

East Arnhem Land region Destination Management Plan

ANNUAL REPORT CARD 2022

The East Arnhem Land 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.

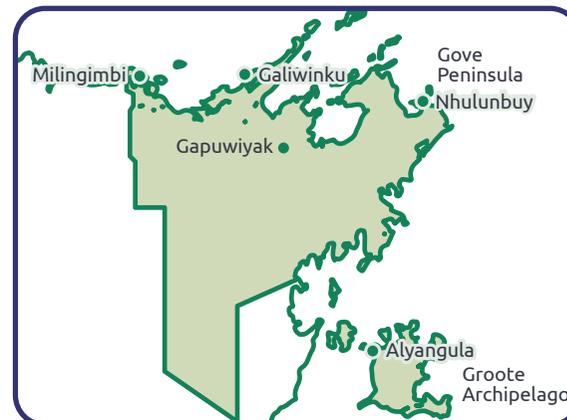
The DMPs are reviewed every two years to ensure action plans and the prioritisation of product development opportunities align within the context of the current environment, including demand.

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.

East Arnhem Land region

The East Arnhem Land region is Aboriginal land and home to the Yolngu people whose country encompasses the entirety of the mainland and northern islands of East Arnhem Land and the Anindilyakwa people whose home is the entirety of the Groote Archipelago.

The unique natural environment and breathtaking landscapes make the region an unspoiled tropical paradise, boasting a coastline of white sandy beaches and azure waters rich in biodiversity. The region is highly valued for its rich cultures and natural attractions, and there are significant opportunities to further develop the visitor economy.



Bawaka,
East Arnhem Land



Smoking ceremony,
East Arnhem Land

Visitation and expenditure

Year ending June 2022*

Visitors ↓35%*

54,000

Holiday: 5,000

Visiting friends/family:
3,000

Expenditure ↓27%

\$48M

Business: 44,000

Other (i.e. work/study):
3,000

* With percentage changes compared to 2019 data

Year ending June 2019

Visitors

83,000*

Expenditure

\$66M

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

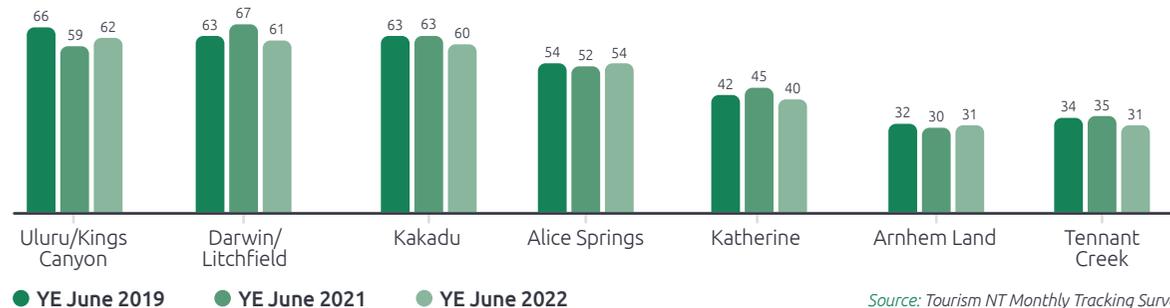
Source: Tourism Research Australia, International and National Visitor Survey

East Arnhem Land key data



Places in the NT you would visit

Annual shifts by NT considerers (%)



Visitor satisfaction

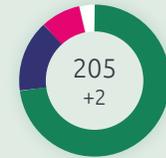
Year ending June 2022 with percentage changes compared to previous 12 months*

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

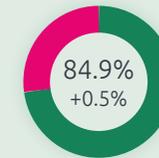
Global review index



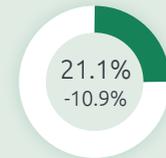
Reviews



Semantic analysis



Management response



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

Positive reviews:

Food and drink ↑ 2.5%
Facilities ↑ 13.9%
Room ↑ 2.7%
Cleanliness ↑ 1.7%

Negative reviews:

Staff ↓ 5.3%
Value ↓ 16.7%
Service ↓ 6.5%
Experience ↓ 3.1%

Global Review Index (GRI) has increased 2.7% in 2022. While semantic analysis slightly increased by 0.5% there were some significant negative mentions. Staff, value, service and experience all had an increase in negative mentions in reviews. This may be due to workforce challenges that were amplified in a remote location. Visitors did not see the value in the region when experience and service was lacking.

Facilities saw a spiked increase in positive mentions attributed to exceeding visitor expectations on services, attractions and equipment available in East Arnhem Land.

Collective stakeholder progress on regional priorities

Locality and opportunity

Progress and regional achievements

Baniyala: enhance tourism product.

Funding secured through Aboriginal Benefit Account (ABA), Northern Territory Government and other regional partners to develop a purpose built arts studio in Baniyala, as a central point for arts, learning and tourism in Blue Mud Bay.

East Arnhem Land: enhance East Arnhem Land's attractiveness as an expedition cruise destination.

- Delivered the Northern Territory Cruise Strategy to provide a framework for the ongoing development of the cruise sector.
- Undertook a regional port visit to assess opportunities for onshore experiences.

East Arnhem Land: enhance access to East Arnhem Land.

- Funding is committed to upgrade around 30% of the Central Arnhem Road.
- Three high priority sections of the road complete. Ongoing design for remaining sections underway.

East Arnhem Land: united direction and coordination of services.

The Department of the Chief Minister and Cabinet released the East Arnhem Regional Economic Growth Plan providing a framework for the region's economic growth. This plan refers to the East Arnhem Land DMP for tourism activities.

East Arnhem Land: tourism development.

Partnered with Developing East Arnhem Limited (DEAL) to support a Tourism Development Officer based in Nhulunbuy.

Gapuwiyak: new experience development.

- Completed design for a \$4 million upgrade to the Gapuwiyak Culture and Arts Centre, co-funded by Northern Territory and Australian Governments.
- Provided funding support to develop kitchen for visitor use at Gapuwiyak Culture and Arts Centre.

Gove Peninsula: develop new and existing recreational areas across the Gove Peninsula.

- Dhimurru Aboriginal Corporation is progressing applications for upgrades of existing campground facilities in the recreation areas.
- Upgrades of the Cato River campgrounds and Bawaka Homeland completed.

Nhulunbuy: increase exposure to East Arnhem Land's excellent musicians, creating demand for the region.

Regional partners delivered East Arnhem Live, a three day event showcasing the best music from East Arnhem Land and across Australia.

Nhulunbuy: increase accommodation availability.

- Short stay accommodation market analysis report was released for Nhulunbuy and East Arnhem Land.
- Private sector investment commenced for 16 new short stay apartments in Nhulunbuy.

Nhulunbuy: enhance visitor experience.

Gumatj Corporation Limited was granted \$8 million in funding through ABA, DEAL and the Northern Territory Government to develop infrastructure at the Gunyanjara (Gove Port) Tourism Precinct.

Yirrkala: enhance tourism product.

Continue design and site works for \$2.5 million upgrades to Buku-Larrnggay Mulka Centre.

Future focus

- Continue upgrades to the Central Arnhem Road.
- Continue to work with interested communities and homelands to develop distinct onshore activities to increase expedition cruise visits to the region.
- Complete an audit of current homelands' tourism infrastructure and determine priorities for new and upgraded facilities.
- In line with the Drive Tourism Strategy, work with Traditional Owners, regional stakeholders, and industry to investigate opening the SEAL Track to recreational traffic.
- Support progress of projects currently underway to encourage timely completion.
- Leverage economic development processes underway in the region and develop a pipeline of tourism investment opportunities.
- Develop and define a regional identity for East Arnhem Land.
- Continue engagement with Dhimurru on new campground opportunities.
- Support tourism operators to develop new sustainable and accessible visitor experiences and encourage improved sustainability practices.
- Continue to support a Tourism Development Officer based in Nhulunbuy to implement DMP actions.

For further information please contact Tourism NT:
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Read more about Destination Management Plans here: tourismnt.com.au/research-strategies/destination-management-plans.

