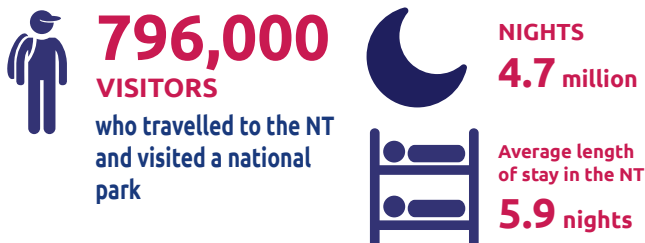


National Parks Visitation Factsheet

Northern Territory national parks are accessible and spectacular. The parks are great places to view native plants, birds and animals, go for a bushwalk, swim under waterfalls, join an Aboriginal cultural tour and camp under the stars. There are more than 80 national parks and reserves, covering over 50,000 square kilometres of land in the Northern Territory; including two World Heritage-listed national parks in Kakadu National Park and Uluru-Kata Tjuta National Park.

Note: 2019 figures from Tourism Research Australia's IVS and NVS have been used in this factsheet, unless otherwise stated. This is due to COVID-19 impacting visitation figures significantly from March 2020.

NT topline 2019



Proportion of NT visitors by market



Note: The term "state park" is not active in the NT, but is the terminology used by Tourism Research Australia and may be active in other Australian states and territories.

Interstate source markets

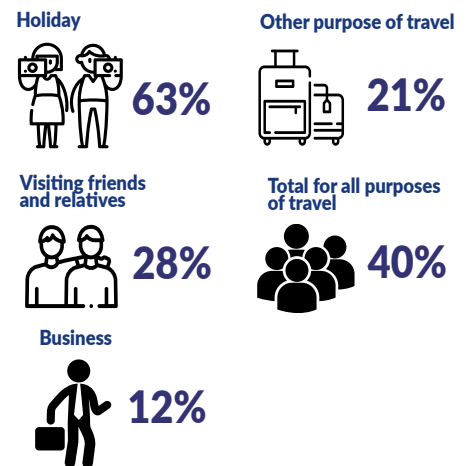


ALOS = average length of stay.

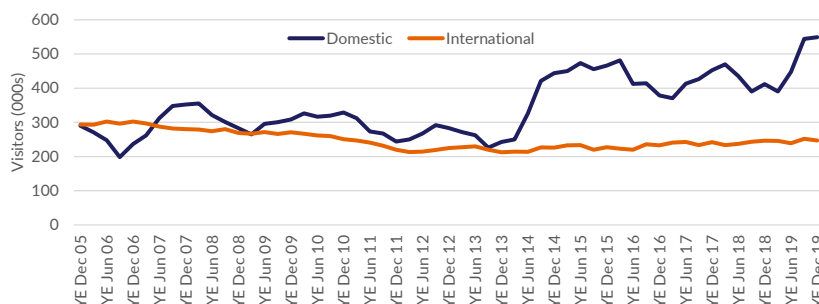
International source markets



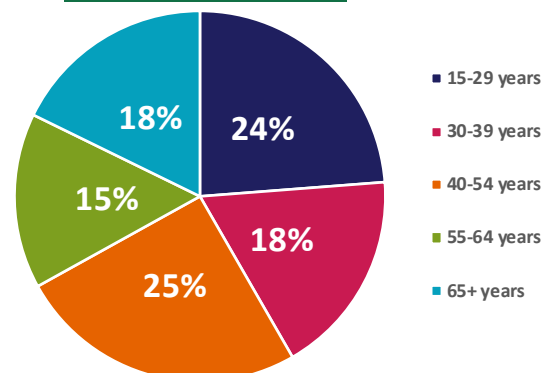
Purpose of travel



Domestic and international visitor trends to NT that visited a National Park



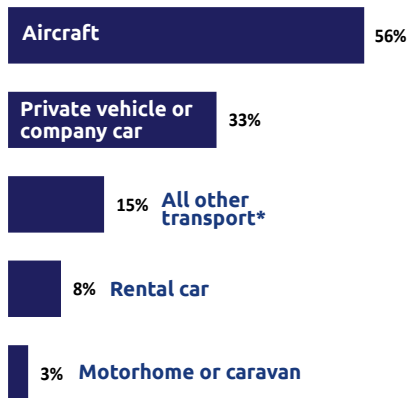
Age profile of visitors



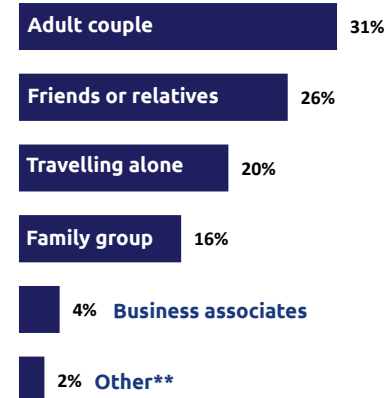
National Parks Visitation Factsheet

National Parks visitor preferences while travelling in NT

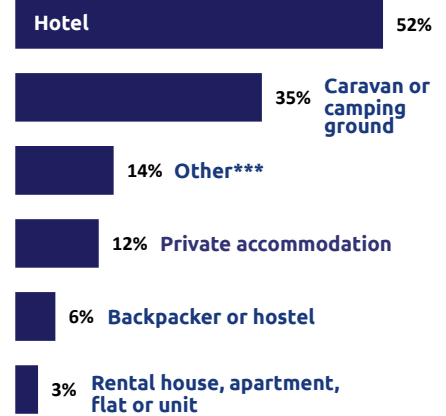
Transportation



Travel party

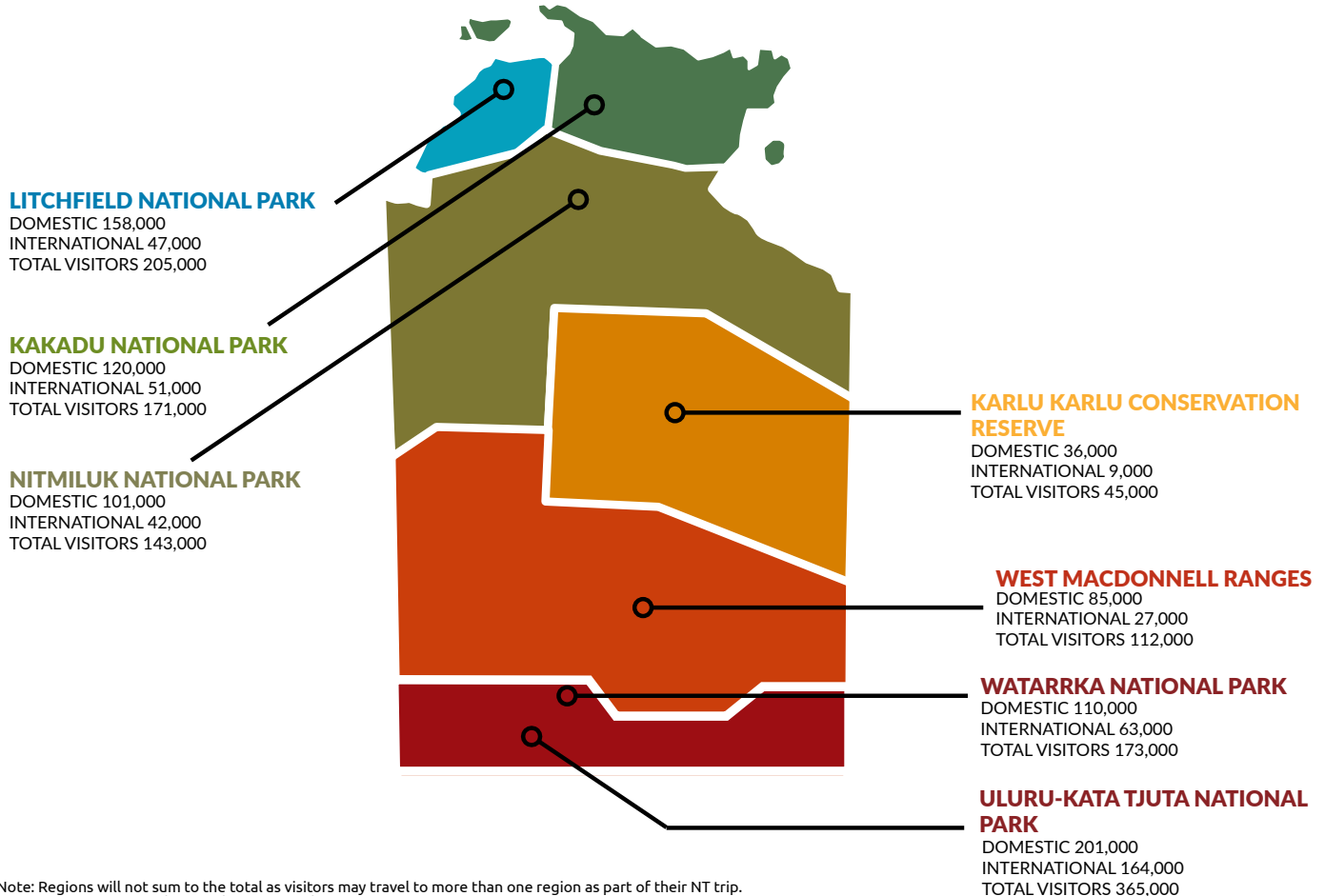


Accommodation



*Includes long distance transport, other land transport, water transport, other transport and not stated/asked. **Includes school/uni/college group, non-school sporting group/community group or club and other. ***Includes guest house, other commercial accommodation, other accommodation, in transit and not stated/asked.

Overnight visitation to National Parks



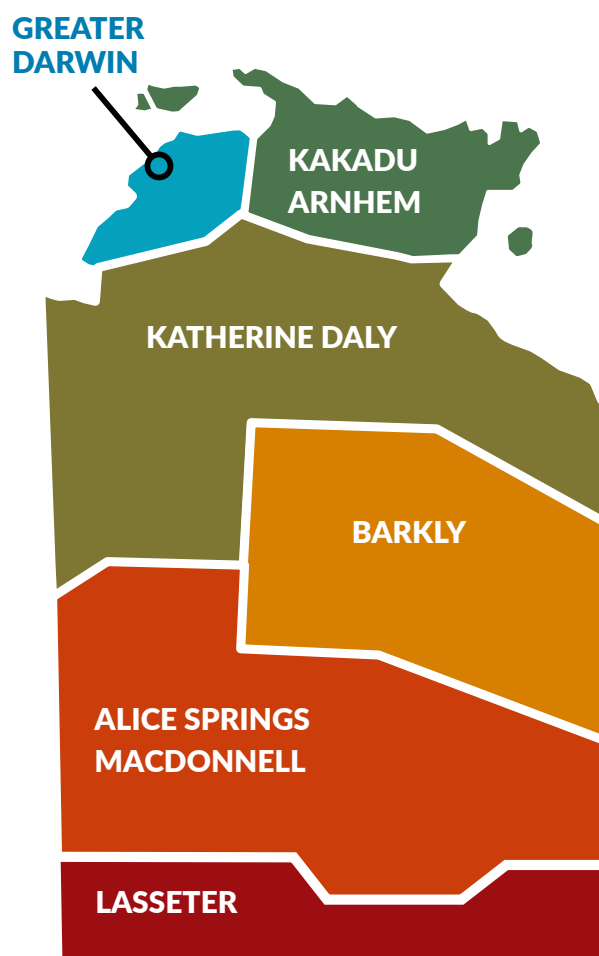
Note: Regions will not sum to the total as visitors may travel to more than one region as part of their NT trip.
Source: Tourism Research Australia YE December 2019.

National Parks Visitation Factsheet

National Parks visitation

Top End parks visitor summary	2019	2020
Greater Darwin		
Casuarina Coastal Reserve	1,104,000	1,237,000
Darwin Botanical Gardens	432,000	444,000
Litchfield National Park	324,000	171,000
Howard Springs Nature Park	133,000	137,000
Berry Springs Nature Park	128,000	99,000
Charles Darwin Nature Park	81,000	80,000
Territory Wildlife Park	60,000	41,000
Fogg Dam Conservation Reserve	50,000	50,000
Mary River National Park	26,000	20,000
Kakadu Arnhem		
Kakadu National Park	196,000	113,000
Katherine Daly		
Nitmiluk National Park	271,000	125,000
Elsey National Park	218,000	140,000
Leliyn (Edith Falls)	123,000	55,000
Gregory National Park	35,000	18,000
Keep River National Park	13,000	2000
Limmen National Park	13,000	4000
Caranbirini National Park	6000	0

Centre parks visitor summary	2019	2020
Alice Springs MacDonnell		
Alice Springs Telegraph Station	227,000	155,000
Total West MacDonnell Ranges	166,000	78,000
- Simpsons Gap	136,000	69,000
- Ormiston Gorge	100,000	38,000
Alice Springs Desert Park	63,000	22,000
Trephina (East MacDonnell)	27,000	17,000
Finke Gorge	23,000	7000
Rainbow Valley Conservation Reserve	10,000	4000
Arltunga Historic Reserve	6000	3000
Barkly		
Karlu Karlu Conservation Reserve	156,000	64,000
Tennant Creek Telegraph Station	17,000	7000
Lasseter		
Uluru-Kata Tjuta National Park	407,000	93,000
Watarrka National Park	290,000	50,000



Note: Comparison of pre-COVID-19 figures with 2020 figures has been made to show the impact of COVID-19 on parks visitation.

Source: Parks Australia and Parks and Wildlife NT.

National Parks Visitation Factsheet

Additional insights

Destination importance factors

- From 21 destination importance factors that were considered as important when visiting a holiday destination, *world class nature and wildlife* was number two for potential international travellers to Australia.
- The most highly ranked destination importance factors were a *safe and secure destination* (#1), *world class nature and wildlife* (#2) and a *destination that offers good food and wine* (#3).

Destination importance factors data is sourced from Tourism Australia's Consumer Demand Project, July 2021.

Destination brand values

- From 18 destination brand values indicating how strongly domestic travellers agreed that the brand values were describing a holiday in the NT, *nature and wildlife* was ranked as number two behind being *vast and a place for open spaces*.
- People aged over 55 were most likely to agree that *nature and wildlife* described a holiday in the NT.

Destination brand values data is sourced from Instinct and Reason's Market Tracking Study, Quarterly Report, January-March 2022.

Source markets concept testing

Different nature concepts were tested for the three markets of the United Kingdom, the United States and Germany.

United Kingdom

Nature and wildlife experience

Experience the authentic local nature and wildlife at its best. Feed and cuddle wallabies, take a cruise to spot crocodiles and birdlife, or see turtles or dolphins on a harbour cruise. What's best is that you get to experience the animals in their natural habitat.

71% of UK travellers strongly agreed that a nature and wildlife experience in the NT is different to what they can experience at home



"I love wildlife, this would be unforgettable."

"It has a unique wildlife and fauna and I would see things that I would never see in Europe."

"This is the one that would be most enjoyable for every member of the family."

"The number one reason for going is to see nature close up. Makes a trip of this kind unique and memorable and ideal for filming/photo taking."

United States of America

Wildlife experience

Cruise through the billabongs of Kakadu National Park, or down the river gorge of Nitmiluk National Park to spot crocodiles and other wildlife while learning about the natural surroundings from a park guide.

64% of US travellers strongly agreed that a wildlife experience in the NT is different to what they can experience at home



"It is an area of which I have frequently heard of with positive remarks, and I am intrigued to experience it myself first hand."

"I love nature and would like/expect to see more than just crocodiles. Birds and other species native to Australia would be what draws me to this experience."

Germany

Guided nature and wildlife eco tour

View thousands of species of flora, native wildlife and birds around the Northern Territory in the wild, at wildlife parks, and on wildlife tours and cruises. Having an expanse of varying eco systems, wildlife in the NT flourish from the desert plains to the monsoon tropics (e.g. multiple day tour through Kakadu NP / Arnhem Land).

65% of German travellers strongly agreed that a guided nature and wildlife ecotour in the NT is different to what they can experience at home



"Unique nature experiences are always at the top of my list."

"Being able to visit, explore the wilderness of Australia is just fantastic. Australia has unique nature."

"The different plants and animal species appealed to me."

"To experience the birds and wildlife so close in different ways would be very interesting to me. Especially since Australia has such special birds and wildlife."

Source: Hall & Partners, Key Market Concept Testing Tourism NT, March 2021.