

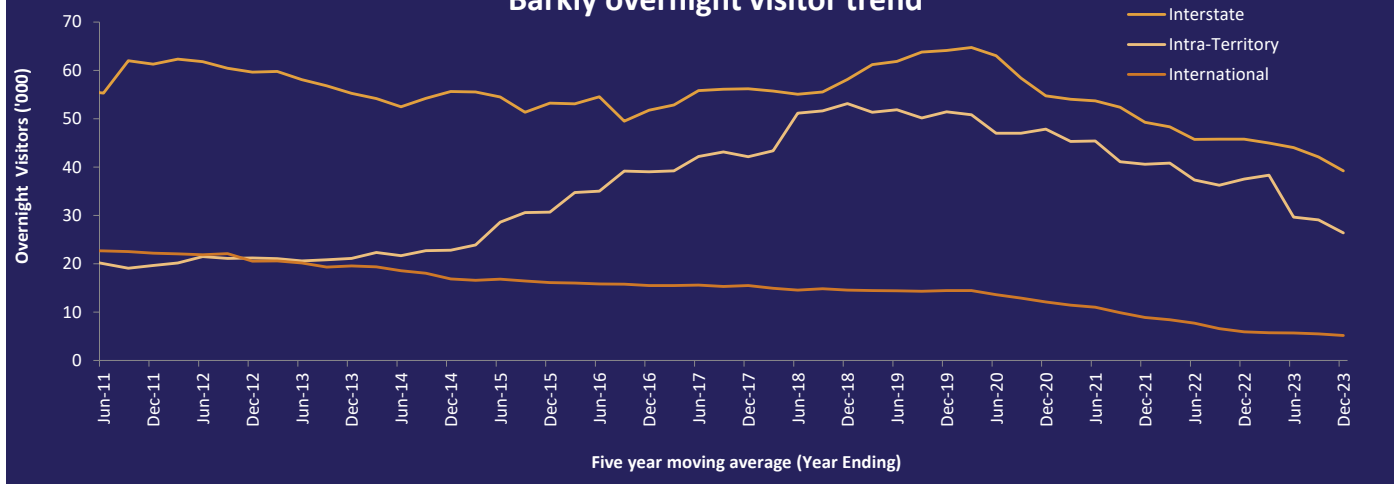
# Barkly Regional Report

Year Ending December 2019-23 (5 year average)

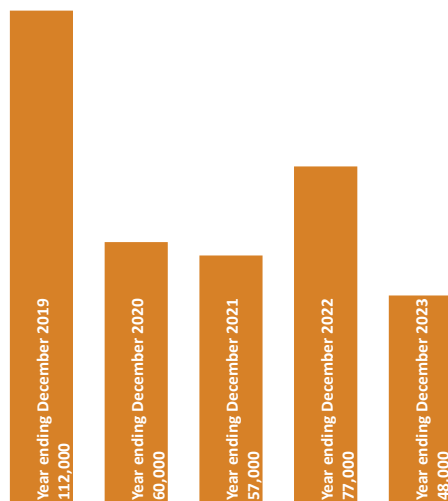
## Visitor numbers in Barkly

Overnight Visitation	Intra-Territory	Interstate	Domestic	International	Total
Visitors	26,000	39,000	66,000	5,000	71,000
Visitor nights	71,000	92,000	163,000	20,000	183,000
ALOS (average length of stay, nights)	2.7	2.4	2.5	3.8	2.6
Expenditure	\$20M	\$23M	\$44M	\$1M	\$45M
ASPT (average spend per trip)	\$771	\$592	\$664	\$247	\$634

## Barkly overnight visitor trend



## 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.



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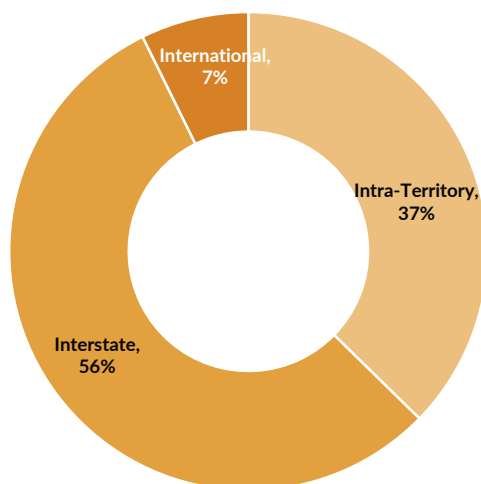
## WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	10,000	26,000	36,000	5,000	41,000
Visiting friends and relatives	1,000	1,000	2,000	N/A	2,000
Business	14,000	7,000	21,000	<1000	21,000
Other reasons*	2,000	6,000	8,000	<1000	8,000

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

- Holiday visitation remains the primary purpose of visitation to the Barkly region, with business being the second reason.
- The largest visitor market is the interstate visitor market for holiday purposes.
- Visitors from Queensland are the main source market for interstate visitation, followed by visitation from Victoria and South Australia.
- The largest international visitor market is Germany, followed by France and Netherlands.
- While international borders opened in February 2022, recovery of international travel to the region has been slow, although has grown quarter on quarter since borders opened.

### Barkly source markets



### Top 3 international markets



Germany



France



Netherlands

State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	26,000	71,000	2.7
Interstate	39,000	92,000	2.4
Queensland	13,000	22,000	1.8
Victoria	11,000	35,000	3.0
South Australia	7,000	14,000	2.0
New South Wales	6,000	13,000	2.1
Western Australia	1,000	7,000	6.0
ACT	<1,000	1,000	2.0
Tasmania	N/A	N/A	N/A

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## WHERE else did they go in the Territory?

- Visitors to the Barkly region are most likely to disperse to the Alice Springs MacDonnell region, with this destination being the most popular place to disperse for interstate visitors.
- International visitors are highly likely to disperse to Greater Darwin and Alice Springs MacDonnell. Smaller numbers are dispersing to Katherine Daly and Lasseter.
- While interstate visitors are most likely to disperse to Alice Springs MacDonnell, they also visit the Katherine Daly, Greater Darwin, Kakadu Arnhem and Lasseter regions, with Kakadu Arnhem being the destination least dispersed to.
- Intra-Territory visitors are most likely to disperse outside of the Barkly region to Katherine Daly, with Alice Springs MacDonnell being a close second destination.

### OVERNIGHT DISPERSAL TO GREATER DARWIN



INTRA-TERRITORY	13%
INTERSTATE	48%
INTERNATIONAL	79%

### OVERNIGHT DISPERSAL TO KATHERINE DALY



INTRA-TERRITORY	30%
INTERSTATE	55%
INTERNATIONAL	66%

### OVERNIGHT DISPERSAL TO LASSETER



INTRA-TERRITORY	11%
INTERSTATE	36%
INTERNATIONAL	64%



### OVERNIGHT DISPERSAL TO KAKADU ARNHEM



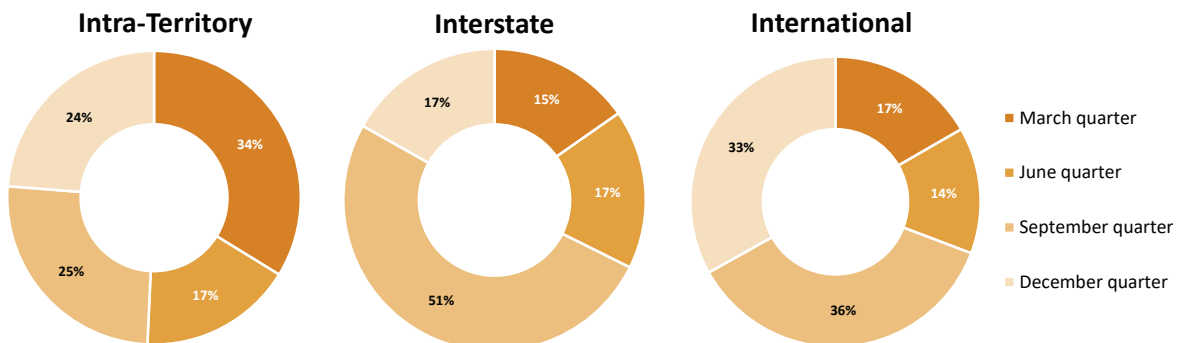
INTRA-TERRITORY	4%
INTERSTATE	16%
INTERNATIONAL	43%

### OVERNIGHT DISPERSAL TO ALICE SPRINGS MACDONNELL



INTRA-TERRITORY	28%
INTERSTATE	66%
INTERNATIONAL	73%

## WHAT time of year do visitors come?



# Barkly Regional Report

Year Ending December 2019-23 (5 year average)

## WHAT activities did they do?

### Eat out and dining



36%

### Sightseeing



19%

### Visit national parks



18%

### Pubs, clubs, disco



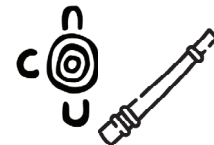
16%

### Bushwalks



15%

### Aboriginal art and culture



12%

### History and heritage



9%

### Shopping



7%

### Museums and art galleries



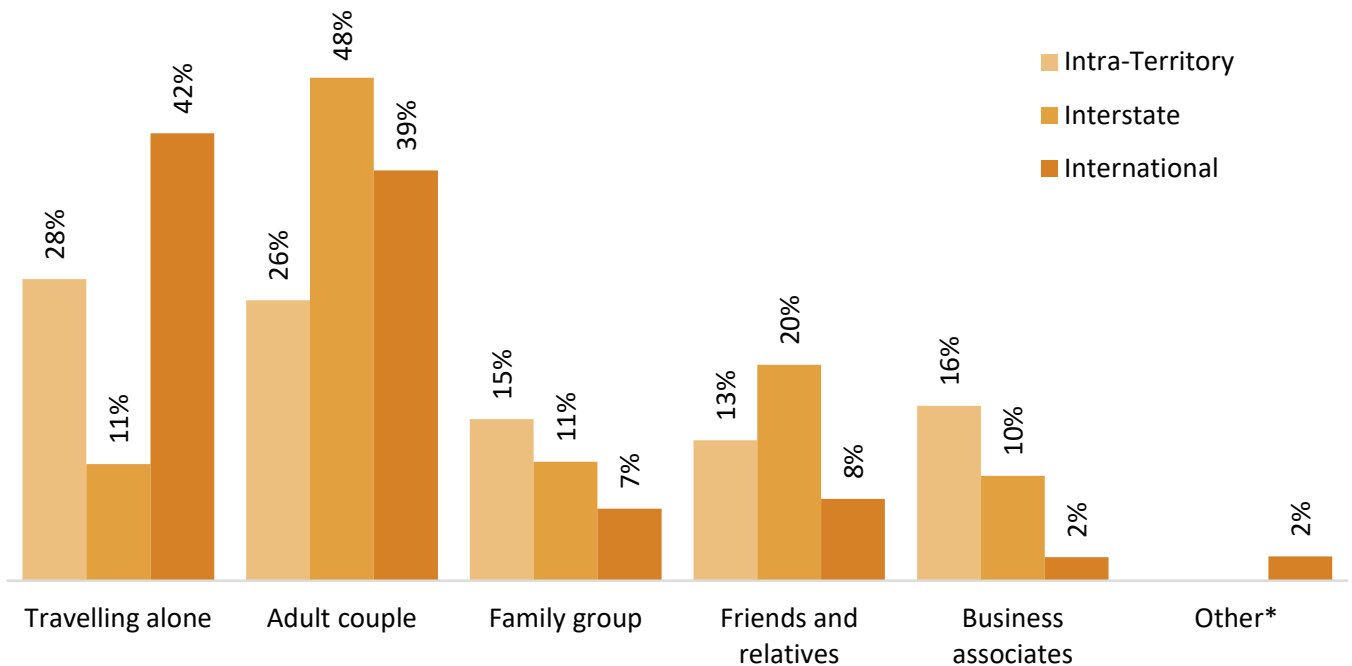
7%

*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).*

# Barkly Regional Report

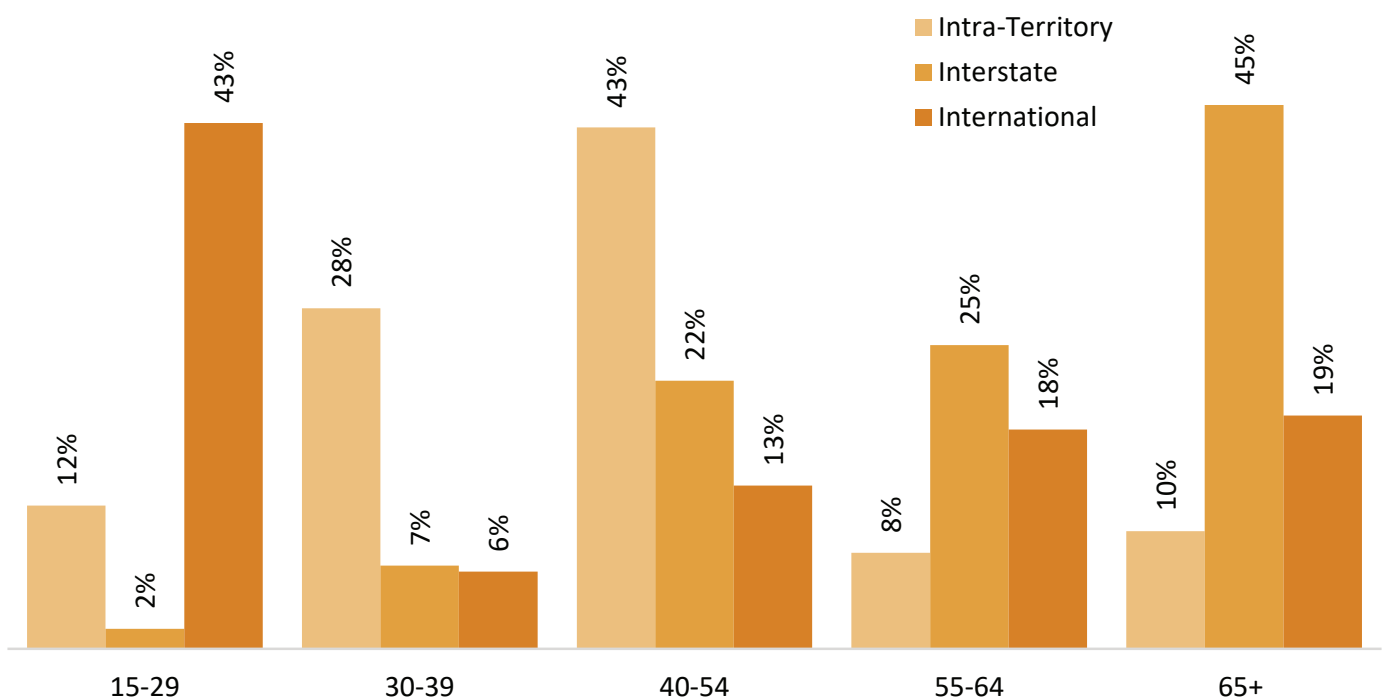
Year Ending December 2019-23 (5 year average)

## WHO are our visitors travelling with?



\*Includes school/uni/college group, non-school sporting group/community group or club and other.

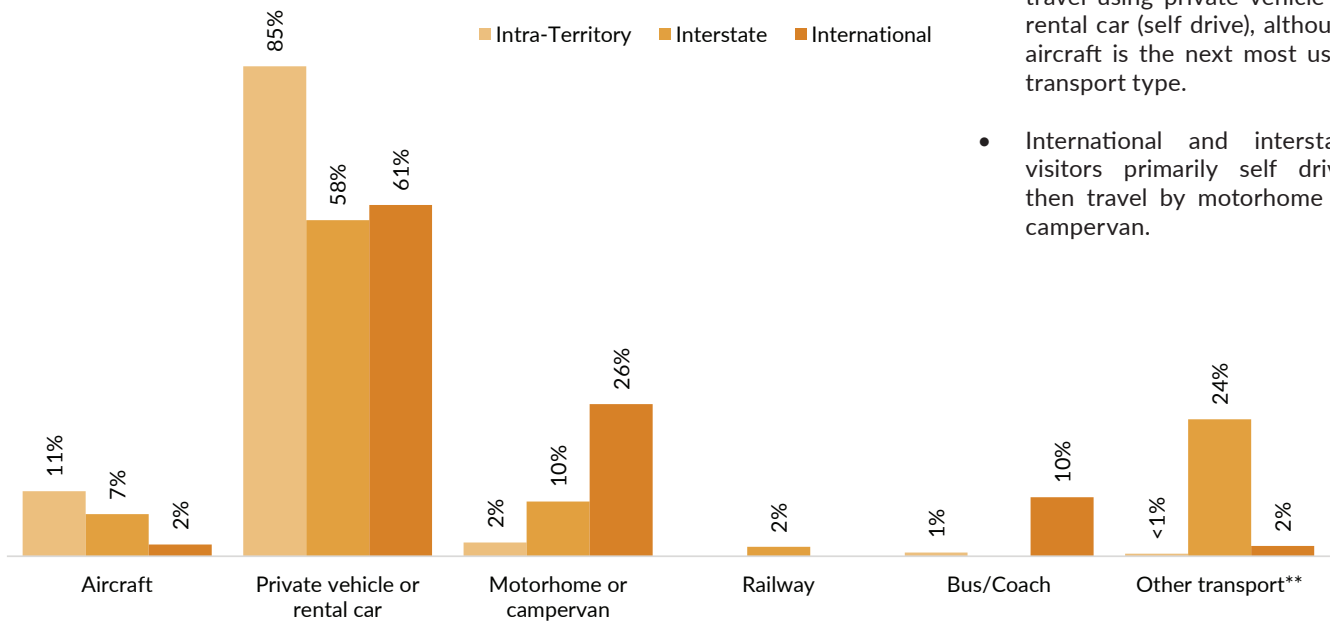
## WHAT age are our visitors?



# Barkly Regional Report

Year Ending December 2019-23 (5 year average)

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

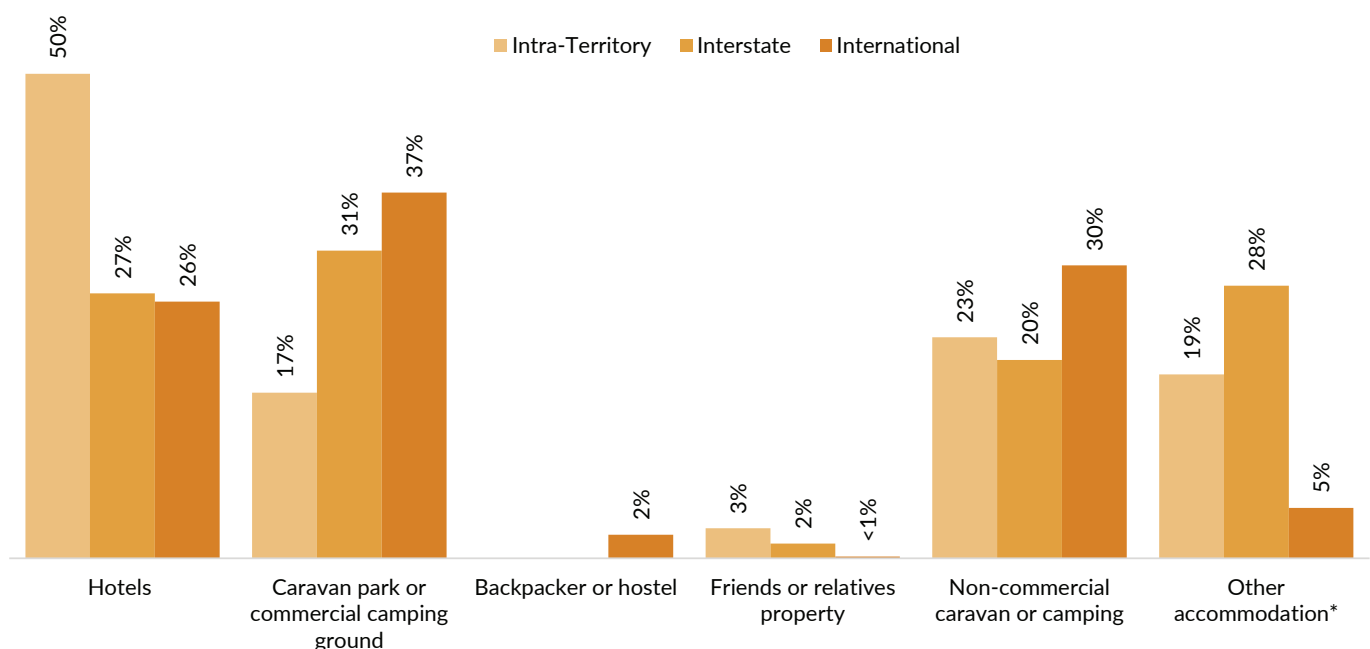


- Intra-Territory visitors primarily travel using private vehicle or rental car (self drive), although aircraft is the next most used transport type.
- International and interstate visitors primarily self drive, then travel by motorhome or campervan.

\*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 did they stay?



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

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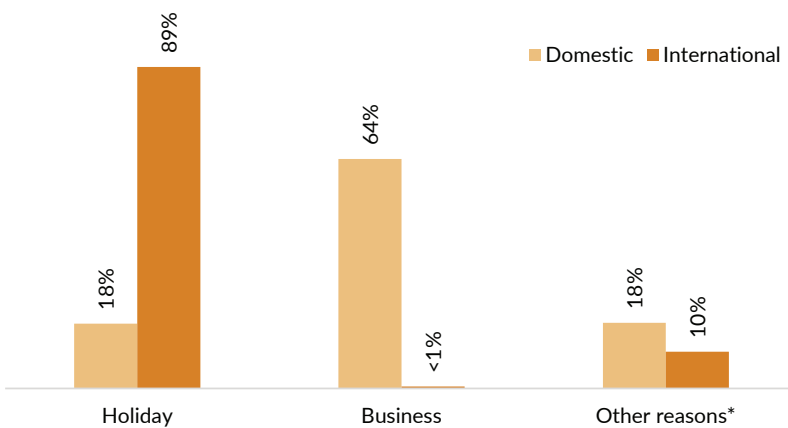
## Youth visitation to the region

Youth (5 year average)	Domestic	International	Total
Visitors	4,000	2,000	6,000
Visitor nights	11,000	12,000	23,000
ALOS (nights)	3.1	5.5	4.0

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 are based on a five year average for Year Ending December 2019-23.

### Youth purpose of visit



The youth market constitutes 8% of all visitors to the Barkly region. They also contribute a notable number of nights in the region, with 23,000 or 12% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with 63% of the youth market. International youth make up the remaining 37% of the market.

\*Includes employment, education, visiting friends and relatives, other reason and in transit.

## Visitors interested in Aboriginal cultural experiences/participation

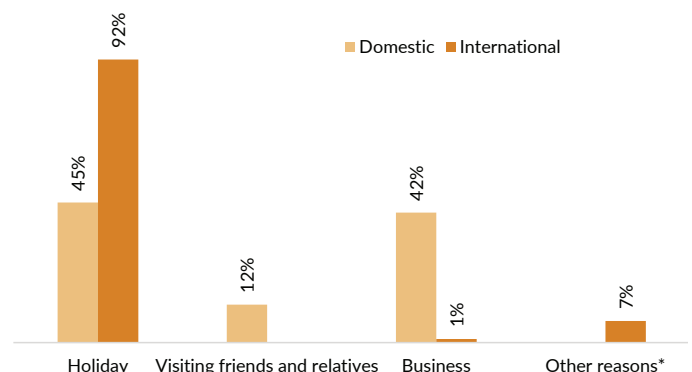
Aboriginal culture	Domestic	International	Total
Visitors	4,000	4,000	8,000
Visitor nights	6,000	12,000	18,000
ALOS (nights)	1.4	3.1	2.2

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.

There were 12% of visitors who participated in Aboriginal cultural experiences while visiting the Barkly region.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 45% of international visitors and 92% 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

# Barkly Regional Report

Year Ending December 2019-23 (5 year average)

## The domestic leisure drive\* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	11,000	18,000	29,000
Visitor nights	18,000	30,000	48,000
ALOS (nights)	1.7	1.7	1.7

Almost a half (44%) of all domestic visitors to the region over the five year period were leisure drive travellers, which is an average of 29,000 visitors per year.

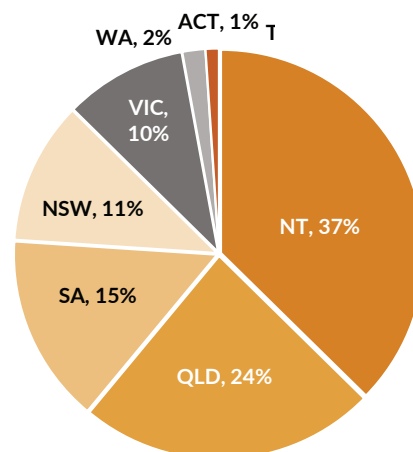
### Domestic source markets

NT residents made up 37% of the domestic leisure drive market to the region. Visitors from Queensland, South Australia and New South Wales contributed a combined 50%.

### Length of stay

The majority of the domestic leisure drive market stayed for three or less nights in the Barkly 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.

## Other regional tourism indicators

### Park visitation

Year Ending December 2023	Visitors
Devils Marbles (Karlukarlu) Nature Reserve	225,000
Tennant Creek Telegraph Station	14,000

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.



### Sample sizes and confidence intervals

Year Ending December 2019-23	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	67	+/-29%	+/-54%
Interstate	82	+/-24%	+/-48%
International	415	+/-19%	+/-76%

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.

### 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.