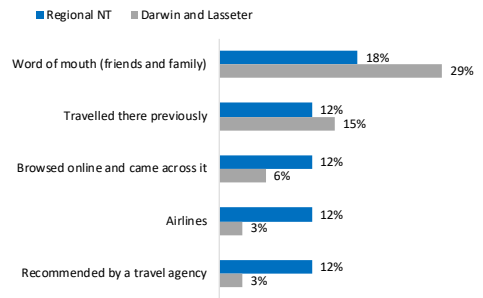
## Domestic visitation to regional NT

### Why did you travel to regional Australia?

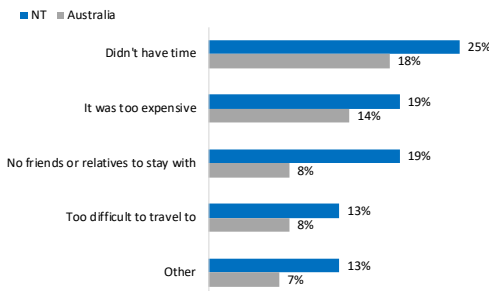


## The decision journey of domestic visitors who visited regional NT

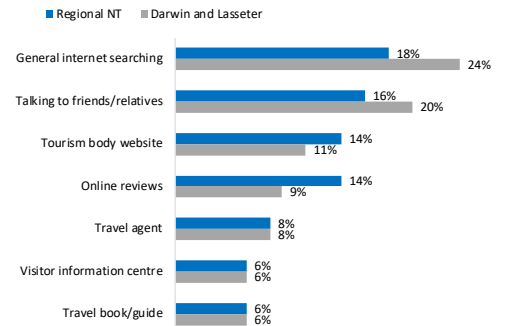
### Sources of inspiration



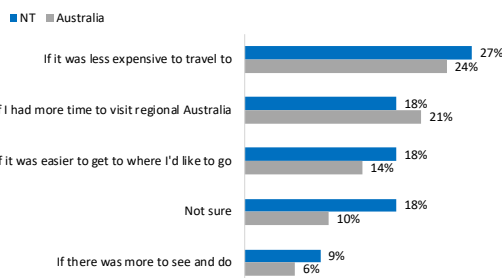
### Why did you not travel to regional Australia?



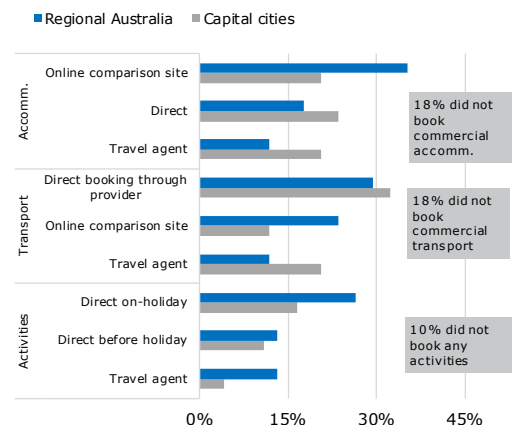
### Sources of information



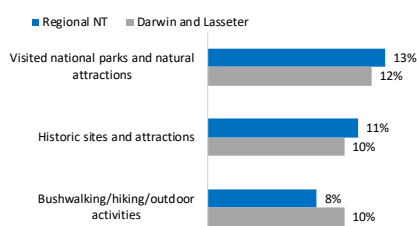
### What would influence you to travel to regional Australia?



### Booking channels



### Transport, accommodation and activities



Private/rental car 53%



Plane 29%



Bus/Train 6%



Private 18%

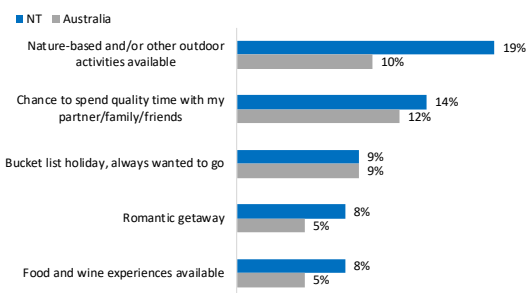


Commercial 82%

# Visitor regional dispersal in the Northern Territory

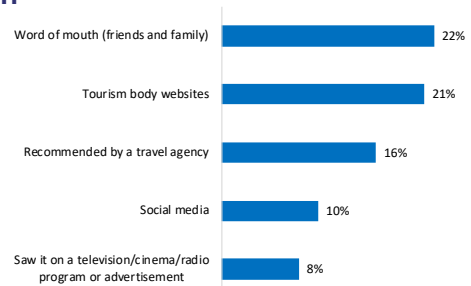
## International visitation to regional NT

### Why did you travel to regional Australia?

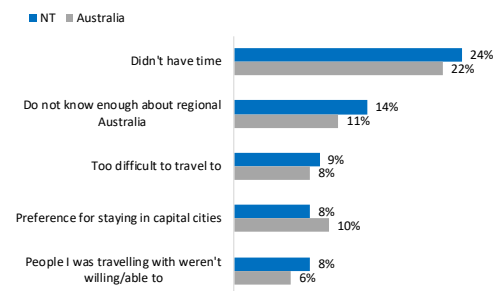


## The decision journey of International visitors who visited regional NT

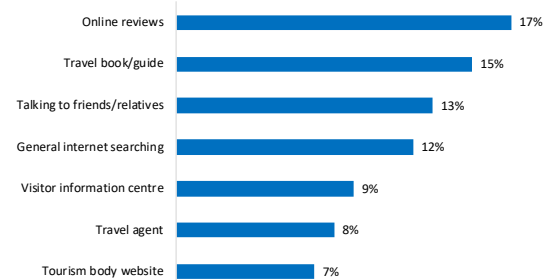
### Sources of inspiration



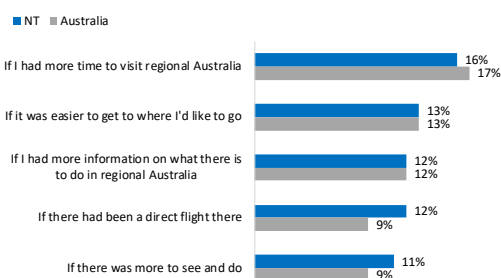
### Why did you not travel to regional Australia?



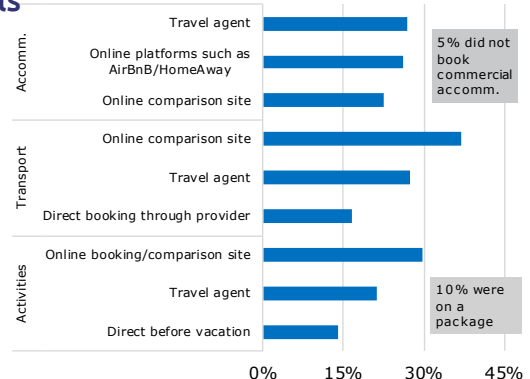
### Sources of information



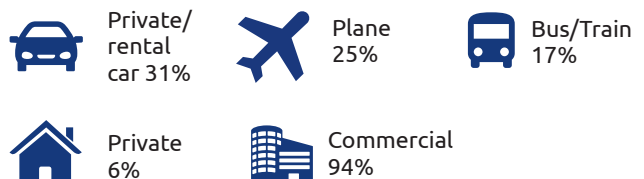
### What would influence you to travel to regional Australia?



### Booking channels



### Transport, accommodation and activities



# Visitor regional dispersal in the Northern Territory

## Recommendations

Based on the present study, the following recommendations were made by Deloitte Access Economics for increasing visitation in regional NT:

### 1) Tell them what's on offer

- Educate visitors about the extensive list of activities, accommodation, attractions, food and drink, and unique experiences that regional Australia has on offer.
- Play to NT's strengths by leveraging the known competitive advantages of regional destinations – culture, nature and outdoors, and food and beverages.
- Use tailored marketing to explain the unique offering of the NT and target this to those with a higher propensity to visit destinations with this offering, e.g. traditional market Gen Y and Z could be influenced by adding popular itineraries.

### 2) Demystify time and distance

- Demystify time and distance to encourage visitors to travel beyond regional hotspots close to capital cities and into the wider landscape of regional Australia.
- Market options for regional travel in conjunctions with city stays, i.e. demonstrate that many outstanding NT destinations are within a short distance from the major tourist centres to remove the uncertainty/misconception that regional attractions are far away.

### 3) Put the pieces of the journey together

- Package regional trips with ready-made and publicly available itineraries, including suggestions on where to travel, how to travel and when to travel.
- Encourage neighbouring regions to develop joint marketing strategies and itineraries to educate visitors about what is on offer in the wider NT regions and encourage visitors to stay an extra night in regional NT.

## Methodology

This study was conducted through five linked research streams:

### 1. Literature review

- » Explored consumer behaviour and travel preferences

### 2. Data and econometric analysis

- » Analysed data from the National and International Visitor Surveys

### 3. Primary research

- » In-depth survey of over 5,500 domestic and international visitors

### 4. Persona analysis

- » Segmented the leisure visitor market into meaningful cohorts

### 5. Investor consultation

- » Consulted investors to understand considerations for investing in regional locations

Note: This factsheet for the NT was produced using highlights from the "Understanding visitor regional dispersal in the Northern Territory" report developed by Deloitte Access Economics for Austrade-Tourism Research Australia (TRA).

Disclaimer: The Department of Tourism, Sport and Culture has taken due care and skill in preparing this information, however does not warrant that it is correct or suitable for the purpose for which it is intended to be used. The Department disclaims all liability associated with the use of this information.

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