

Barkly region Destination Management Plan

ANNUAL REPORT CARD 2022

The Barkly region Destination Management Plan (DMP) focuses on development priorities for the sustainable growth of tourism in the region over 10 years.

There are six DMPs that identify key strengths and assets across Northern Territory regions, and provide a comprehensive overview of comparative advantages, current product offerings and visitor profiles.

The six destinations are:

- Alice Springs and MacDonnell Ranges region
- Lasseter region
- **Barkly region**
- Big Rivers region
- East Arnhem Land region
- Greater Darwin region



The Annual Report Card measures the progress of outcomes and includes key performance metrics for the region such as visitor numbers, expenditure, satisfaction rating, online feedback/ reviews and digital data.

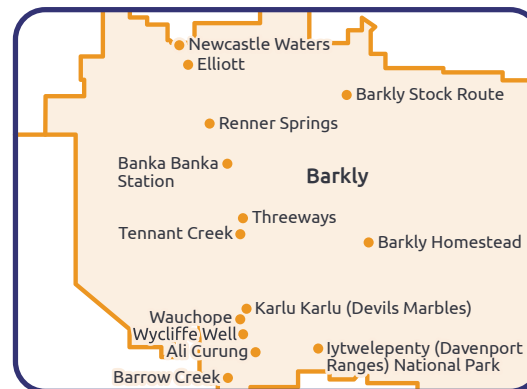
The DMPs are reviewed every two years to ensure action plans and the prioritisation of product development opportunities align within the context of the current environment, including demand.

DMPs for the Big Rivers and three Central Australia regions (Alice Springs and MacDonnell Ranges, Barkly and Lasseter) were completed in late 2020, with the East Arnhem Land DMP completed in November 2021 and the Greater Darwin region DMP completed in May 2022.

Barkly region

The Barkly region is known for its pastoral and mining experiences, history and heritage, geological features and Aboriginal culture and art. It is a genuine outback destination and its history has shaped the region. Compared to other regions in the NT, it is a lesser known tourism destination, however it is important to drive tourism, has a highly rated art and culture centre, and unique and quality historical and heritage experiences.

Barkly is most frequently visited by travellers touring between regions of the NT, establishing the region as a transit hub with existing opportunities to grow tourism experiences that can contribute to the growth and development of the region adding vibrancy and lifestyle benefits to residents and encouraging visitors to extend their stay in the region.



Battery Hill Mining Tour, Tennant Creek



Nyinkka Nyunyu Art and Cultural Centre

Visitation and expenditure

Year ending June 2022*

Visitors ↓47%
57,000

Expenditure ↓81%
\$21M

Holiday: 32,000

Business: 15,000

Visiting friends/family:
3,000

Other (i.e. work/study):
7,000

* With percentage changes compared to 2019 data

Year ending June 2019

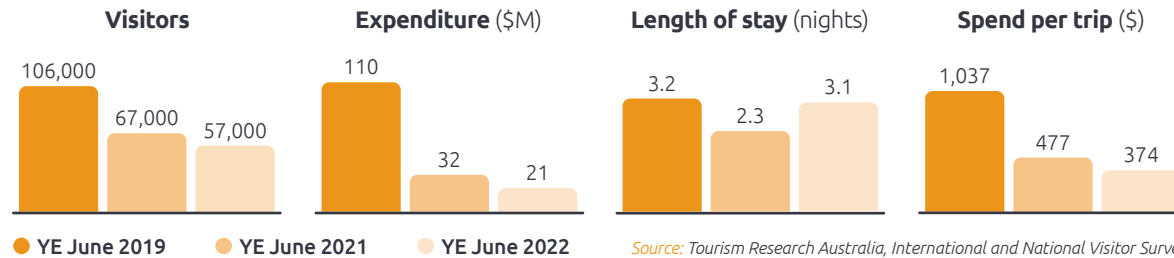
Visitors
106,000

Expenditure
\$110M

Data to the year ending 2022 reflects visitation and expenditure during months when COVID restrictions were still heavily impacting the Northern Territory.

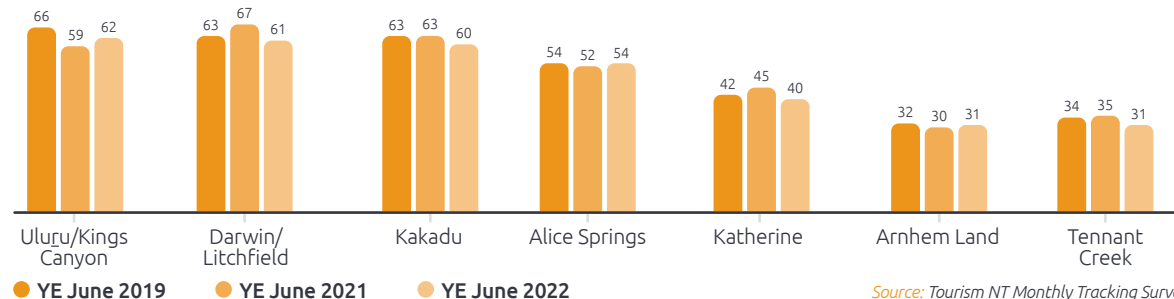
Source: Tourism Research Australia, International and National Visitor Survey

Barkly region key data



Places in the NT you would visit

Annual shifts by NT considerers (%)

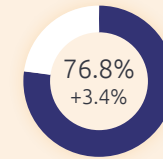


Visitor satisfaction

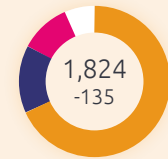
Year ending June 2022 with percentage changes compared to previous 12 months*

*Based on establishments – attractions, hotels, caravan parks and wayside inns (not food and hospitality providers) – ReviewPro data.

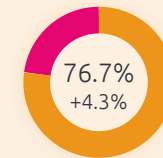
Global review index



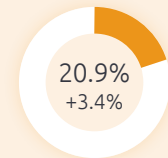
Reviews



Semantic analysis



Management response



● positive (80%+) ● neutral (79-60%) ● negative (59-0%)

Positive reviews:

Food and drink ↑ 0.4%
Security ↑ 8.0%
Room ↑ 9.8%
Cleanliness ↑ 1.7%
Service ↑ 4.6%

Negative reviews:

Staff ↓ 1.3%
Camping ↓ 2.3%
Bed ↓ 5.7%
Reception ↓ 6.5%

The Barkly region saw a Global Review Index (GRI) increase of 3.4%. The semantic analysis indicates that visitors are feeling more secure with on-site security staff and well-lit secure parking. Customer service has also been positive. Accommodation rooms are meeting the expectation of visitors, however the increase in negative reviews of accommodation reception indicates that reception desks are frequently unattended, likely due to staff shortages. The lack of mobile phone reception in the region is also contributing to the service category.

Collective stakeholder progress on regional priorities

Locality and opportunity

Progress and regional achievements

Ali Curung: improve regional and remote art centre products in the Barkly region.

Plan developed to co-locate art gallery and artist workshop in Ali Curung.

Barkly region: align industry support and grant funding program outcomes with DMP priorities.

Improved alignment between DMP priorities and grant outcomes achieved through enhanced project selection criteria.

Barkly region: enhance facilities at wayside inns throughout the region.

Roadhouse to Recovery grant funds enabled:

- construction of 5 new cabins at Barkly Homestead
- infrastructure upgrades at Renner Springs Desert Inn
- new cabins at Dunmarra Roadhouse
- new cabins and ablution block at Devils Marbles Hotel.

Barkly region: develop WWII and pastoral history journey experience on the Stuart Highway.

New visitor experience site at Frew Ponds developed to celebrate 150 years of the joining of the Overland Telegraph Line.

Barkly region: establish a Barkly specific local tourism action and advocacy group.

Barkly Tourism Action Group (BTAG) established and met bi-monthly in Tennant Creek to co-ordinate and support regional tourism initiatives.

Barkly region: install and upgrade wayfinding signage across the region.

Central Desert Regional Council awarded Tourism Town Asset grant funding to enable installation of visitor information signage at Ti Tree.

Karlu Karlu / Devils Marbles Conservation Reserve: enhance overnight facilities at Karlu Karlu.

Improved camping facilities, including toilets, camping sites and visitor information completed.

Tennant Creek: enhance Nyinkka Nyunyu Art and Culture Centre infrastructure.

Design for new culture centre nearing completion.

Tennant Creek: establish contemporary visitor information centre facilities.

Priority safety and risk projects at Battery Hill identified, to be implemented in 2023 with Turbocharging Tourism initiative funding.

Tennant Creek: enhance Aboriginal cultural tourism opportunities.

Visitor amenities at Kunjarra /The Pebbles restored through Turbocharging Tourism initiative funding.

Tennant Creek: invest in Tennant Creek beautification.

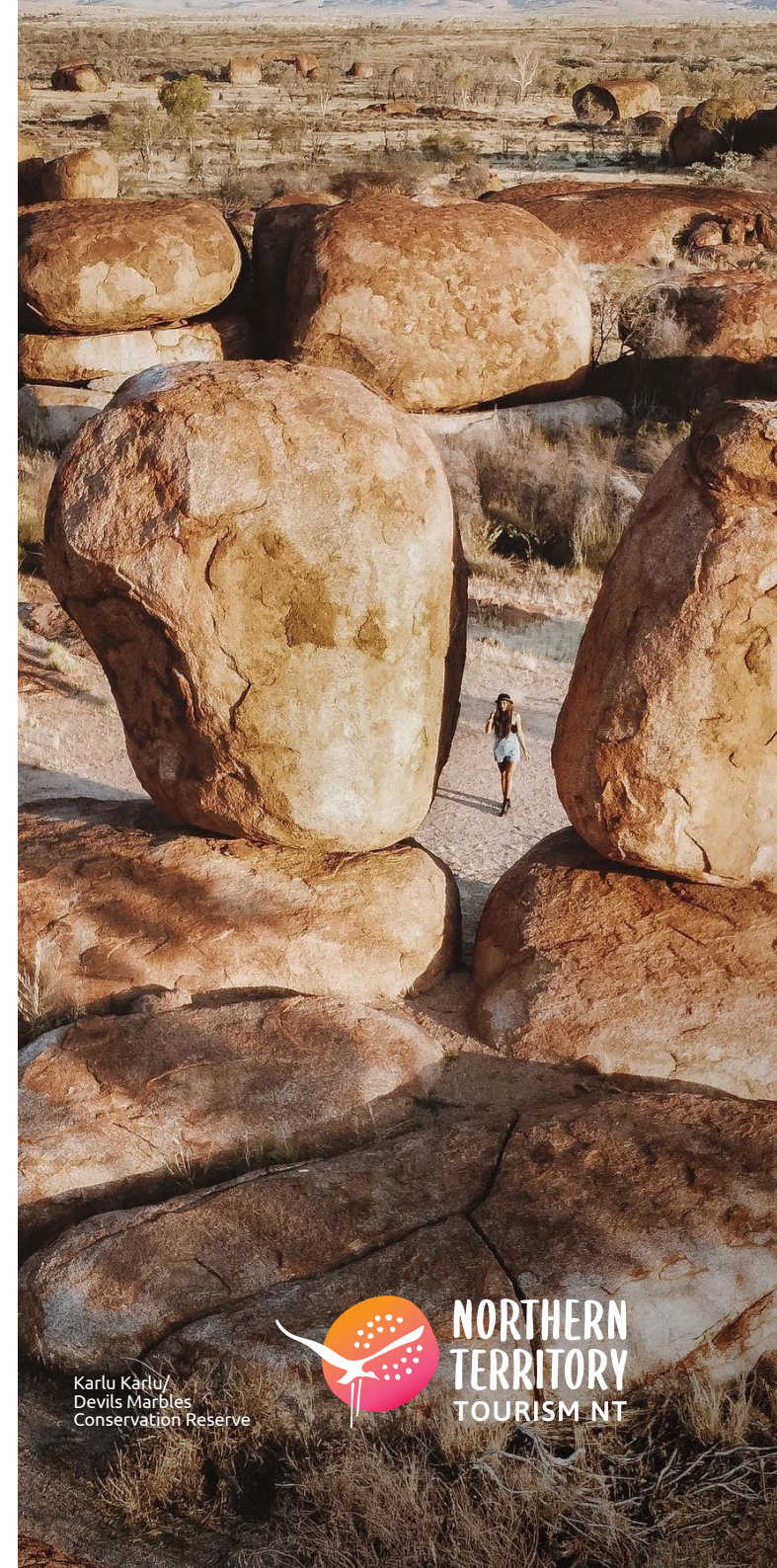
Full design of Patterson St/Peko Rd streetscape works under Turbocharging Tourism initiative funding progressed prior and will be implemented in 2023.

Future focus

- Commence implementation of Tennant Creek streetscape enhancement project.
- Undertake urgent maintenance and restoration projects at Battery Hill Visitor Information Centre.
- Continue to source funds for redevelopment of Battery Hill facilities.
- Undertake study to determine best future use of Tingkarli/Lake Mary Ann.
- Support the establishment of new and existing events which lead to economic and social outcomes for the Barkly community, in particular evening events.
- Continue to work with local community to establish a Heritage Mining Trail visitor experience adjacent to Tennant Creek.
- Continue regular Barkly Tourism Action Group forums to inform DMP Project Implementation Team discussions.
- Continue to support roadside operators to enhance the visitor experience at their facilities.
- Enhance Aboriginal tourism experiences across the region.
- Support visitor experience opportunities in Elliot.
- Support initiatives to enhance accommodation offerings in Tennant Creek.
- Investigate potential for a birdwatching visitor experience at the Tennant Creek Wastewater Treatment Plant.
- Support tourism operators to develop new sustainable and accessible visitor experiences and encourage improved sustainability practices.

For further information please contact Tourism NT's Industry Development team on: tourism.development@nt.gov.au or **08 8951 8518**

Read more about Destination Management Plans here:
tourismnt.com.au/research-strategies/destination-management-plans.



Karlu Karlu/
Devils Marbles
Conservation Reserve



**NORTHERN
TERRITORY
TOURISM NT**