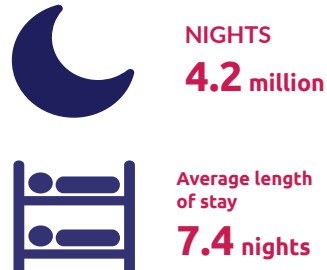


History and Heritage

2017-19 (3 year average)

NT Topline 2017-19



Proportion of NT visitors by market



History and heritage visitors to the NT are defined as someone who visited history/ heritage buildings, sites or monuments and/or visited museums or art galleries within the NT during their trip. These figures include persons for whom history and heritage activities were not a primary motivator for travel to the NT.

History and heritage activities participated in



Proportion of NT visitors engaging in history and heritage activities by purpose



NT visitors by stopover

VISITORS TO THE NT engaging in history and heritage activities	Visited Darwin	Visited Regional NT
Interstate	49%	60%
Intra-Territory	14%	86%
International	39%	85%

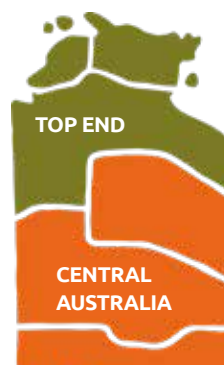
NT share of Australian history and heritage visitor market

VISITORS TO THE NT engaging in history and heritage activities	Share of Australian market
Interstate	5.1%
Intra-Territory	1.1%
International	2.5%

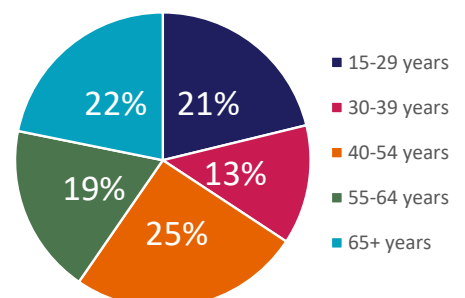
Regions where history and heritage activities took place*

Interstate	Intra-Territory	International
Total 295,000 visitors	Total 61,000 visitors	Total 212,000 visitors
Top End 54%	Top End 61%	Top End 40%
Central Australia 50%	Central Australia 39%	Central Australia 77%

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



History and heritage visitors by age group

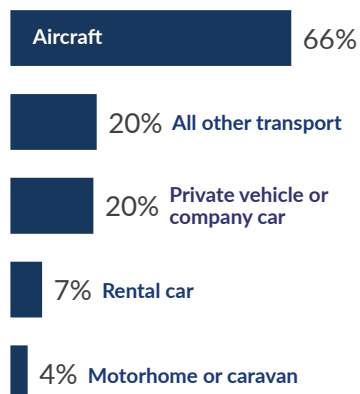


History and Heritage

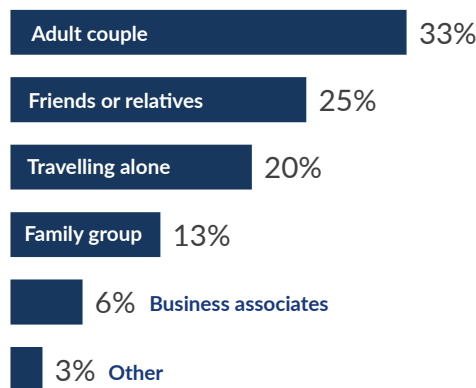
2017-19 (3 year average)



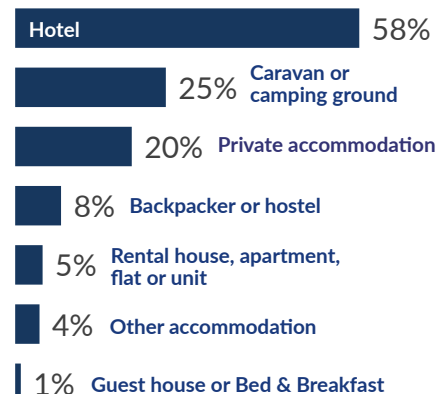
Transportation



Travel Party



Accommodation



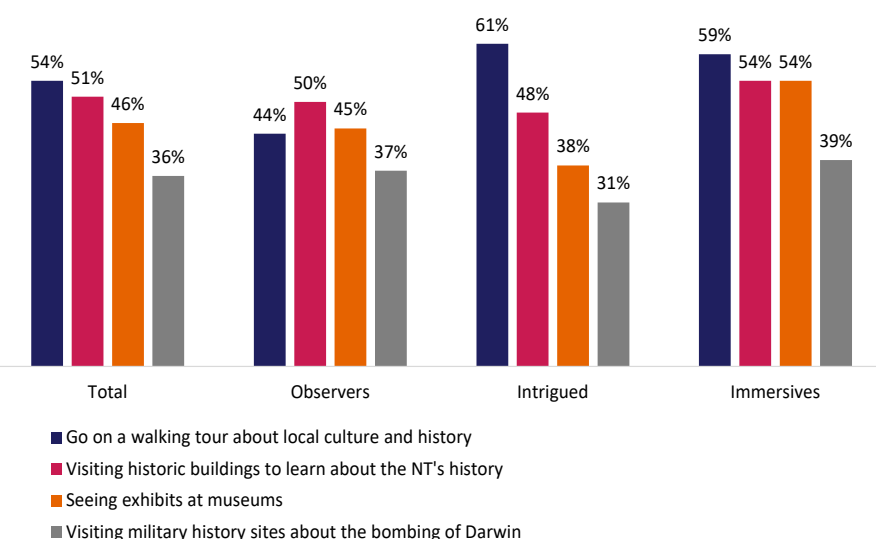
Tourism businesses in the NT by employment size for heritage activities*

TIME PERIOD	EMPLOYING BUSINESSES		TOTAL EMPLOYING	NON-EMPLOYING	TOTAL
	Micro (1-19 employees)	Medium (20-199 employees)			
Jun-16	7	3	10	8	18
Jun-17	7	3	10	8	18
Jun-18	7	3	10	8	18
Jun-19	6	3	9	6	15
Jun-20	5	3	8	5	13

Note: Heritage services include Australia and New Zealand Standard Industrial Classification (ANZSIC) category 89 - heritage activities.

*Source: Australian Bureau of Statistics catalogue number 8165.0 Count of businesses including entries and exits 2016-2020.

History and heritage activities interested in by traveller type for NT*



Traveller type descriptions

OBSERVERS

- least flexible, lowest consideration of NT as destination, constrained by budget, less knowledge about the NT and Aboriginal culture, preference for passive ways of experiencing culture, staying within their comfort zone

INTRIGUED

- mostly older travellers, prefer hands on experience with Aboriginal culture, mix in and get involved, interested in history, beliefs and customs of Aboriginal people and also passive observation

IMMERSIVES

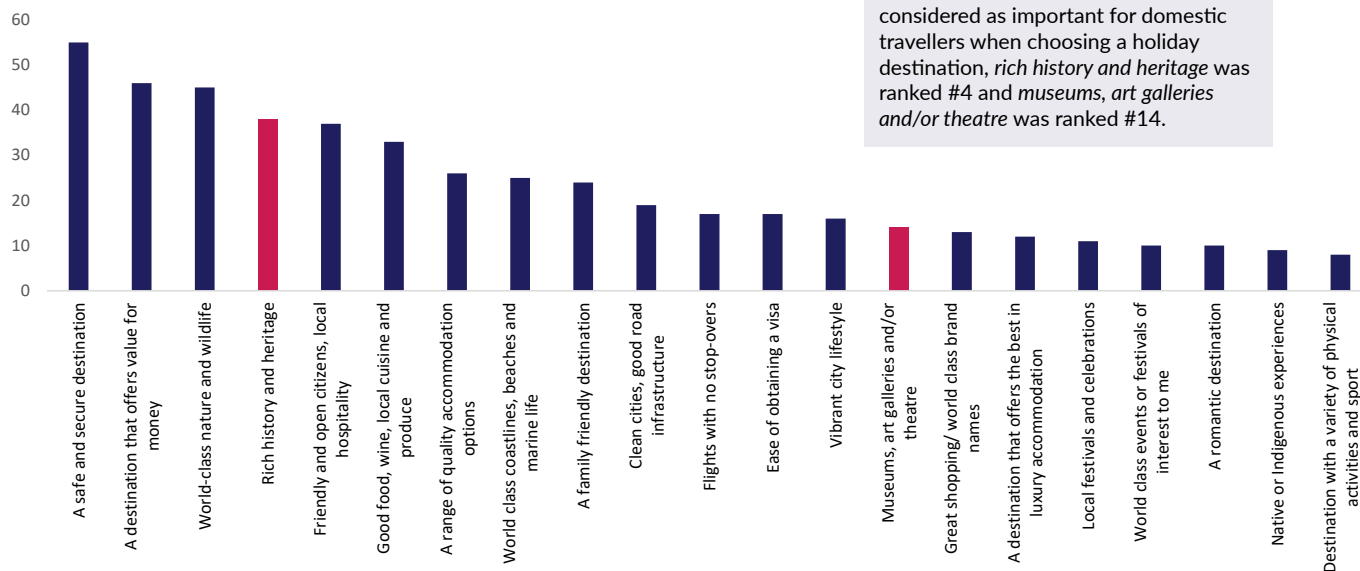
- mostly younger travellers, actively looking for new things to explore and learn, have disposable income and high interest in all forms of Aboriginal culture including impact of colonisation of Australia and the Stolen Generation

*Source: Instinct and Reason, National Demand for Cultural Tourism in Australia, 2017.

History and Heritage

2017-19 (3 year average)

Destination Importance Factors*



From 21 destination factors that were considered as important for domestic travellers when choosing a holiday destination, *rich history and heritage* was ranked #4 and *museums, art galleries and/or theatre* was ranked #14.

*Source: Tourism Australia's 2019 Consumer Demand Project.

Expectations of travellers to the NT towards history and heritage activities

Outback Australia, eat local food, learn local heritage, meet local people.

Tennant Creek/ Devil's Marbles/ Barkly
Male, 30-49 years

I would like to go and visit the war history museum and the other places of interest that I have read about. It would be nice just to be able to walk around and soak in the Darwin atmosphere.

Darwin/ Litchfield
Female, 50+ years

Sightsee, learn the history. I'm a nurse so maybe see the remote villages and offer supplies.

Katherine
Female, 30-49 years

Go to the army museum.

Darwin/ Litchfield
Male, 50+ years

Historical education.

Darwin/ Litchfield
Female, 30-49 years

See the old telegraph station.

Alice Springs
Female, 18-29 years

Hopefully visit a museum.

Darwin/ Litchfield
Female, 18-29

I am happy to pay for museums where I can. Get some knowledge about past and history.

Darwin/ Litchfield
Male, 18-29 years

Do a bit of sightseeing and find out more about the history of the area.

Tennant Creek/ Devil's Marbles/ Barkly
Male, 50+ years

Explore the township. Learn about local culture. Enjoy guided tours or walks.

Alice Springs
Female, 30-49 years

Seeing beautiful places of interest filled with history and heritage.

Ayers Rock/ Uluru/ Kings Canyon
Female 30-49

Source: Instinct and Reason, Market Tracking Survey Quarterly Report Spring 2020. Question asked: If you were to visit [NT location] what do you expect you would be able to do there?

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 Survey, unless otherwise stated.

Note: History and heritage activities for domestic visitors took place in the NT, while for international visitors these activities took place in Australia (not just the NT).

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

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