

Food and Drink Tourism in the NT



Visitors contributed \$122 million in food services to the Northern Territory economy in 2019-20*. As a growing sector Tourism NT is developing innovative initiatives to showcase by building on product strengths from venues across the region.

This factsheet provides a breakdown of food and drink visitor experiences for the NT.

NT topline 2019¹



375,000 VISITORS**
(international and domestic) travelling to the NT engaged in **food experiences** during their stay, representing **19%** of all NT visitors



NIGHTS
5.5 million



Average length of stay
14.6 nights

*Source: Tourism NT Economic Contribution of Tourism to the NT 2019-20. **Figures refer to food experiences that took place in the NT and include both overnight and daytrips. Note: Food experiences refer to the following specific food experiences travellers participated in or visited: local food markets, fine dining restaurants, food festivals and other food experiences (farm tours, food tours and pick your own fruit).

Most popular food experiences*

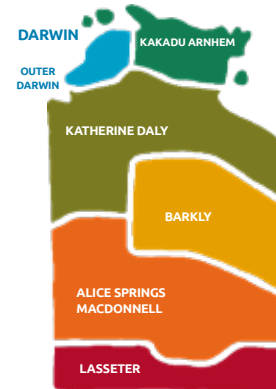


*Food experiences do not sum to 100% as visitors may participate in more than one food experience as part of their NT trip. Other food experiences include farm tours, food tours and pick your own fruit.

NT regions where food experiences took place*

Darwin
70%

Other NT regions
33%



*Regions do not sum to 100% as visitors may travel to more than one region and participate in more than one food experience as part of their NT trip. Note: Other NT regions include Outer Darwin, Kakadu Arnhem, Katherine Daly, Barkly, Alice Springs MacDonnell and Lasseter. Data for specific regions not available.

Most popular food experiences by NT region*

Most popular food experiences	Darwin	Other NT regions	NT overall
1 - most popular			
2			
3			
4			

Local food markets
 Fine dining restaurants
 Food tours
 Food festivals
 Farm tours

*Food experiences are based on travellers' subjective interpretation of the experiences they participated in, not on how operators define their tourism product/services.

NT food and drink experiences

Examples

Mindil Beach Sunset Markets	Sunset dinner cruise in Darwin Harbour	Merne: A Dinner in the Desert	Mango Madness Festival
Taste of Kakadu Festival	Parap Village Markets	Top End Festival	Darwin Indie Craft Beer Festival
Dining under the stars at Uluru	Territory Taste Festival	Darwin GlenTi Festival	Malak Marketplace
Outback dining experience with camp fire	Darwin Laksa Festival	Earth Sanctuary Gourmet Bush BBQ	Field of Light dinner at Uluru
Sunset dinner cruise in Nitmiluk Gorge	Alice's Longest Desert Lunch	Thailand Grand Festival	Darwin Gourmet Tours

Note: These food and drink experiences represent examples and are not meant to represent all food and drink experiences on offer in the NT. Sources: Google search and <https://northernterritory.com/>

1. Sources: Tourism Research Australia, International and National Visitor Surveys, Year ending 2019 (combined international/domestic figures), unless other source stated.



NT micro breweries and distilleries

A growing niche market



Importance of food and drink in holiday destination choice*

International visitors



Domestic visitors



Enjoying the experience of dining under the stars was the 3rd most appealing element of NT's Red Centre for international visitors and the 6th most appealing element for domestic visitors



*Source: Tourism Australia's 2020 Consumer Demand Project.

What do domestic visitors expect to do in the NT?*

Visit the local pub and sample the food and chat with the locals.

A real Aussie dinner.

I love to eat so I will treat my taste buds to explore the tropical food of Darwin. Fresh mud crab and catching them for the day.

One will discover new culture and your taste-buds will be tantalised.


In Darwin I would go to a restaurant I have been to before. Mindil markets and the beaches.

Perhaps be able to eat bush tucker at a local establishment.

Watch the sunset with champagne and a unique dining experience.

*Source: Instinct and Reason, Market Tracking Survey, July to December 2020. Research participants were 63% interstate, 32% international and 5% intra-Territory.

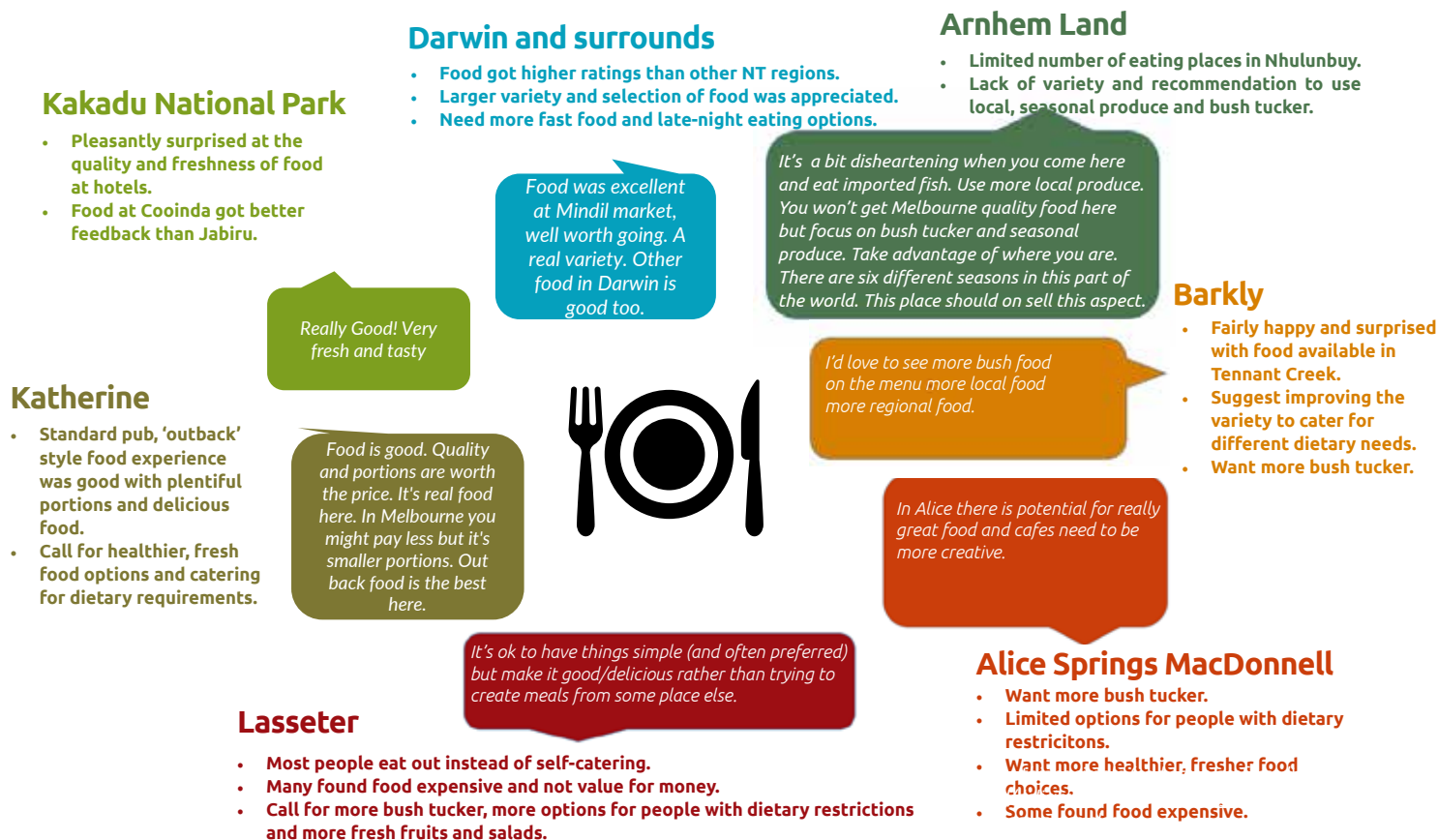
Visitor satisfaction with food by NT region

VISITOR SATISFACTION WITH FOOD 	NT REGION							
	Darwin and surrounds (including Litchfield)	Arnhem Land	Barkly	Kakadu National Park	Katherine	Alice Springs MacDonnell	Lasseter	NT Overall
*Extremely/ Very Satisfied	64%	57%	53%	52%	51%	45%	39%	50%
Mean Score (7 point scale)	5.7	5.6	5.5	5.2	5.2	5.4	5.1	5.4

*Thinking of the NT region you are currently visiting (or most recently visited if you have left the NT), overall how satisfied are you with the following aspects of your experience in that region? On a 7 point scale: Extremely dissatisfied, Very dissatisfied, Dissatisfied, Neither satisfied or dissatisfied, Satisfied, Very satisfied, Extremely satisfied.

NT Overall

- Many visitors were positively surprised at the quality of food and coffee in the NT as it exceeded their expectations.
- Satisfaction with food varied between the regions.
- Overall, there was a call for more bush tucker, more fresh and healthy food options and more variety to cater for different dietary needs.



Source: Instinct and Reason, Destination Satisfaction Survey, October 2018 to June 2019.

Restaurant satisfaction ratings*

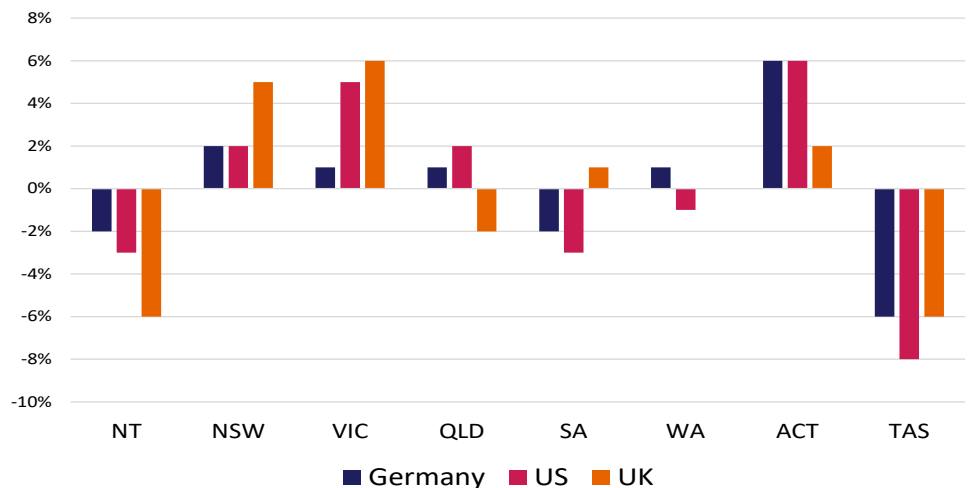


When compared to **satisfaction with restaurants** in other Australian states/territories, the **NT** was rated **second lowest** after the ACT.

*Mean score (5 point scale). Source: Tripadvisor internal data.

Visitor perceptions of having a great food scene - state comparison*

- The NT and Tasmania are perceived as having less of a great food scene than most other Australian states and territories.
- This is true for travellers from Germany, the US and the UK.
- The ACT, Victoria and New South Wales were perceived as having the greatest food scenes in Australia.



*To what extent, if at all, do each of the following statements describe it - expectancy analysis.

Source: Hall & Partners, Optimising Inbound Visitation - Germany, US and UK Market Reports, July-September 2020.

US travellers' perception of NT food and drink experiences

Experience tested: Five star dining under the stars at Uluru



- The Uluru dining experience has a wow factor that immediately engages interest.
- A perception that this goes beyond a normal fancy dining experience.
- It is felt that diners can understand and learn about the culture of the NT through the locally inspired cuisine.

Because we are big foodies, trying different kinds of food is a part of our cultural learning journey. The sunset over Uluru while having al fresco dinner sounds amazing!

What people eat and cook can say a lot about them and their culture. I also like to try things I have never tried before, especially when it comes to food. Combine that with beautiful scenery and you have me sold.

Source: Hall & Partners, Key Market Concept Testing Tourism NT, February-March 2021, unless otherwise stated.

UK travellers' perception of NT food and drink experiences

Experience tested: a variety of dining experiences in the NT



- The food and drink offers in the NT have great breadth.
- The variety shows off the different cultural influences and cuisines.
- Food and drink experiences are one way to understand and learn about the culture of the NT.
- The food offers feel very inclusive and would suit the varying tastes of a travel party.

Looks like it kept its authentic touch and influence of south east Asian cuisine makes it quite unique given so many cultures mix here.

Food is very important to my enjoyment and it comes alongside some fun activities like camp fire and sunset beach shopping and fishing which all sound very entertaining and full of options of what to do and eat.

Source: Hall & Partners, Key Market Concept Testing Tourism NT, February-March 2021, unless otherwise stated.

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