

Greater Darwin region Destination Management Plan

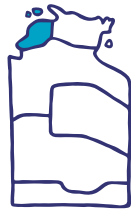
SNAPSHOT: MAY - DEC 2022

The Greater Darwin 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



An Annual Report Card will be released each year that 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.

Recognising that there is less than 12 months worth of activity and progress for this region, this is a snapshot rather than an Annual Report Card.

Greater Darwin region

The Greater Darwin region covers over 30,000 square kilometres and includes the cities of Darwin and Palmerston, a number of regional areas, and the Tiwi Islands across the Timor Sea. Well known for its tropical environment and relaxed lifestyle, Darwin has a mature tourism sector that provides access to high quality nature and culture experiences. As a result of its northern proximity, Darwin is the closest Australian capital city to Asia, offering convenient air and sea travel routes for visitors. Darwin's international airport, cruise terminal and tourism experiences encourage travel via Asia and the Pacific.



Visitation and expenditure

Year ending June 2022*

Visitors ↓31%

710,000

Holiday: 390,000

Visiting friends/family:
158,000

Expenditure ↑5%

\$1,228M

Business: 132,000

Other (i.e. work/study):
38,000

* With percentage changes compared to 2019 data

Year ending June 2019

Visitors

1,033,000

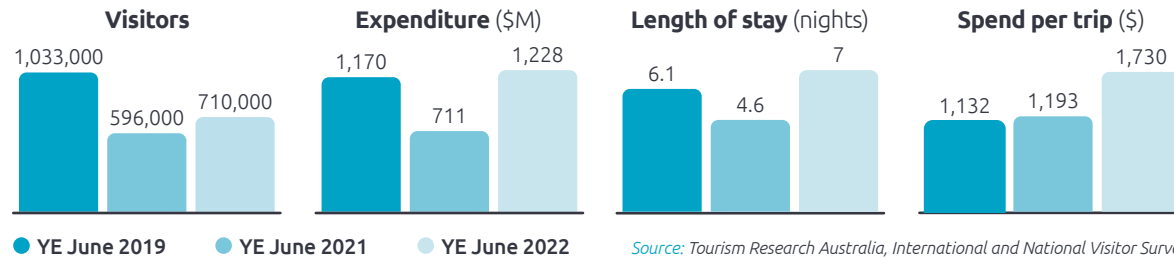
Expenditure

\$1,170M

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

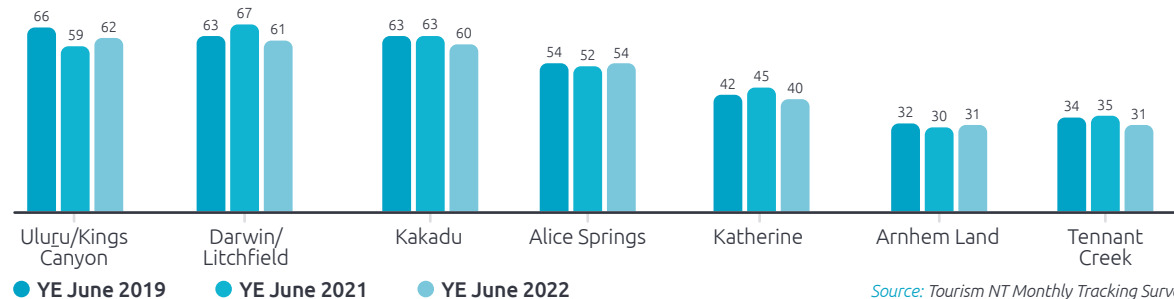
Source: Tourism Research Australia, International and National Visitor Survey

Greater Darwin region key data



Places in the NT you would visit

Annual shifts by NT considerers (%)

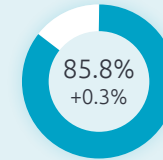


Visitor satisfaction

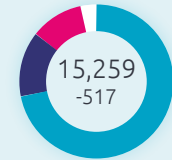
Year ending June 2022 with percentage changes compared to previous 12 months*

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

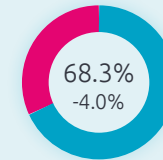
Global review index



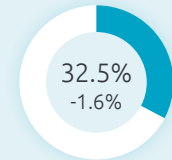
Reviews



Semantic analysis



Management response



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

Positive reviews:

Events ↑ 2.8%

Negative reviews:

Room ↓ 8.1%
Value ↓ 2.2%
Service ↓ 6.6%
Experience ↓ 2.8%
Cleanliness ↓ 6.7%
Staff ↓ 2.6%

Global Review Index (GRI) has seen a slight increase by 0.3% which can be attributed to strong review scores across leading tourism operators. Semantic analysis has shown all but one category decrease in positive reviews. This is likely due to staffing shortages and significant increases in reviews with operators unable to keep up with demand and visitor expectations exceeding the real life experience. Negative review mentions increased 4.0% for the period.

Collective stakeholder progress on regional priorities

Locality and opportunity

Progress and regional achievements

Batchelor: town centre revitalisation.

Tourism Town Asset Program (TTAP) supported the delivery of a discovery kiosk providing detailed history and contemporary information to enhance visitor experience.

Darwin: enhance Aboriginal cultural experiences.

A parcel of land adjacent to Stokes Hill was transferred from the NT Government to Larrakia Development Corporation in late 2022 to enable construction of the Larrakia Cultural Centre, a key initiative of the Darwin City Deal.

Darwin: enhance Darwin's appeal as a tourist destination and increase shoulder season visitation.

- Northern Territory Art Gallery early works have commenced and current completion target is late 2024.
- Darwin Waterfront Corporation unveiled plans for the \$200 million development of the waterfront, including increased swimming opportunities and new accommodation options.

Darwin: enhancing Darwin's appeal to high end and business travellers.

Northern Territory Government released Expression of Interest for the private sector to develop, own and operate an upscale Darwin Convention Centre Hotel.

Darwin: accommodation upgrades through the Sustainable Tourism Action Plan.

Sustainability for Tourism Industry grant funding awarded to Magnum Serviced Apartments for water saving, waste reduction and recycling initiatives, along with a My Green Butler pilot project to reduce resource use and carbon outputs.

Darwin: enhance accessibility and visitor experience.

Through TTAP provided funding for City of Darwin to undertake online accessibility updates and enhance visitor experience.

Darwin: increased vibrancy in CBD.

Construction continues on the Education and Community Precinct campus in Darwin CBD as part of the Darwin City Deal. A Larrakia name for the precinct, Danala, was announced in September 2022.

Darwin and Tiwi Islands: enhance Darwin and Tiwi Islands' attractiveness as an expedition cruise destination.

- Delivered Northern Territory Cruise Strategy to provide a framework for the ongoing development of the cruise sector.
- Undertook regional port visit to assess infrastructure and product.

Greater Darwin region: coordination of services and united direction.

Department of Chief Minister and Cabinet released both the Top End and the Darwin, Palmerston and Litchfield Regional Economic Growth Plans providing a framework for economic growth across industries. This plan contains tourism elements from the DMPs.

Mary River region: increase wet season access.

Arnhem Highway-Adelaide River floodplain upgrade project completed.

Tiwi Islands: Aboriginal cultural walking tours.

Provided support for a consultancy to work with a local operator to develop a walking tour product.

Tiwi Islands: Aboriginal led fishing, hunting and bush food tours.

Provided grant funding support for water infrastructure to enable expansion of Aboriginal tourism experiences.

Wagait Beach: increase visitor experience.

TTAP provided funding for the installation of lighting and resurfacing of the sports courts in Wagait Beach.

West Daly region: self-drive tag along tours and cultural experiences.

Provided grant funding support for Watjan Guided Tours to establish solar power system for campground.

Future focus

- Work with prospective investors and operators in the region to facilitate tourism infrastructure investment.
- Collaborate with tourism operators to identify opportunities for product packaging that will develop a portfolio of products and experiences that connect all seasons to grow visitation across the year.
- Explore opportunities for workforce skilling and development across the tourism sector, addressing short, medium and long-term approaches to workforce development.
- Identify capacity barriers to the delivery of tourism and hospitality experiences across the shoulder and low seasons to support expansion of the visitor year period.
- Enhance collaboration with government and non-government to better coordinate industry initiatives.
- Support tourism operators to develop new sustainable and accessible visitor experiences and encourage improved sustainability practices.
- Work with key stakeholders to advocate and prioritise support for tourism infrastructure in the region.
- Deliver the Northern Territory Art Gallery and advance the Civic and State Square revitalisation project.
- Select a preferred proponent for the Darwin Convention Centre Hotel through a request for proposal process.

For further information please contact Tourism NT:
tourism.development@nt.gov.au
08 8999 3859

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



Florence Falls,
Litchfield National Park

