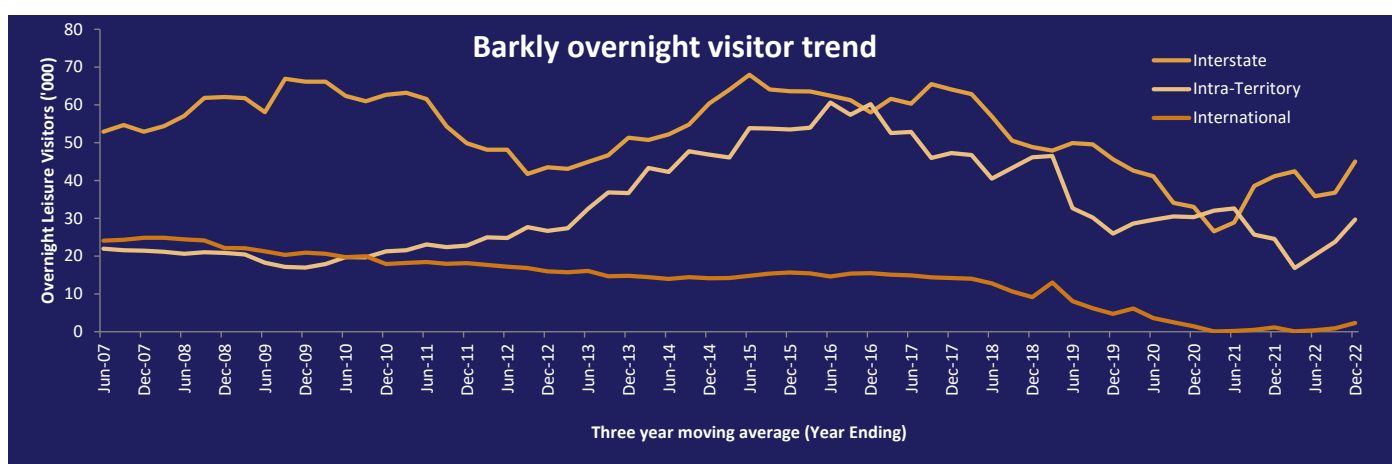


Barkly Regional Report

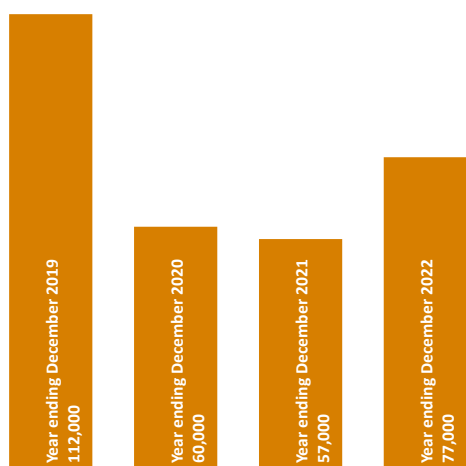
Year Ending December 2020-22 (3 year average)

Visitor numbers in Barkly

Barkly overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	30,000	33,000	63,000	1,000	64,000
Visitor nights	96,000	64,000	161,000	14,000	175,000
ALOS (average length of stay, nights)	3.2	1.9	2.5	10.2	2.7
Expenditure	-	-	\$27M	\$1M	\$28M
ASPT (average spend per trip)	-	-	\$427	\$745	\$434



Annual overnight visitor numbers to the region



Region definition

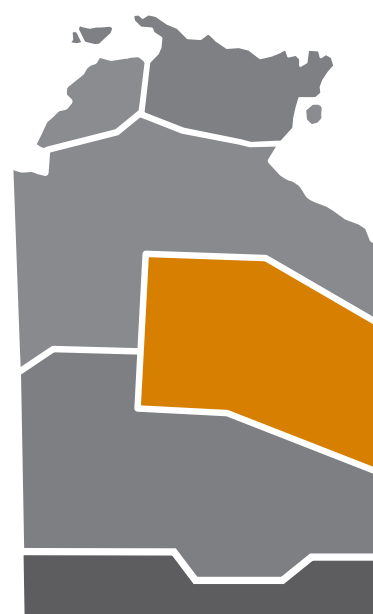
The regional boundaries of the Barkly tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

What makes up the region:

Newcastle Waters, Elliott, Three Ways, Tennant Creek, Karlu Karlu/ Devils Marbles Conservation Reserve and Wycliffe Well.

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 results over this period. Data is rounded and may affect some tables.



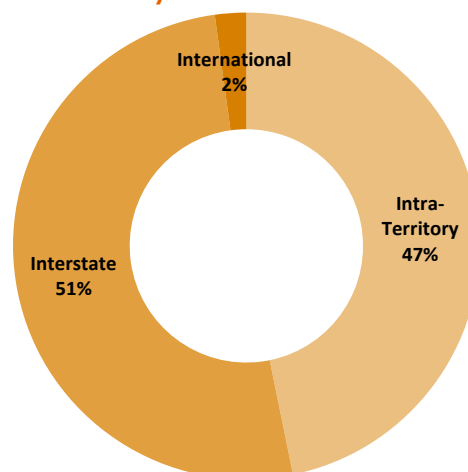
Barkly Regional Report

Year Ending December 2020-22 (3 year average)

WHERE do visitors come from and WHY?

Origin	Visitors	Visitor nights	ALOS (nights)
International	1,000	14,000	10.2
Intra-Territory	30,000	96,000	3.2
Interstate	33,000	64,000	1.9
QLD	11,000	16,000	1.5
VIC	8,000	22,000	2.6
NSW	6,000	13,000	2.1
SA	6,000	11,000	1.8
ACT	1,000	2,000	2.0
WA	1,000	1,000	2.0

Barkly source markets



Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	14,000	23,000	37,000	1,000	38,000
Visiting friends and relatives	1,000	2,000	3,000	N/A	3,000
Business	13,000	2,000	15,000	N/A	15,000
Other reasons*	3,000	6,000	9,000	1,000	10,000

Top 3 international markets



United States of America



France

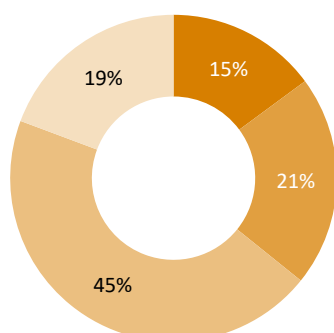


Italy

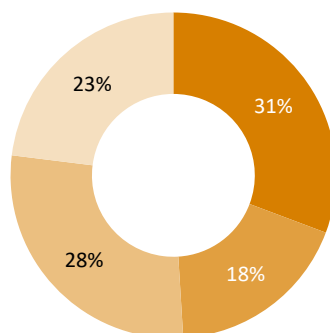
*Includes employment, education, other reason and in transit.

WHAT time of year do visitors come?

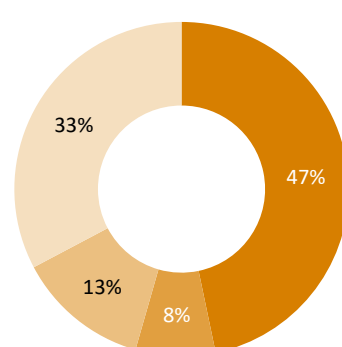
Interstate



Intra-Territory



International

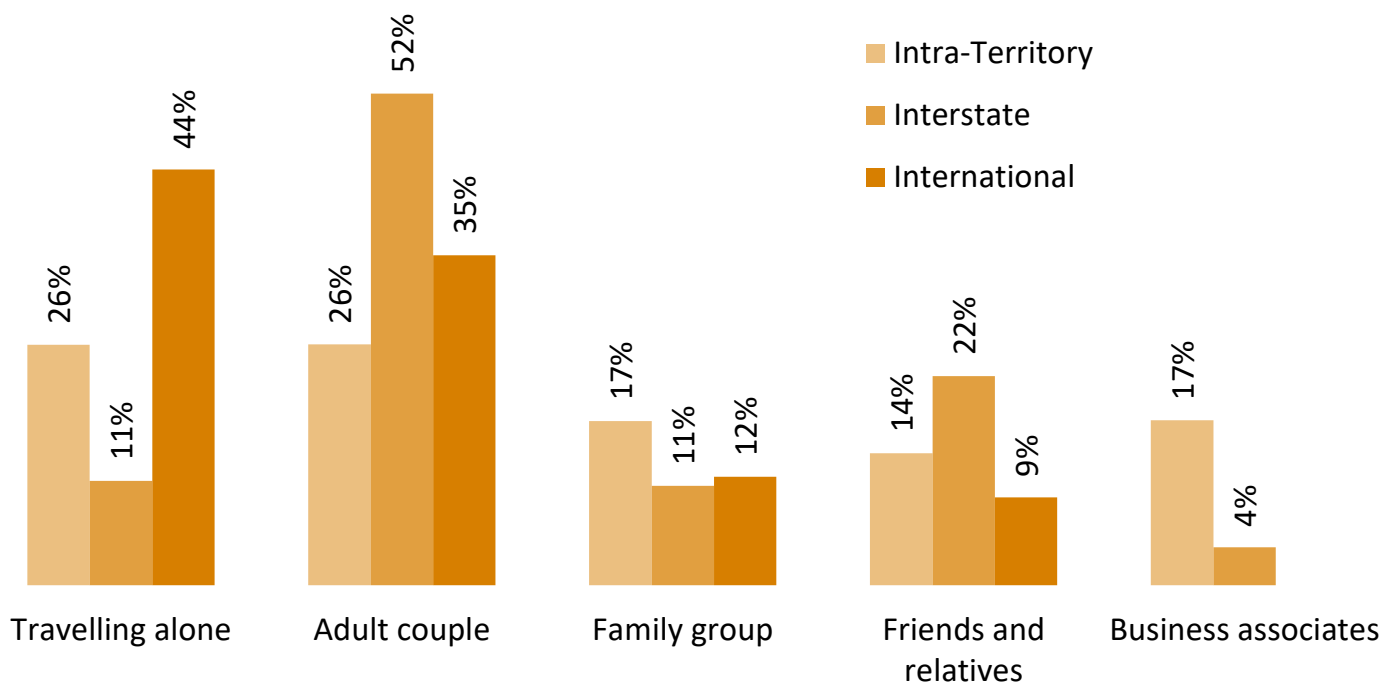


- March quarter
- June quarter
- September quarter
- December quarter

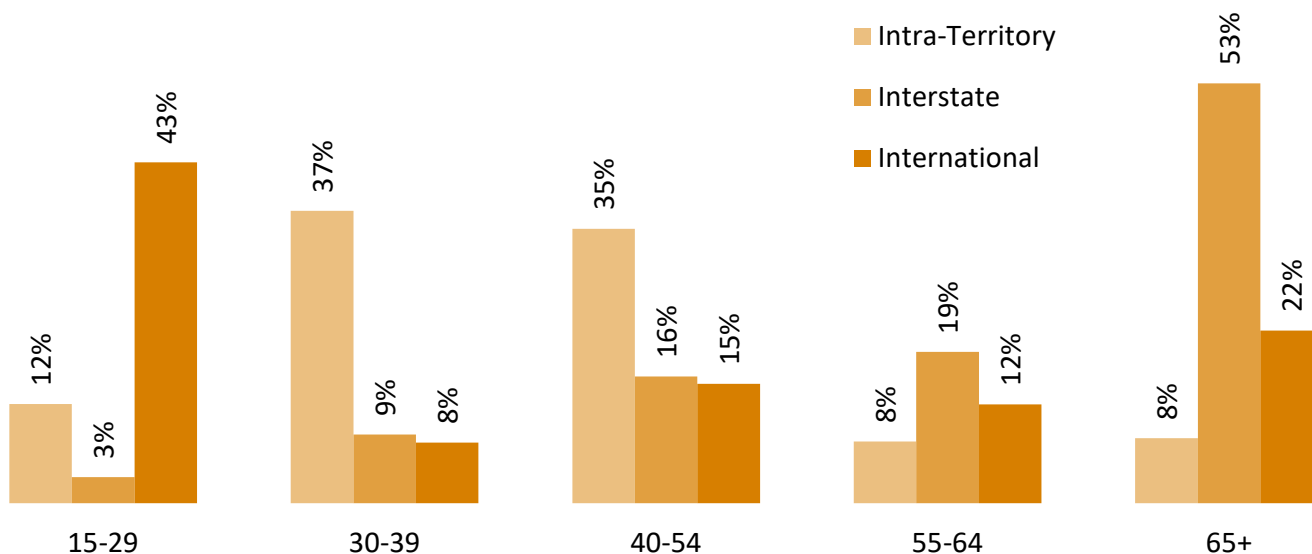
Barkly Regional Report

Year Ending December 2020-22 (3 year average)

WHO are our visitors travelling with?



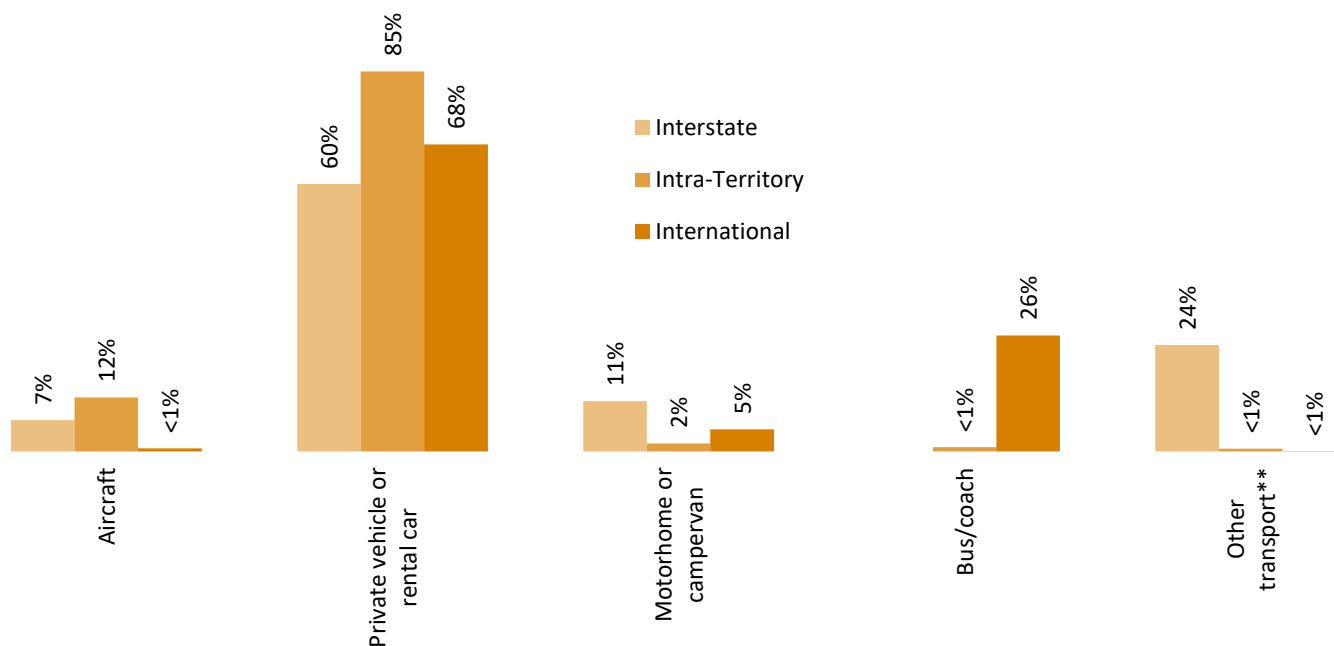
WHAT age are our visitors?



Barkly Regional Report

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	Kakadu Arnhem	Katherine Daly	Alice Springs MacDonnell	Lasseter
Intra-Territory	16%	6%	32%	26%	11%
Interstate	45%	17%	56%	67%	45%
International	72%	27%	55%	57%	68%

Barkly Regional Report

Year Ending December 2020-22 (3 year average)

The domestic leisure drive* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	14,000	17,000	31,000
Visitor nights	22,000	28,000	50,000
ALOS (nights)	1.6	1.7	1.6

Around 49% of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 31,000 visitors per year.

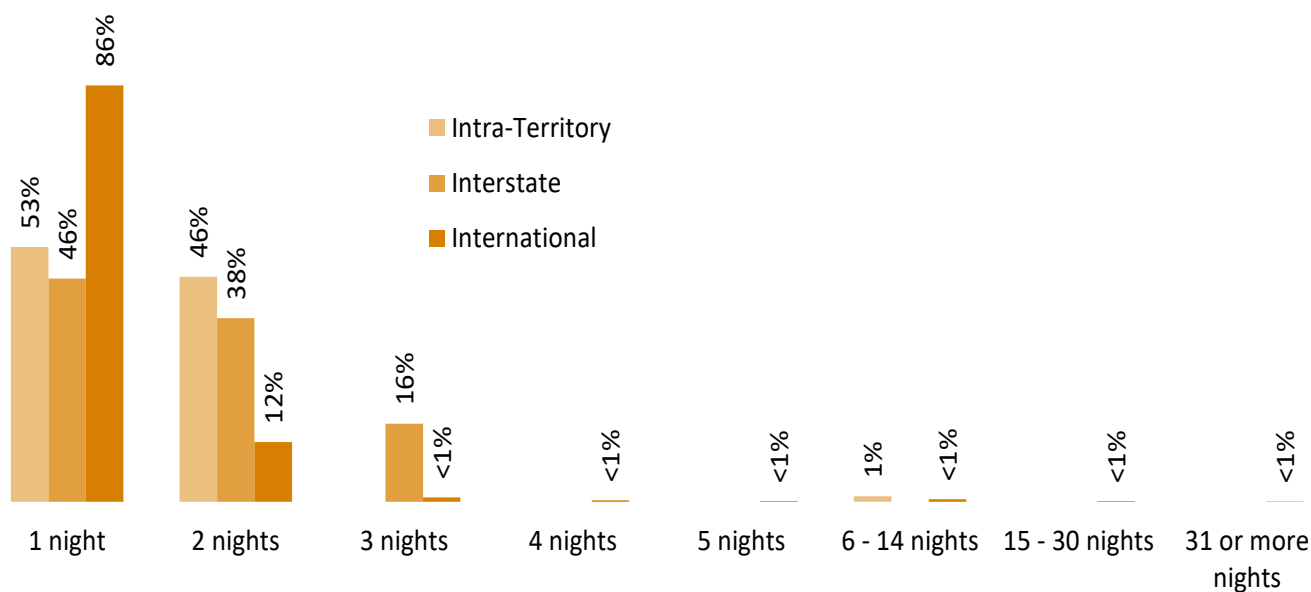
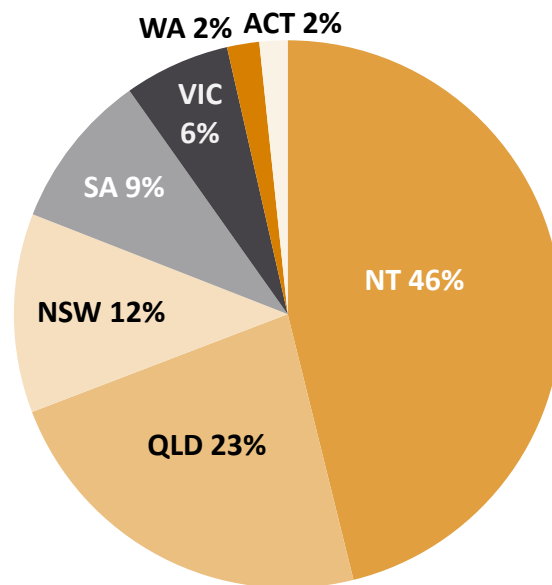
Domestic source markets

NT residents made up 46% of the domestic leisure drive market to the region. Visitors from Queensland, New South Wales and South Australia contributed a combined 44%.

Length of stay

Almost all (99.5%) of the domestic leisure drive market stayed for three or less nights in the region.

Domestic leisure drive source 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.

Barkly Regional Report

Year Ending December 2020-22 (3 year average)

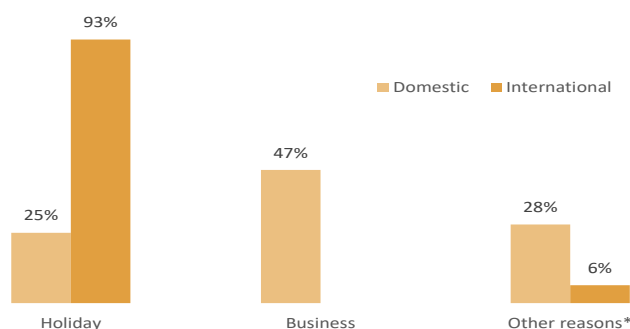
Youth visitation to the region

Youth	Domestic*	International	Total
Visitors	11,000	2,000	13,000
Visitor nights	20,000	23,000	43,000
ALOS (nights)	1.9	9.6	3.3

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 graph below are based on a five year average for Year Ending December 2018-22.

Youth purpose of visit



Of all visitors to the Barkly region youth visitors accounted for 14%. Youth visitation also contributes 18% or 43,000 of all nights in the region.

Domestic youth visitors make up the largest number of youth visitors to the region, representing just over four fifths (82%) of the market. International youth make up 18% of the market, however stay almost five times as long as domestic youth.

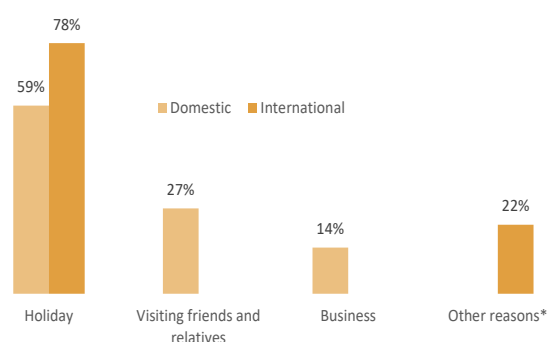
**Includes employment, education, other reason and in transit.*

Visitors interested in Aboriginal cultural experiences/participation

Aboriginal culture	Domestic	International	Total
Visitors	3,000	1,000	4,000
Visitor nights	4,000	9,000	13,000
ALOS (nights)	1.1	11.6	3.2

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 purpose of visit



Aboriginal culture is a niche segment for those visiting the Barkly region, with 6.3% of visitors participating in these activities in the Barkly region.

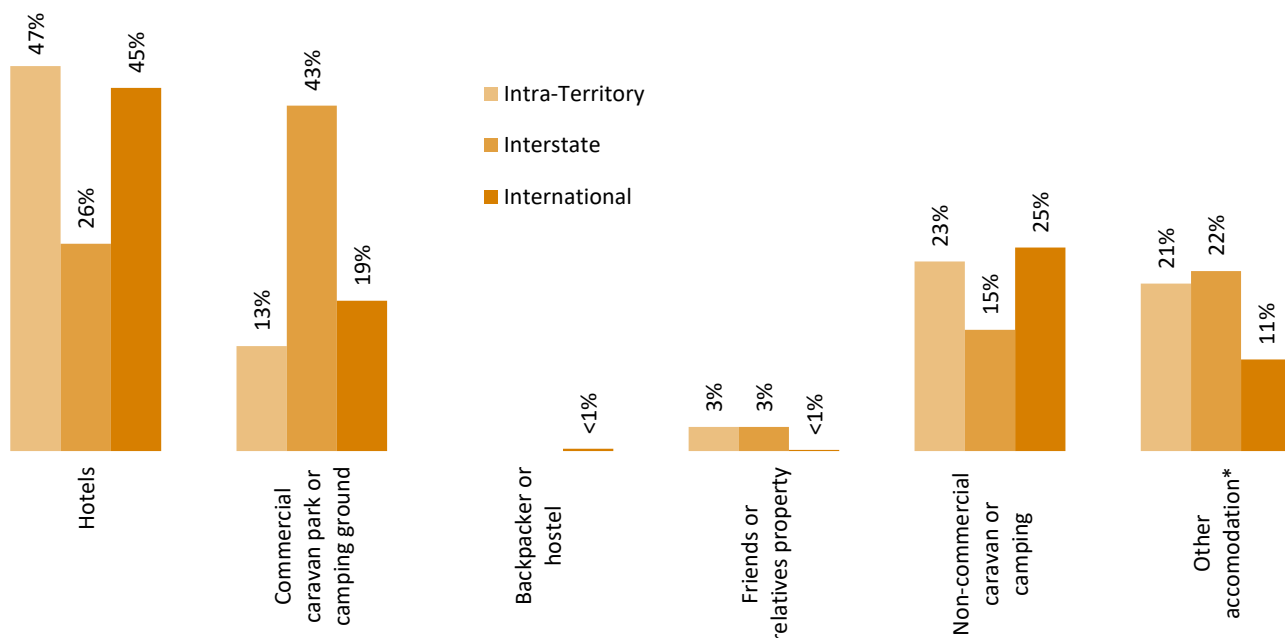
The majority of those who were interested in Aboriginal culture were in the region for the purpose of a holiday. More specifically, 78% of international visitors and 59% of domestic visitors who participated in Aboriginal cultural activities were on a holiday.

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

Barkly Regional Report

Year Ending December 2020-22 (3 year average)

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?

Eat out and dining



32%

Visit National Parks



16%

Sightseeing



16%

Bushwalks



16%

Pubs clubs disco



12%

History and heritage



7%

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).

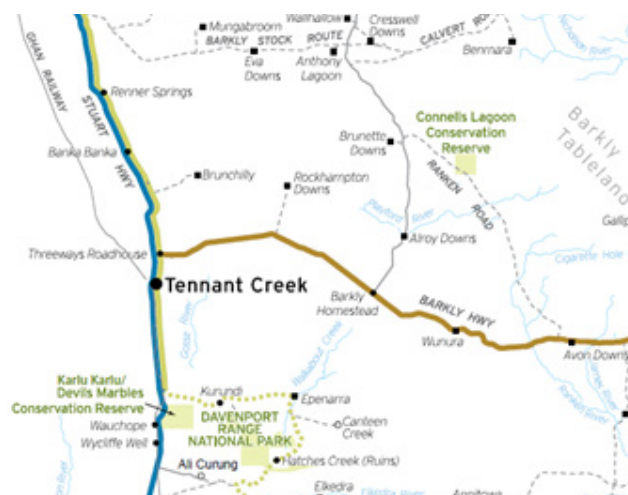
Industry sector news

Park visitation

Year Ending December 2022	Visitors
Devils Marbles (Karlukarlu) Nature Reserve	99,000
Tennant Creek Telegraph Station	20,000

Source: NT Parks and Wildlife Commission.

Other sites in the region include Attack Creek Historical Reserve, Barrow Creek Telegraph Station Historical Reserve, Connells Lagoon Conservation Reserve and Iltwelepenty/ Davenport Ranges National Park.



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	50	+/-35%	+/-60%
Interstate	40	+/-34%	+/-73%
International	283	+/-45%	+/-111%

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.