

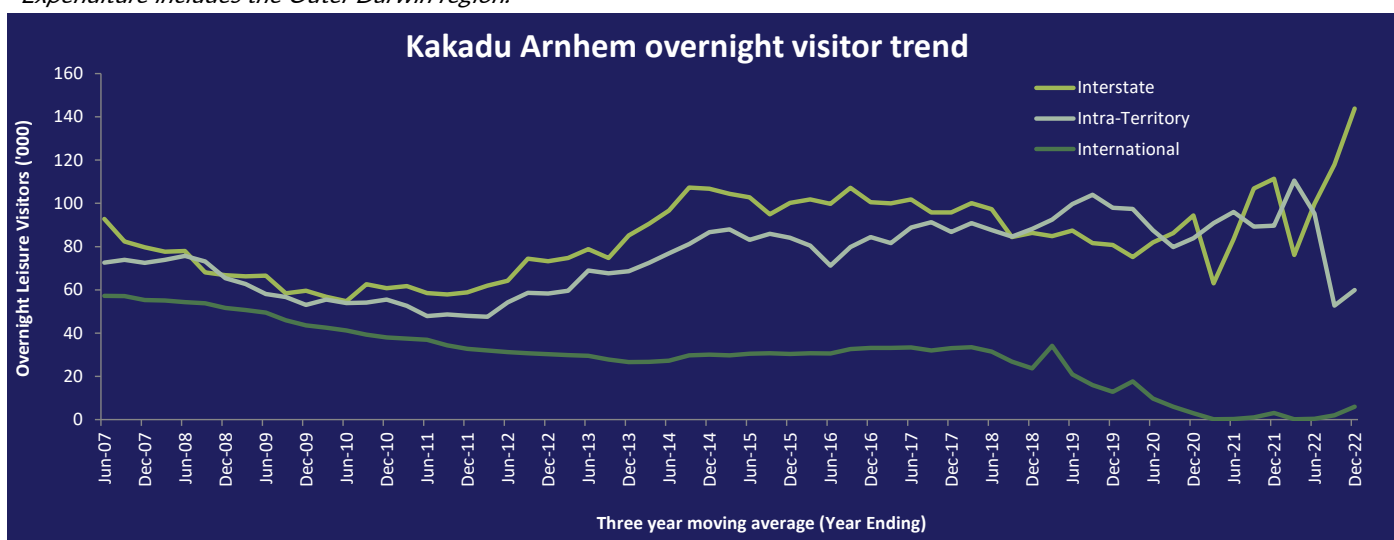
Kakadu Arnhem Regional Report

Year Ending December 2020-22 (3 year average)

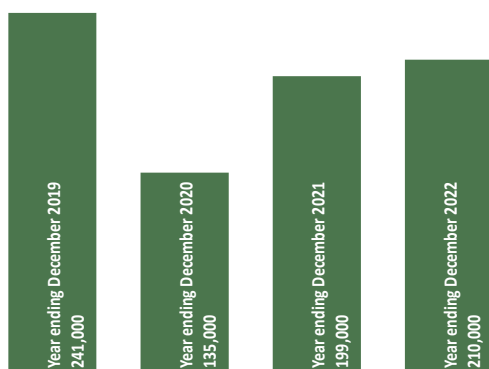
Visitor numbers in Kakadu Arnhem

Kakadu Arnhem overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	84,000	94,000	178,000	3,000	181,000
Visitor nights	241,000	540,000	781,000	25,000	806,000
ALOS (average length of stay, nights)	2.9	5.7	4.4	8.5	4.4
Expenditure*	-	-	\$169M	\$4M	\$173M
ASPT* (average spend per trip)	-	-	\$566	\$1,180	\$572

*Expenditure includes the Outer Darwin region.



Annual overnight visitor numbers to the region



Region definition

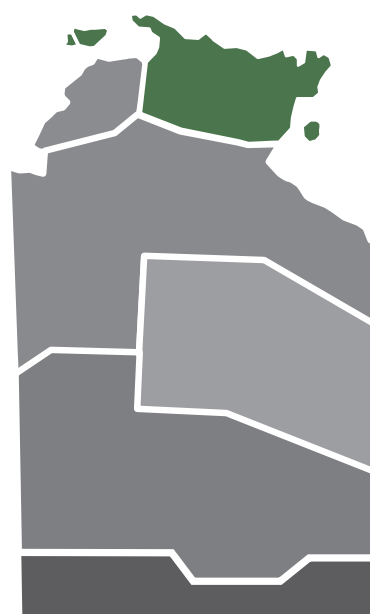
The regional boundaries of the Kakadu Arnhem tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001. For the purpose of this profile, these boundaries have been modified by Tourism Research Australia to not include Litchfield National Park.

What makes up the region:

Kakadu National Park, Jabiru, Maningrida, Nhulunbuy, Groote Eylandt and Tiwi Islands.

Source note:

All information is derived from Tourism Research Australia's National and International Visitor Surveys unless otherwise stated. For more information on the surveys, please refer to the 'More Information' section. Note some variables in the graphs may not appear due to no result over this period. Data is rounded and may affect some tables.



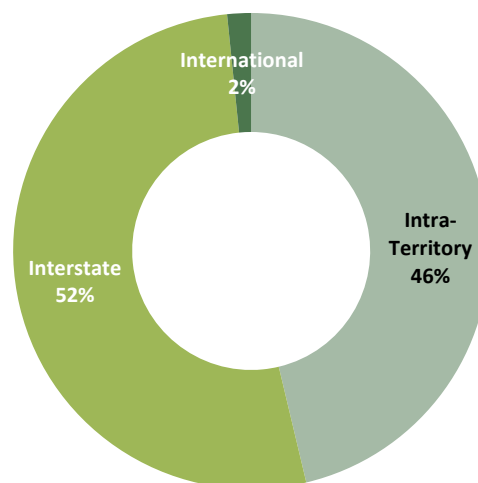
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Year Ending December 2020-22 (3 year average)

WHERE do visitors come from and WHY?

State of origin	Visitors	Visitor nights	ALOS (nights)
International	3,000	25,000	8.5
Intra-Territory	84,000	241,000	2.9
Interstate	94,000	540,000	5.7
QLD	32,000	219,000	6.8
NSW	18,000	87,000	4.8
VIC	18,000	84,000	4.5
WA	16,000	61,000	3.9
SA	6,000	66,000	11.2
TAS	4,000	20,000	5.7
ACT	1,000	3,000	4.0

Kakadu Arnhem source markets



Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	40,000	56,000	96,000	2,000	99,000
Visiting friends and relatives	3,000	2,000	5,000	<1,000	5,000
Business	39,000	37,000	76,000	<1,000	76,000
Other reasons*	2,000	N/A	2,000	<1,000	2,000

*Includes employment, education, other reason and in transit.

Top 3 international markets



Germany



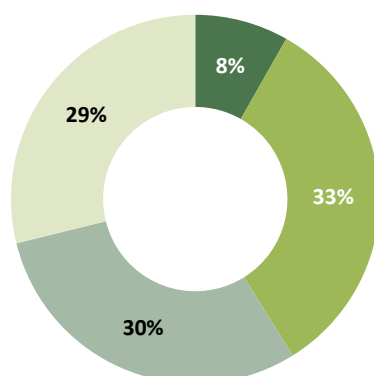
United States of America



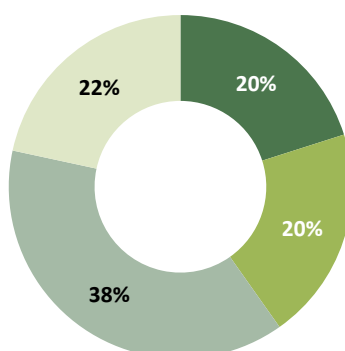
Scandinavia

WHAT time of year do visitors come?

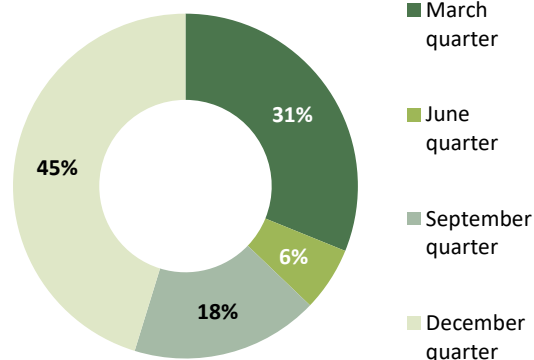
Interstate



Intra-Territory



International

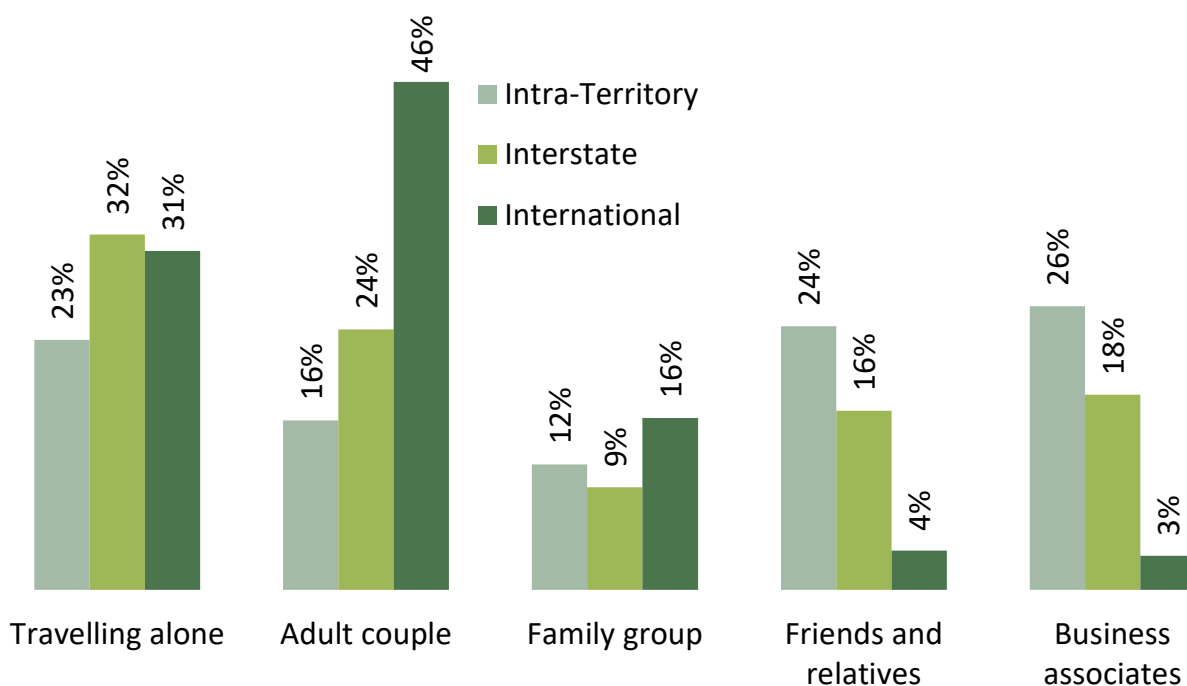


■ March quarter
 ■ June quarter
 ■ September quarter
 ■ December quarter

Kakadu Arnhem Regional Report

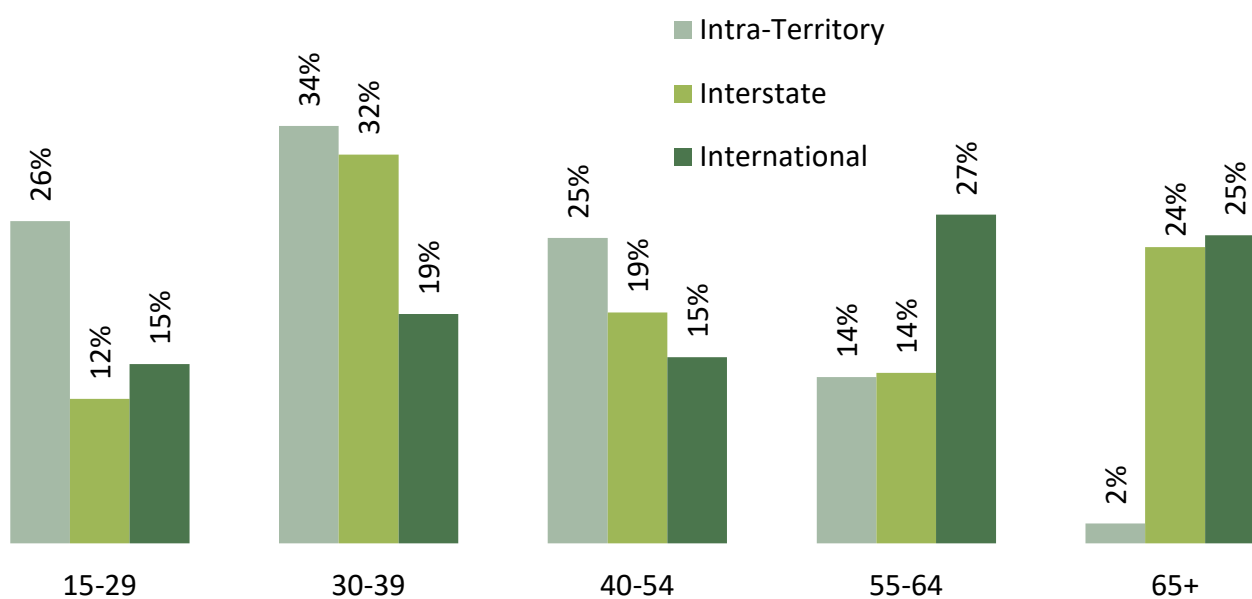
Year Ending December 2020-22 (3 year average)

WHO are our visitors travelling with?



**Includes school/uni/college group, non-school sporting group/community group or club and other. Note: not asked have been excluded in other.*

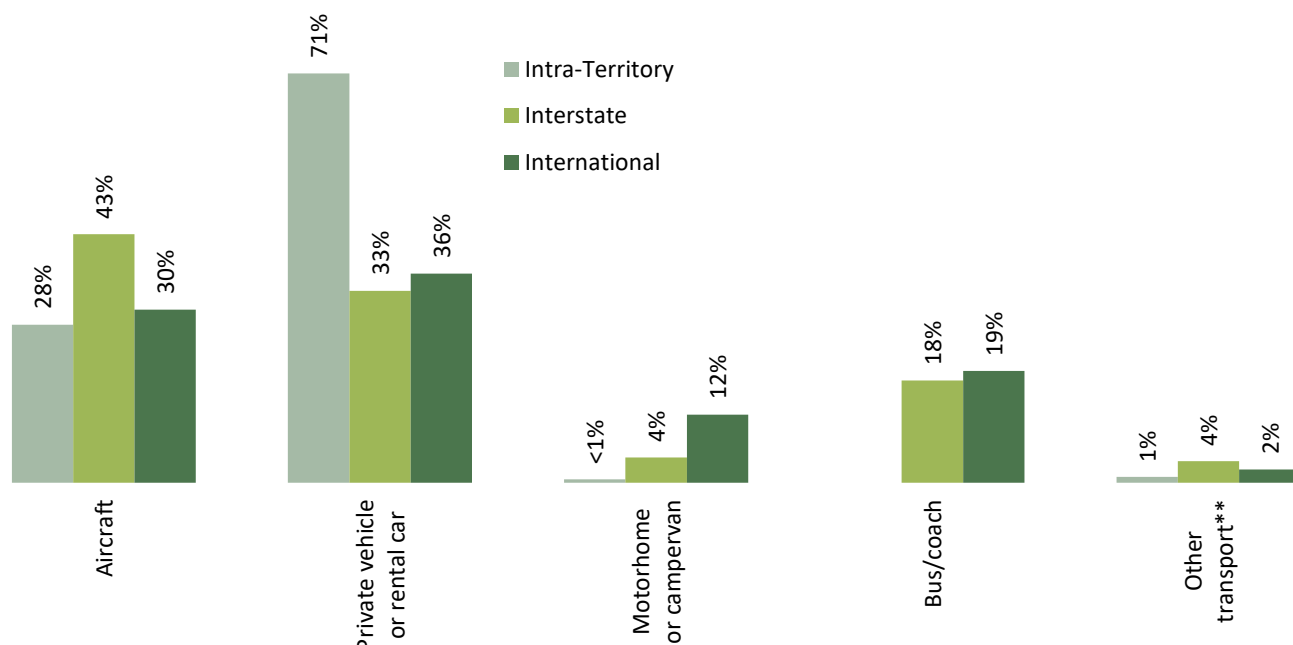
WHAT age are our visitors?



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Year Ending December 2020-22 (3 year average)

WHAT transportation* did they use to get here and around?



*Transportation refers to stopover transportation and includes transportation used to arrive and used within the region.

**Includes long distance transport, local transport, other land transport, water transport, other transport and not stated/asked.

WHERE else did they go in the Territory?

Dispersal	Greater Darwin	Katherine Daly	Barkly	Alice Springs MacDonnell	Lasseter
Intra-Territory	6%	7%	2%	N/A	N/A
Interstate	63%	42%	6%	12%	9%
International	81%	46%	13%	24%	25%

WHERE did they go in the Kakadu Arnhem region?

Statistical Area Level	Annual visit (3 year average)	Proportion of region
Alligator (SA2)	235,000	78%
East Arnhem (SA2)	7,000	2%
West Arnhem (SA2)	np	np
Anindilyakwa (SA2)	np	np
Nhulunbuy (SA2)	22,000	7%
Tiwi Islands (SA2)	10,000	3%
Kakadu Arnhem Total	301,000	-

np = not publishable due to low sample size.



Image source: Australian Bureau of Statistics.

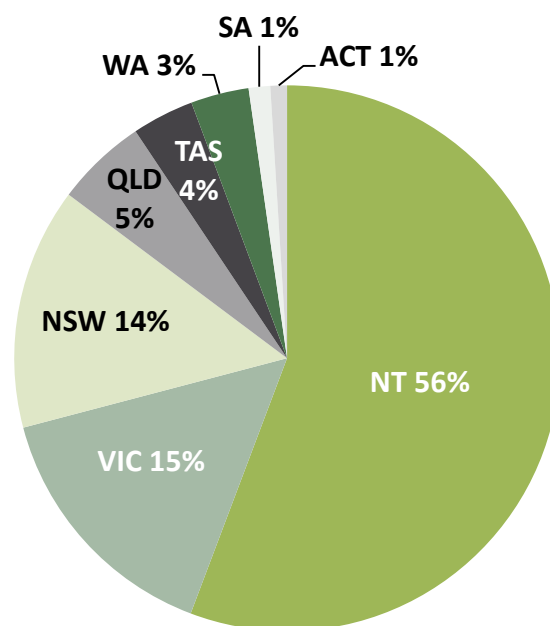
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The domestic leisure drive* market in focus

Domestic leisure drive	Intra-Territory	Interstate*	Domestic
Visitors	41,000	32,000	73,000
Visitor nights	84,000	85,000	169,000
ALOS (nights)	2.0	2.6	2.3

Domestic leisure drive source market



Around 41% of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 73,000 visitors per year.

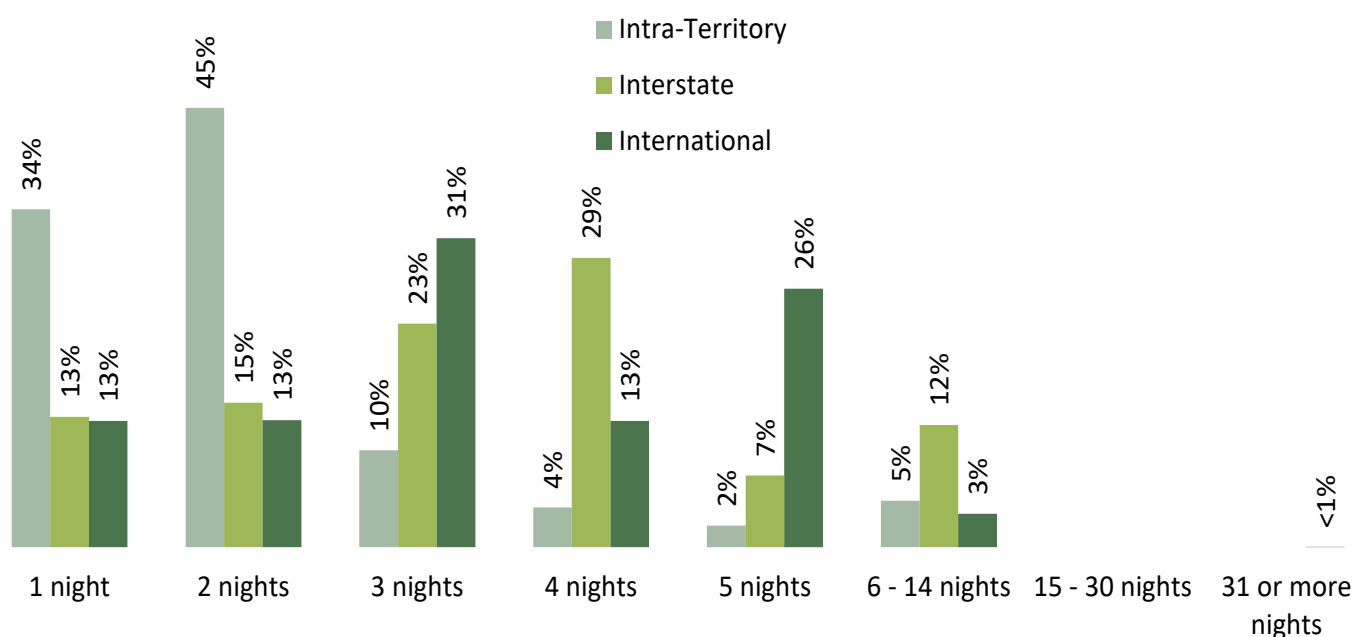
Domestic source markets

NT residents made up 56% of the domestic leisure drive market to the region. Visitors from Victoria and New South Wales contributed a combined 29%.

Length of stay

Approximately 72% of the domestic leisure drive market stayed for three or less nights.

Length of stay - domestic leisure drive market



*Domestic leisure drive is defined as domestic visitors who travelled for the purpose of a holiday or visiting friends and relatives that also used drive transportation in the region.

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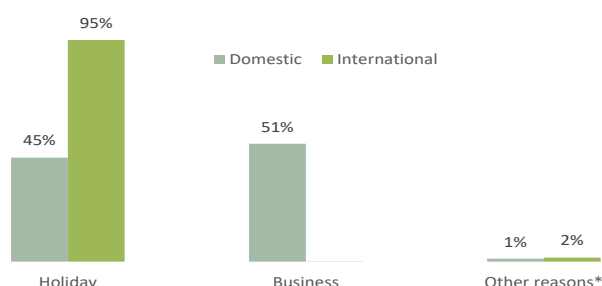
Youth visitation to the region

Youth	Domestic*	International*	Total
Visitors	32,000	3,000	35,000
Visitor nights	129,000	20,000	149,000
ALOS (nights)	4.1	6.1	4.3

Youth is defined as any visitor aged 15 to 29 years of age, who did not travel as part of a family group (parents and children) or school group.

Figures in the table on the left and the graph below are based on a five year average for Year Ending December 2018-22.

Youth purpose of visit



The youth market contributes 17% of all visitors to the Kakadu Arnhem region. They also contribute 17% (or 149,000 nights) of all nights in the region.

Domestic youth visitors make up the largest number of youth visitors to the region, representing over four fifths (91%) of the market. International youth make up 9% of the market but stay for a longer time on average than domestic youth.

*Includes employment, education, other reason and in transit.

Visitors interested in Aboriginal cultural experiences/participation

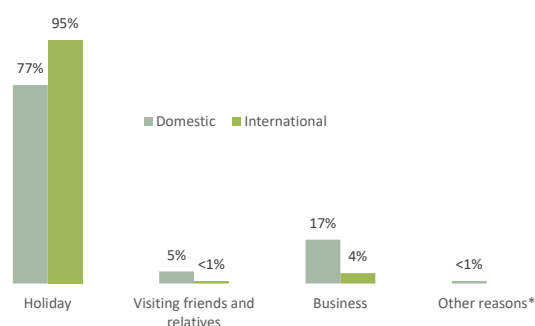
Aboriginal culture	Domestic*	International*	Total
Visitors	45,000	2,000	47,000
Visitor nights	124,000	11,000	135,000
ALOS (nights)	2.8	6.5	2.9

Aboriginal cultural experiences include: experience Aboriginal art/craft and cultural displays, visit an Aboriginal site/community, attend an Aboriginal performance, go on a tour with an Aboriginal guide, participate in traditional activities, have an Aboriginal food experience and/or have a camping experience on Aboriginal land.

Aboriginal culture is an important segment for those visiting the Kakadu Arnhem region, with 26% of visitors participating in these activities.

The majority of those who were interested in Aboriginal culture were in the region for the purpose of a holiday. More specifically, 95% of international visitors and 77% of domestic visitors who participated in Aboriginal cultural activities were on a holiday.

Aboriginal culture purpose of visit

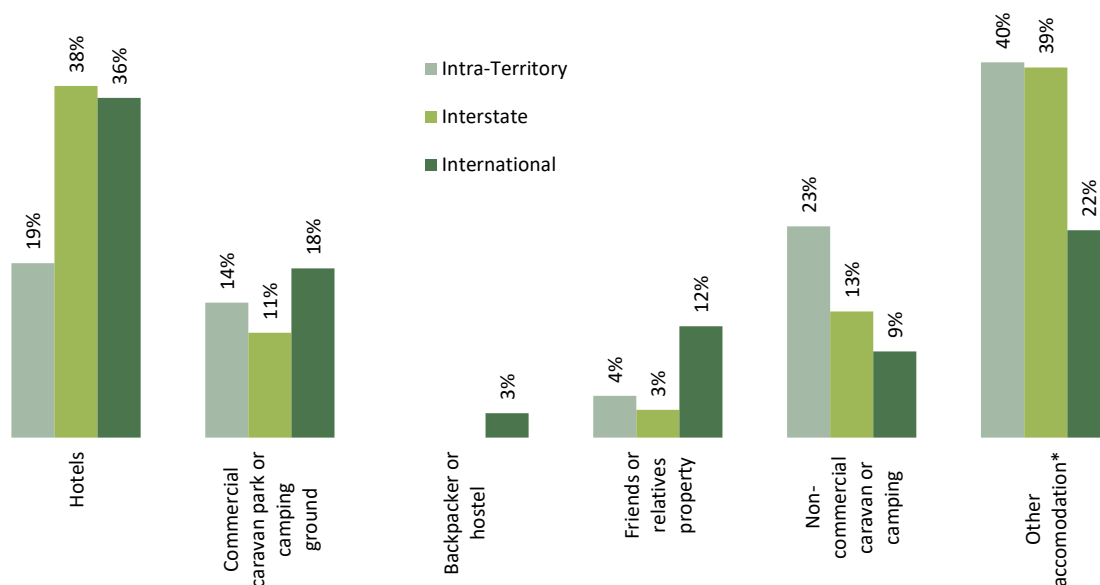


*Includes employment, education, other reason and in transit.

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WHERE did they stay?



*Includes guest house/bed and breakfast, rented house/apartment/flat or unit, other commercial accommodation (e.g. boat, glamping, other), own property, other private accommodation, other accommodation, in transit and not stated/asked.

WHAT activities did they do?

Bushwalks



Visit National Parks



Eat out and dining



Aboriginal art and culture



Sightseeing



Charter boat or cruise



Fishing



Pubs clubs disco



Exercise and swimming



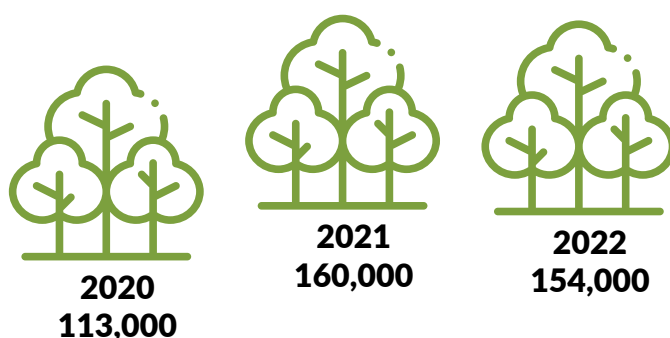
Note: Activities include both international and domestic overnight visitors. Activities reported for domestic visitors took place in the NT, while activities for international visitors could have taken place anywhere within Australia (including the NT).

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Industry sector news

Kakadu National Park visits

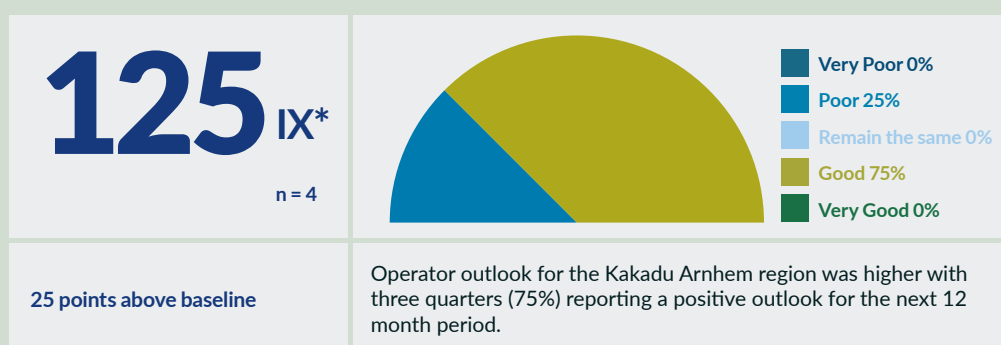


Source: Numbers provided above are based on visit estimates from Parks Australia.



Industry sentiment for December quarter 2022 mostly positive

Operator outlook for the Kakadu Arnhem region was higher with three quarters (75%) reporting a positive outlook for the next 12 month period. Sentiment is sourced from an online poll conducted each quarter by Tourism NT and a summary for the Top End is available on the Tourism NT website.



Using the index measure: Each index measure is derived by assigning a value of 0 to a 'large decrease' response, 50 to 'decrease', 100 to 'same', 150 to 'increase' and 200 to a 'large increase'. An average value of 100 across operators therefore indicates performance is "on par with the previous year".

More information on the surveys:

Visitor number, night and spend estimates are derived from Tourism Research Australia's (TRA) National and International Visitor Surveys (NVS and IVS). These surveys are based on sample rather than census, and as such, are subject to sampling variability. When using these estimates at the destination level, this variability increases. Confidence intervals and sample for the region are highlighted in the table below.

Year Ending December 2020-22	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	119	+/-21%	+/-38%
Interstate	95	+/-20%	+/-25%
International	517	+/-32%	+/-86%

Where available, Tourism NT has provided information from other sources to be used in conjunction with the NVS and IVS estimates. It is recommended that other information sources are also used such as population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils, Tripadvisor etc.