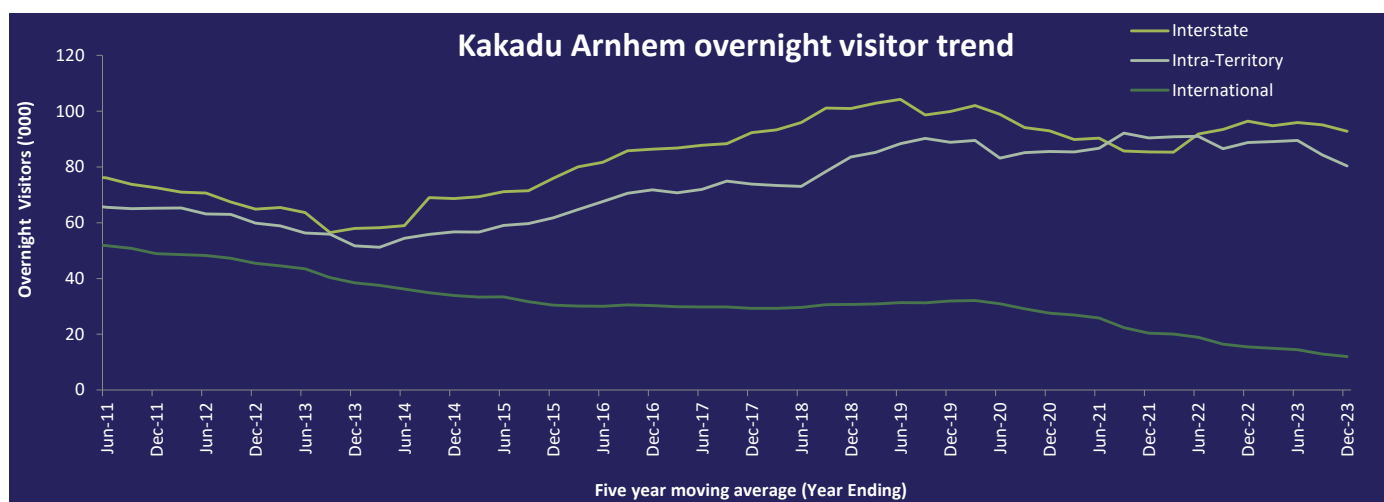


Kakadu Arnhem Regional Report

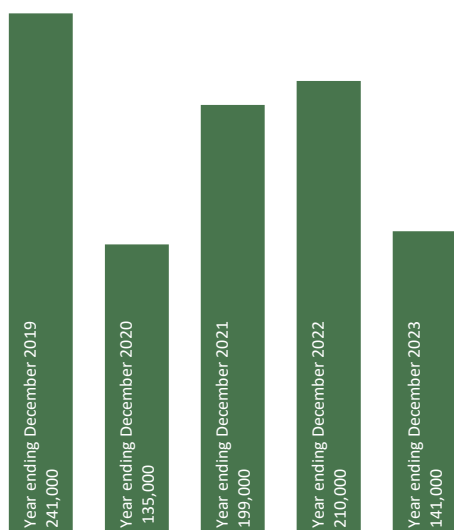
Year Ending December 2019-23 (5 year average)

Visitor numbers in Kakadu Arnhem

Overnight Visitation	Intra-Territory	Interstate	Domestic	International	Total
Visitors	80,000	93,000	173,000	12,000	185,000
Visitor nights	264,000	505,000	769,000	80,000	849,000
ALOS (average length of stay, nights)	3.3	5.4	4.4	6.7	4.6
Expenditure	\$57M	\$67M	\$124M	\$11M	\$136M
ASPT (average spend per trip)	\$715	\$722	\$718	\$926	\$732



Annual overnight visitor numbers to the region



Region definition

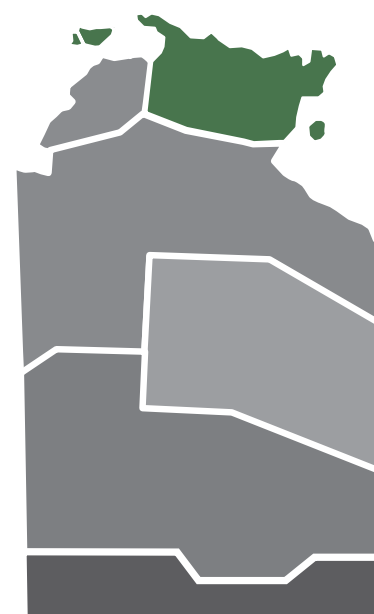
The regional boundaries of the Kakadu Arnhem tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001. For the purpose of this profile, these boundaries have been modified by Tourism Research Australia to not include Litchfield National Park.

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.



Kakadu Arnhem Regional Report

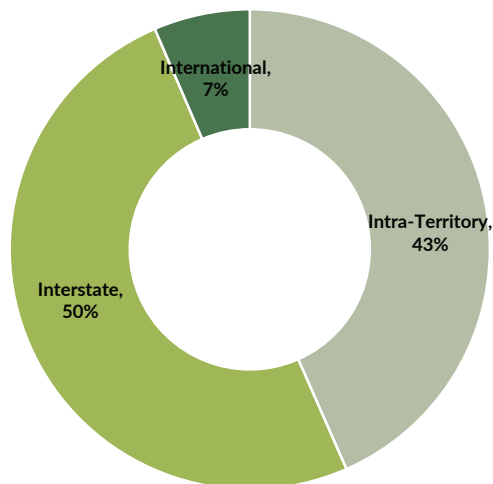
Year Ending December 2019-23 (5 year average)

WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	33,000	57,000	91,000	11,000	102,000
Visiting friends and relatives	2,000	4,000	6,000	<1000	6,000
Business	44,000	31,000	75,000	<1000	75,000
Other reasons*	1,000	2,000	3,000	<1000	3,000

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

Kakadu Arnhem source markets



- Holiday visitation remains the primary purpose of visitation to the Kakadu Arnhem region, with business being the second reason.
- The largest visitor market is the interstate visitor market for holiday purposes.
- Visitors from New South Wales are the main source market for interstate visitation, followed by visitation from Queensland and Victoria.
- The largest international visitor market is Germany, followed by the United States of America and United Kingdom.
- 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.

Top 3 international markets



Germany



United States of America



United Kingdom

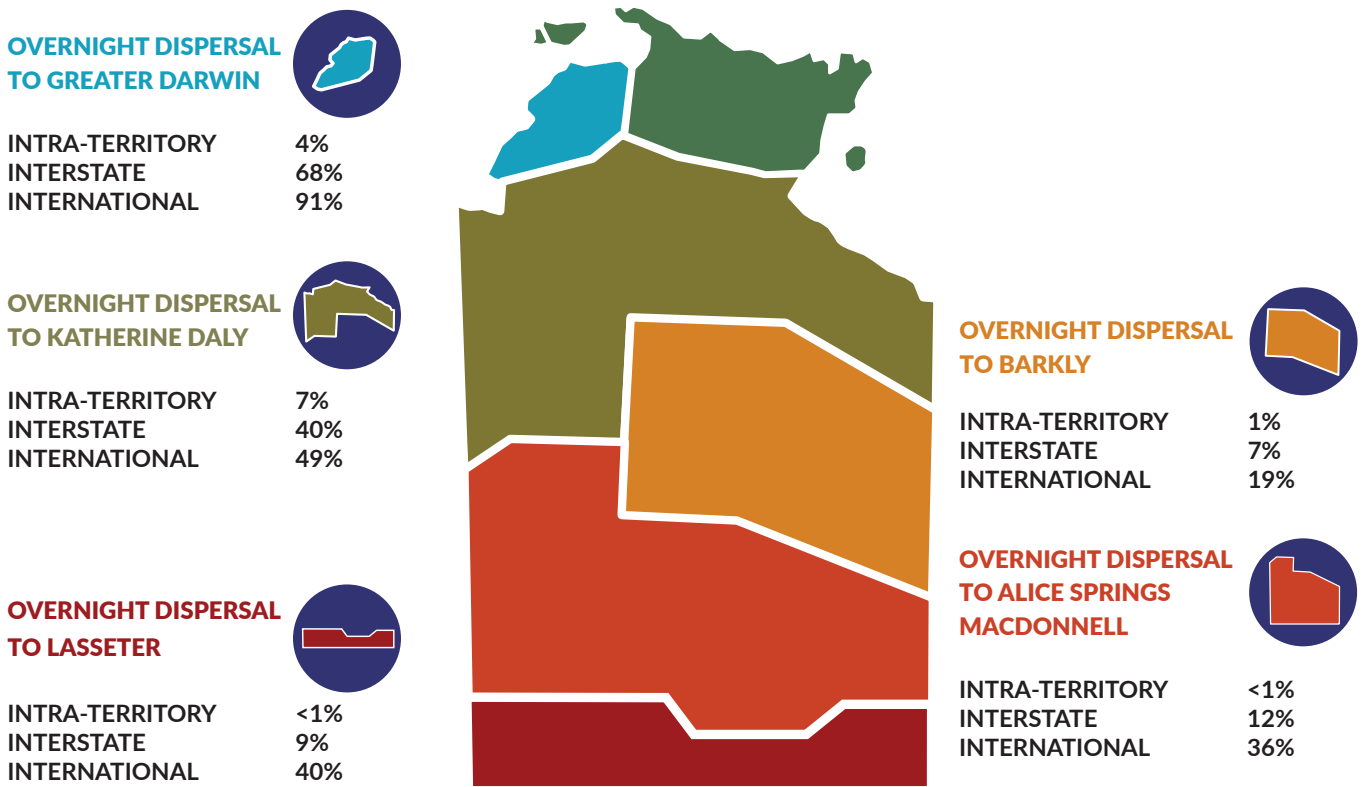
State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	80,000	264,000	3.3
Interstate	93,000	505,000	5.4
New South Wales	28,000	146,000	5.1
Queensland	27,000	176,000	6.5
Victoria	17,000	69,000	4.0
Western Australia	12,000	53,000	4.6
South Australia	4,000	43,000	9.5
Tasmania	2,000	14,000	5.8
ACT	1,000	5,000	3.2

Kakadu Arnhem Regional Report

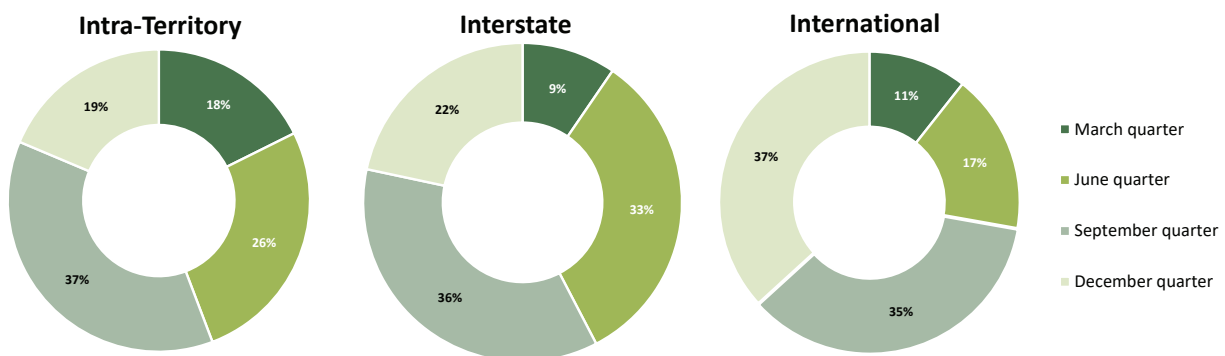
Year Ending December 2019-23 (5 year average)

WHERE else did they go in the Territory?

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



WHAT time of year do visitors come?



Kakadu Arnhem Regional Report

Year Ending December 2019-23 (5 year average)

WHAT activities did they do?

Visit national parks



42%

Bushwalks



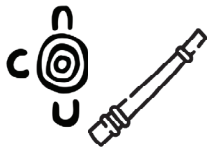
42%

Eat out and dining



38%

Aboriginal art and culture



33%

Sightseeing



29%

Pubs, clubs, disco



19%

Charter boat or cruise



19%

Fishing



18%

Museums and art galleries



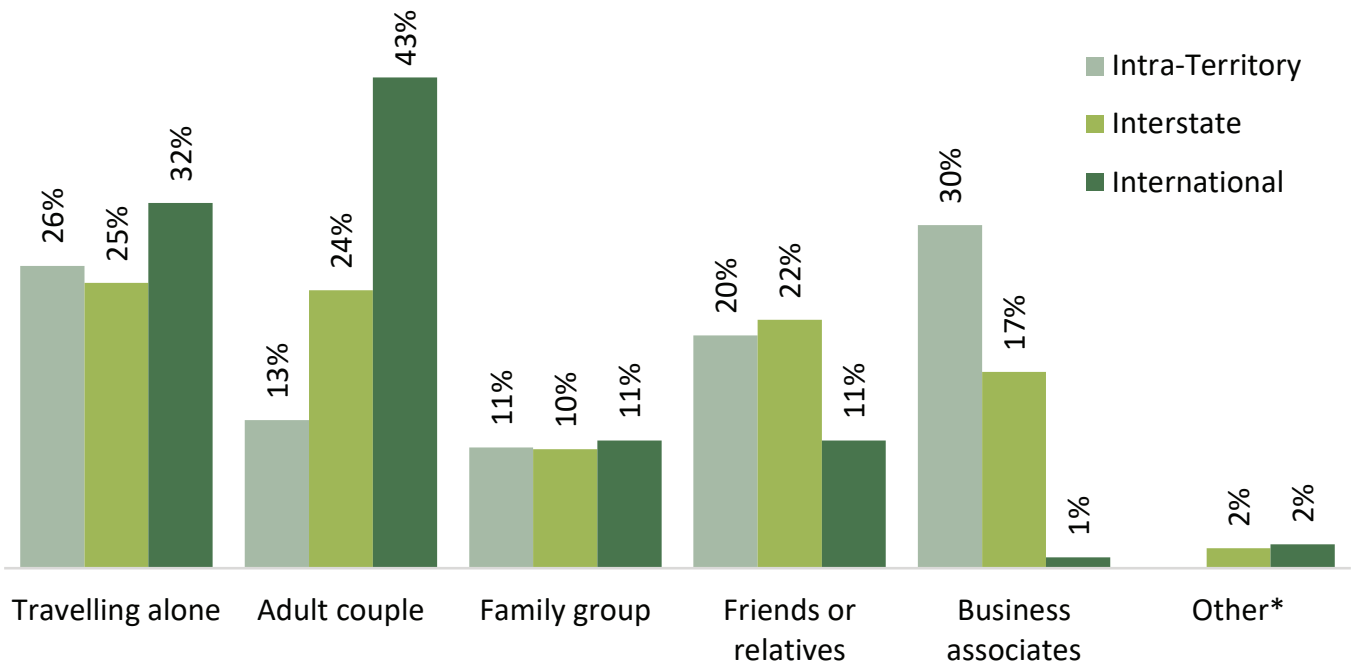
17%

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).

Kakadu Arnhem Regional Report

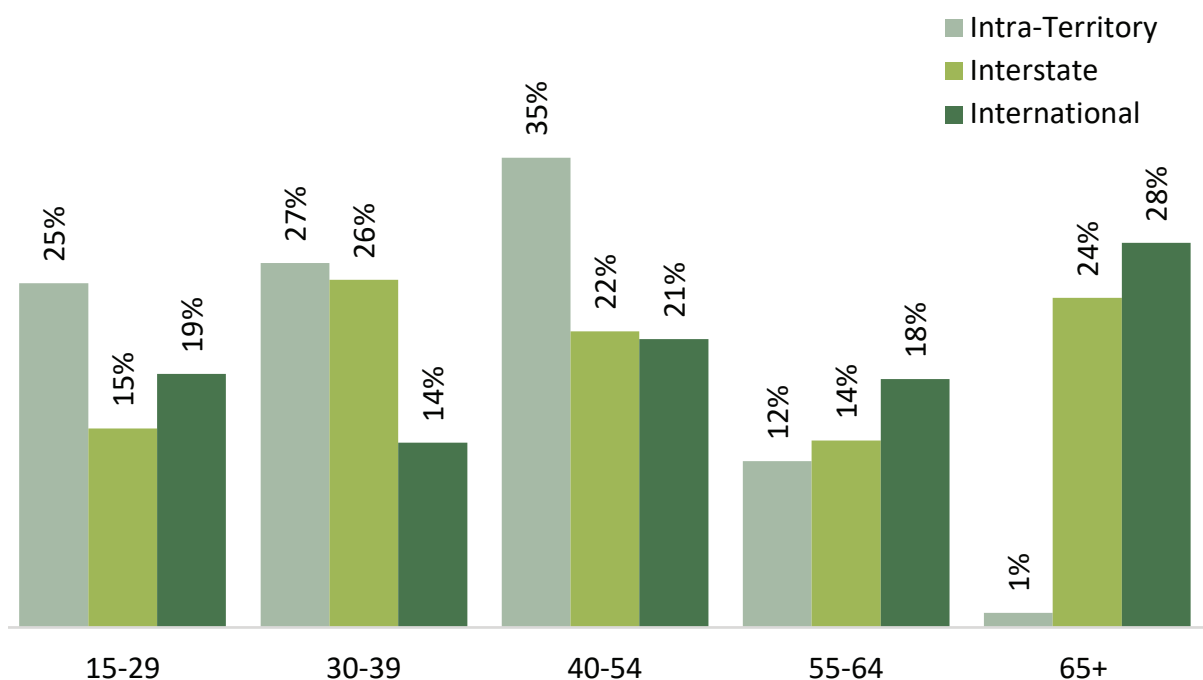
Year Ending December 2019-23 (5 year average)

WHO are our visitors travelling with?



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

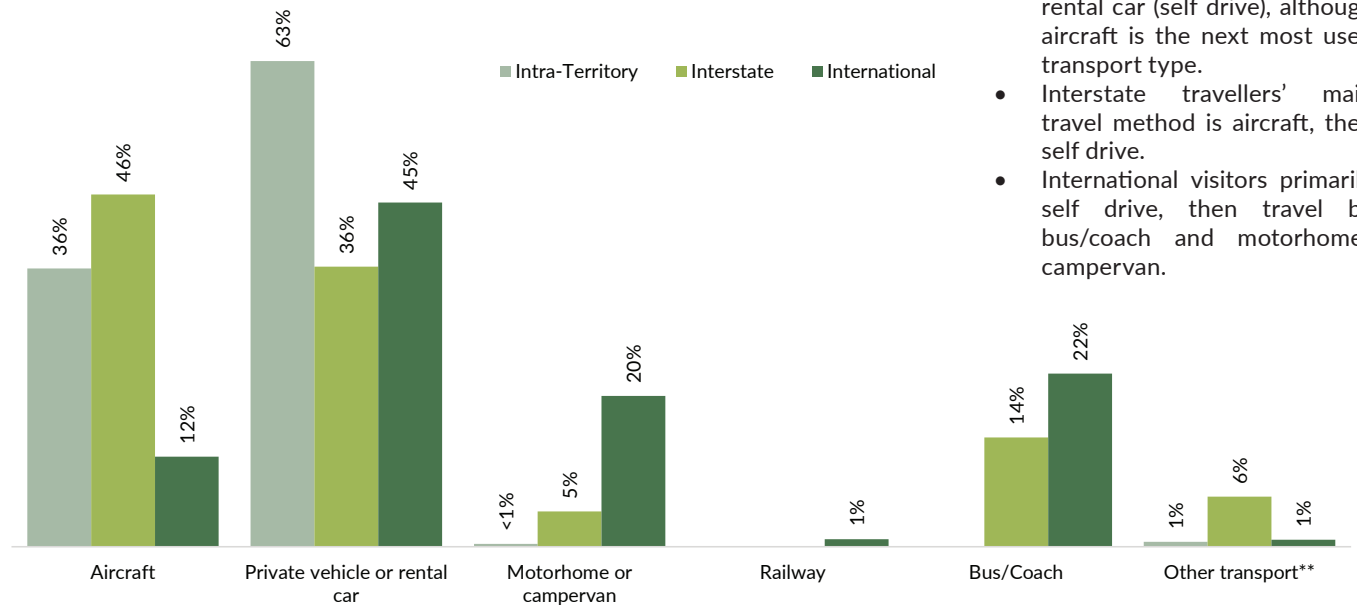
WHAT age are our visitors?



Kakadu Arnhem Regional Report

Year Ending December 2019-23 (5 year average)

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

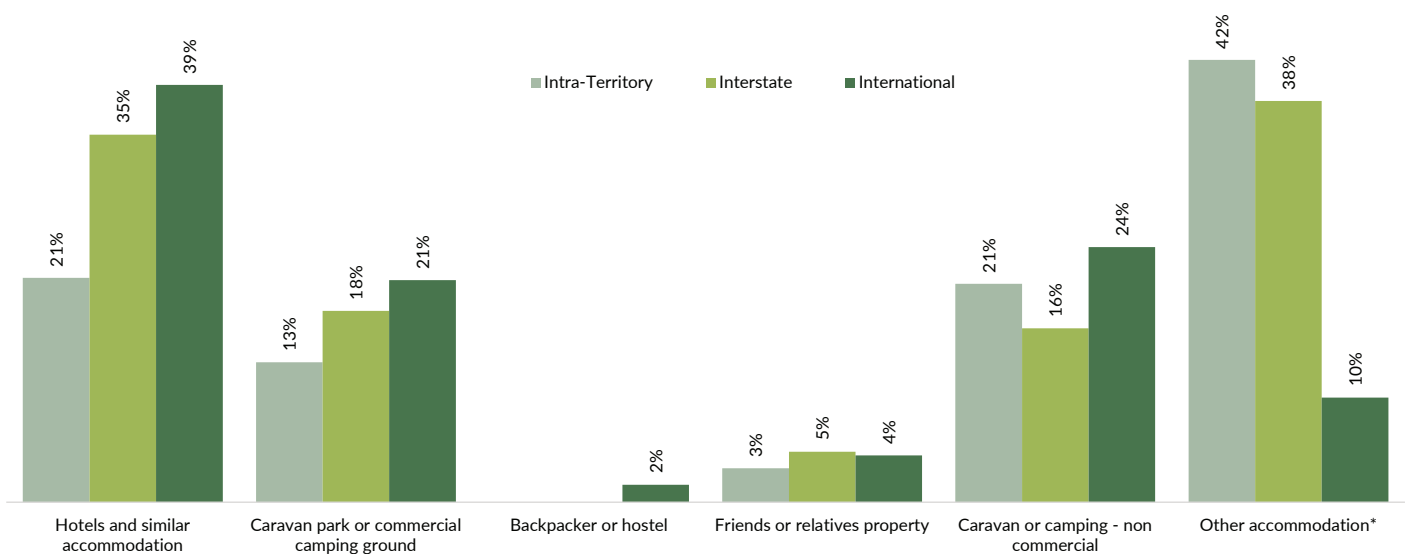


- Intra-Territory visitors primarily travel using private vehicle or rental car (self drive), although aircraft is the next most used transport type.
- Interstate travellers' main travel method is aircraft, then self drive.
- International visitors primarily self drive, then travel by bus/coach and motorhome/campervan.

*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.

Kakadu Arnhem Regional Report

Year Ending December 2019-23 (5 year average)

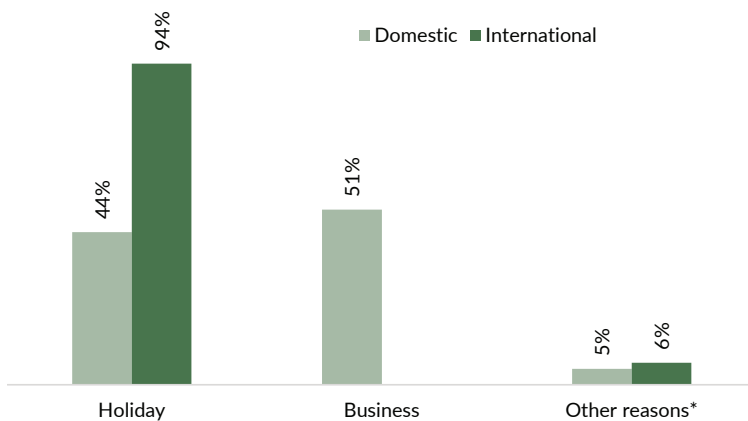
Youth visitation to the region

Youth (5 year average)	Domestic	International	Total
Visitors	31,000	2,000	33,000
Visitor nights	138,000	27,000	164,000
ALOS (nights)	4.4	13.1	5.0

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 18% of all visitors to the Kakadu Arnhem region. They also contribute a notable number of nights in the region, with 164,000 or 19% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with 94% of the youth market. International youth make up the remaining 6% of the market.

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

Visitors interested in Aboriginal cultural experiences/participation

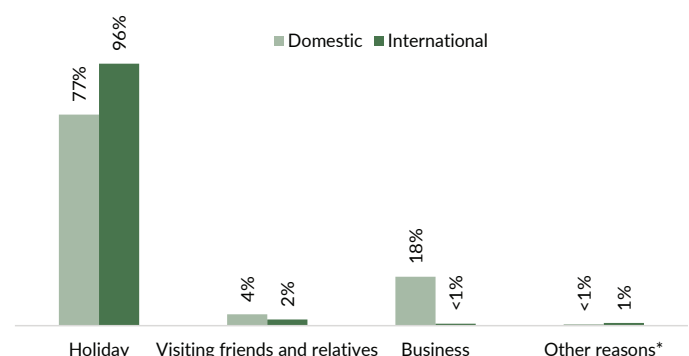
Aboriginal culture	Domestic	International	Total
Visitors	51,000	10,000	61,000
Visitor nights	159,000	59,000	218,000
ALOS (nights)	3.1	6.0	3.6

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 33% of visitors participating in these activities.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 96% 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

Kakadu Arnhem 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	34,000	34,000	68,000
Visitor nights	69,000	102,000	171,000
ALOS (nights)	2.0	3.0	2.5

Almost two fifths (39%) of all domestic visitors to the region over the five year period were leisure drive travellers, which is an average of 68,000 visitors per year.

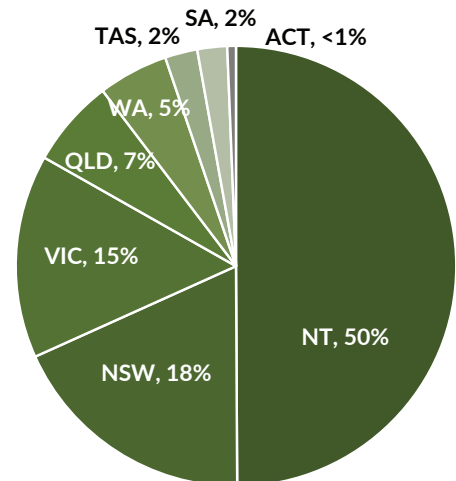
Domestic source markets

NT residents made up 50% of the domestic leisure drive market to the region. Visitors from New South Wales, Victoria and Queensland contributed a combined 40%.

Length of stay

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

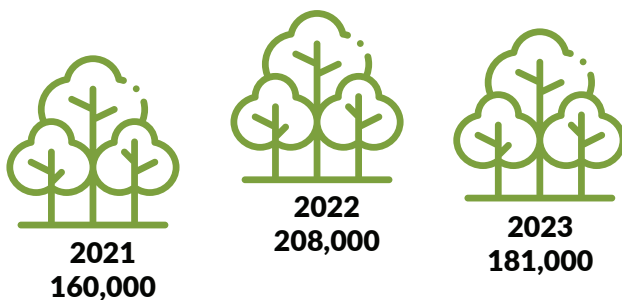
Domestic leisure drive source market



*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

Kakadu National Park visits



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



Sample sizes and confidence intervals

Year Ending December 2019-23	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	177	+/-17%	+/-28%
Interstate	162	+/-16%	+/-20%
International	820	+/-13%	+/-41%

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.