# Barkly Regional Report

## Year Ending December 2017-19 (3 year average)

**NORTHERN TERRITORY TOURISM NT**

## Visitor numbers in Barkly

| Barkly Overnight | Intra-Territory | Interstate | Domestic | International | Total |
|---|---|---|---|---|---|
| **Visitors** | 47,000 | 64,000 | 111,000 | 14,000 | 125,000 |
| **Visitor nights** | 72,000 | 174,000 | 246,000 | 79,000 | 325,000 |
| **ALOS (average length of stay, nights)** | 1.5 | 2.7 | 2.2 | 5.6 | 2.6 |
| **Expenditure** | - | - | $81M | $3M | $84M |
| **ASPT (average spend per trip)** | - | - | $735 | $225 | $677 |



Barkly Overnight Visitor Trend

Overnight Leisure Visitors ('000)

Interstate
Intra-Territory
International

* Change in methodology from 2014 - estimates are not comparable to previous years

Three Year Moving Average (Year Ending)
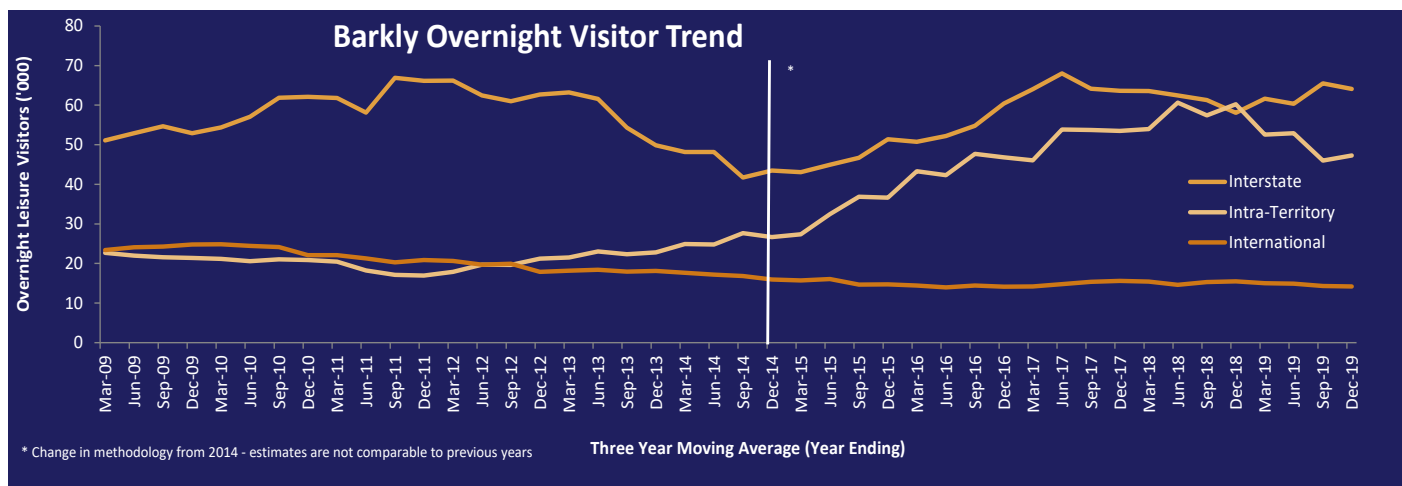
### Region Definition

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.

Department of Tourism, Sport and Culture

**NORTHERN TERRITORY GOVERNMENT**

**NORTHERN TERRITORY TOURISM NT**

## WHERE do visitors come from and WHY?

| Country of Origin | Visitors | Visitor nights | ALOS (nights) |
|---|---|---|---|
| International | 14,000 | 79,000 | 5.6 |
| Germany | 3,000 | 8,000 | 2.5 |
| France | 2,000 | 4,000 | 2.0 |
| United Kingdom | 1,000 | 3,000 | 2.4 |
| Switzerland | 1,000 | 2,000 | 2.0 |
| Italy | 1,000 | 1,000 | 1.9 |
| USA | 1,000 | 3,000 | 6.1 |
| Scandinavia | 1,000 | 1,000 | 1.3 |
| Netherlands | 1,000 | 1,000 | 1.7 |
| Canada | <1,000 | 1,000 | 2.0 |
| New Zealand | <1,000 | 2,000 | 4.9 |

| State of Origin | Visitors | Visitor nights | ALOS (nights) |
|---|---|---|---|
| Intra-Territory | 47,000 | 72,000 | 1.5 |
| Interstate | 64,000 | 174,000 | 2.7 |
| QLD | 18,000 | 35,000 | 2.0 |
| VIC | 17,000 | 49,000 | 2.8 |
| NSW | 13,000 | 24,000 | 1.9 |
| SA | 10,000 | 48,000 | 4.8 |
| WA | 3,000 | 12,000 | 3.6 |
| TAS | 2,000 | 4,000 | 2.2 |
| ACT | 1,000 | 1,000 | 1.0 |

| Purpose of Visit | Intra-Territory | Interstate | Domestic | International | Total |
|---|---|---|---|---|---|
| Holiday | 12,000 | 40,000 | 52,000 | 13,000 | 65,000 |
| Visiting friends and relatives | 7,000 | 2,000 | 9,000 | <1,000 | 9,000 |
| Business | 24,000 | 18,000 | 42,000 | <1,000 | 42,000 |
| Other reasons* | 5,000 | 5,000 | 10,000 | <1,000 | 10,000 |
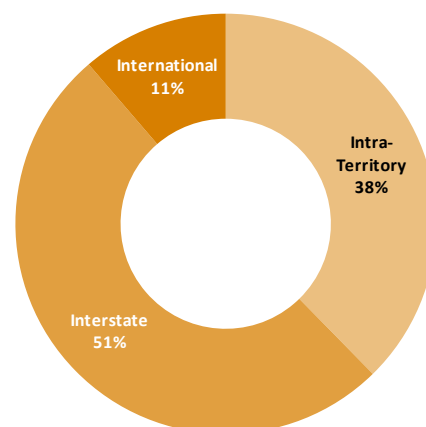
*Includes employment, education, other reason, no other reason and in transit.*

### Barkly Source Markets



International 11%
Intra-Territory 38%
Interstate 51%

## WHAT time of year do visitors come?

### Interstate



16%
19%
45%
20%

### Intra-Territory



15%
52%
15%
18%

### International



13%
17%
38%
32%
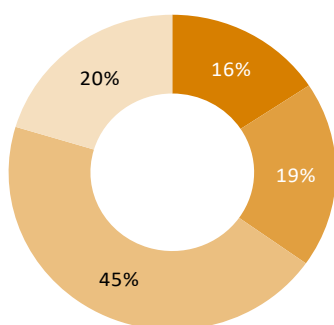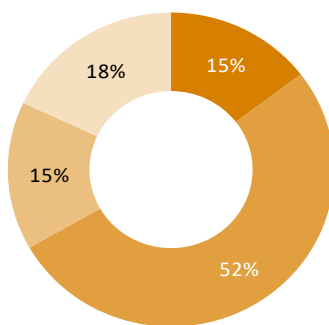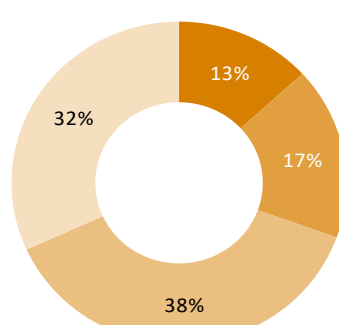
- March quarter
- June quarter
- September quarter
- December quarter

**NORTHERN TERRITORY GOVERNMENT**

# Barkly Regional Report

**Year Ending December 2017-19 (3 year average)**

NORTHERN TERRITORY TOURISM NT

## WHO are our visitors travelling with?

Legend:
- Intra-Territory
- Interstate
- International

**Travelling alone:** 47%, 15%, 38%
**Adult couple:** 17%, 43%, 39%
**Family group:** 5%, 11%, 8%
**Friends and relatives:** 14%, 19%, 12%
**Business associates:** 17%, 11%, 2%
**Other*:** <1%, 2%, 1%
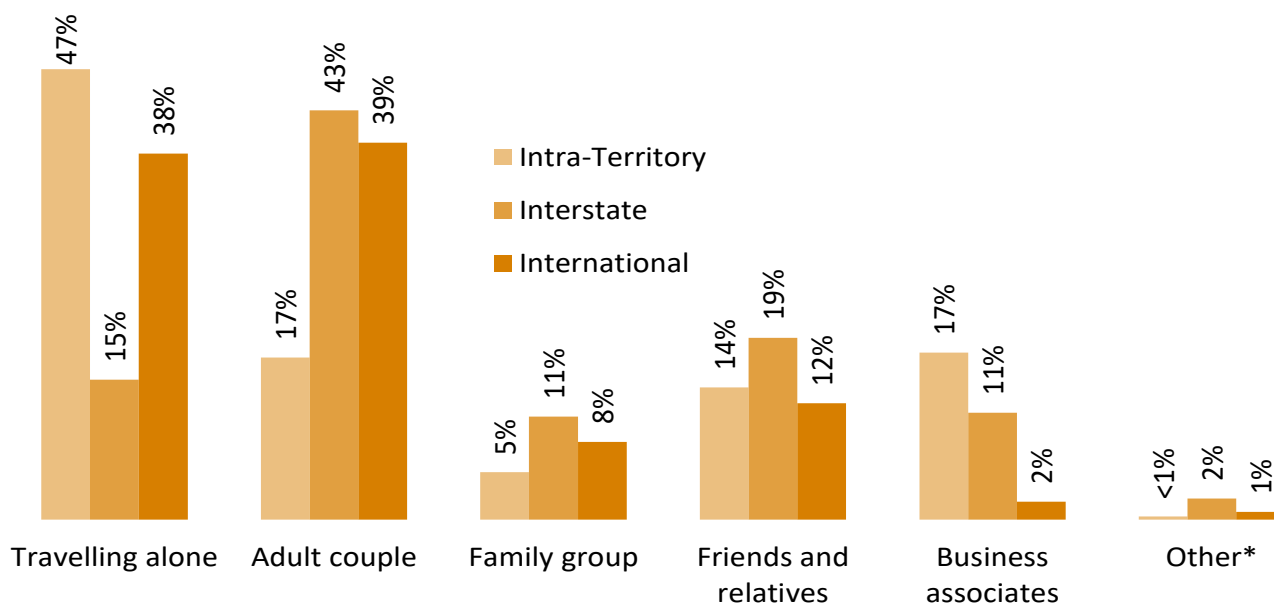
*Includes school/uni/college group, non-school sporting group/community group or club and other.*

## WHAT age are our visitors?

Legend:
- Intra-Territory
- Interstate
- International

**15-29:** 44%, 2%, 45%
**30-39:** 20%, 7%, 11%
**40-54:** 12%, 23%, 11%
**55-64:** 19%, 36%, 16%
**65+:** 5%, 32%, 18%

Department of Tourism, Sport and Culture

NORTHERN TERRITORY GOVERNMENT
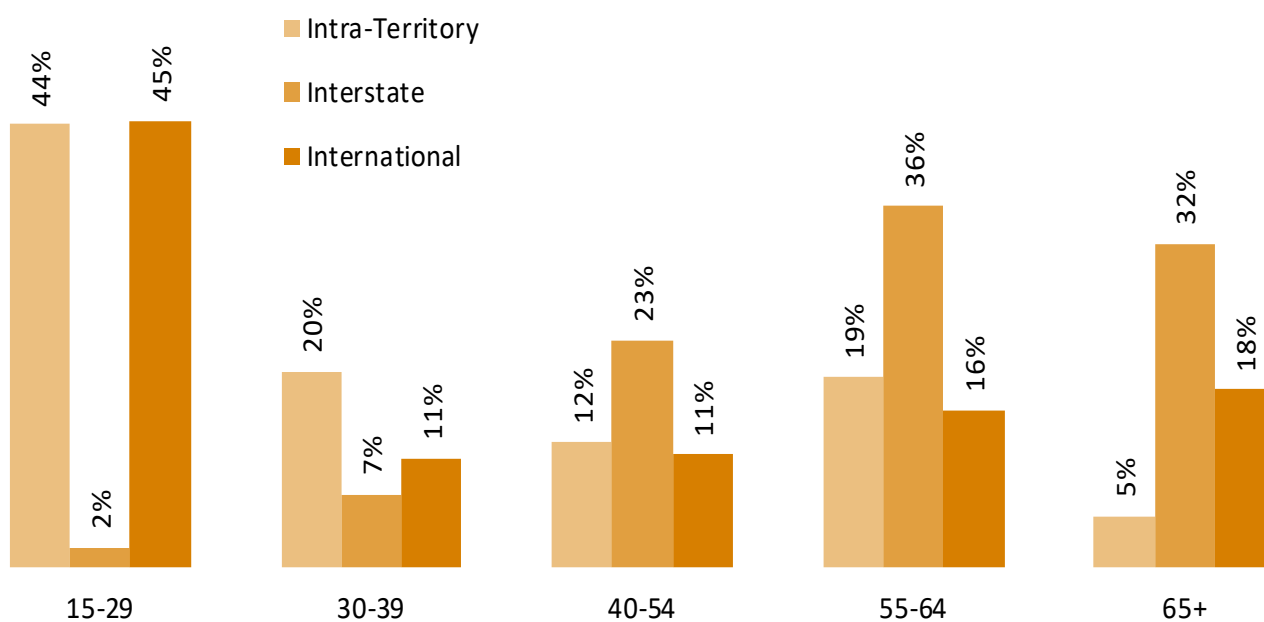
## WHAT transportation* did they use to get here and around?



**Legend:**
- Intra-Territory
- Interstate
- International

Aircraft: 9%, 10%, 3%
Private vehicle or rental car: 90%, 56%, 50%
Motorhome or campervan: 3%, 4%, 32%
Railway: 2%
Bus/coach: 1%, 15%
Other transport**: <1%, 28%, 1%
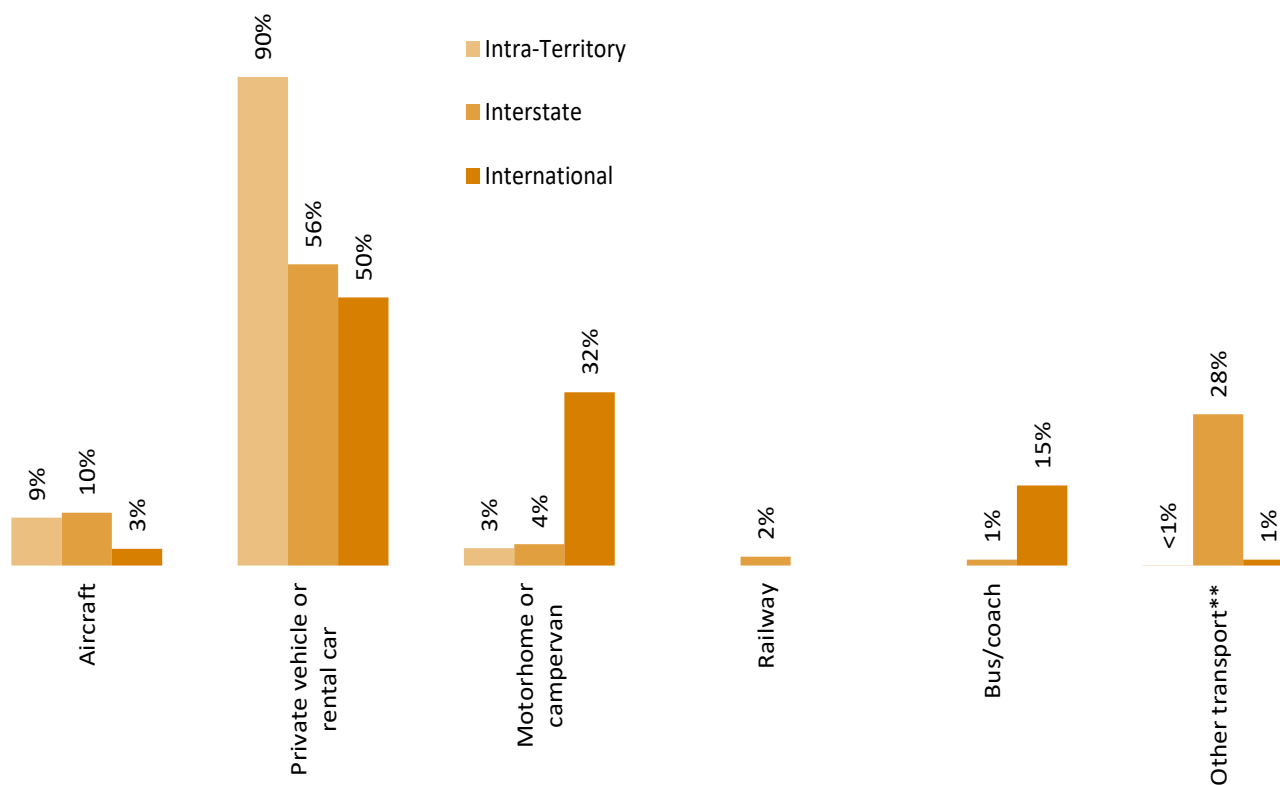
*Transportation refers to stopover transportation and includes transportation used to arrive and used within the region.*
**Includes long distance transport, local transport, other land transport, water transport, other transport and not stated/asked.*

## WHERE else did they go in the Territory?

| Dispersal | Greater Darwin | Kakadu Arnhem | Katherine Daly | Alice Springs MacDonnell | Lasseter |
|---|---|---|---|---|---|
| Intra-Territory | 27,000 | <1,000 | 28,000 | 36,000 | 11,000 |
| Interstate | 85,000 | 30,000 | 103,000 | 104,000 | 60,000 |
| International | 31,000 | 16,000 | 31,000 | 33,000 | 29,000 |

## The domestic leisure drive* market in focus

| Domestic Leisure Drive | Intra-Territory | Interstate** | Domestic |
|---|---|---|---|
| Visitors | 18,000 | 25,000 | 43,000 |
| Visitor nights | 26,000 | 40,000 | 66,000 |
| ALOS (nights) | 1.5 | 1.6 | 1.6 |

*\*\*Caution required when interpreting results due to low sample size.*

Around 38% of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 43,000 visitors per year.
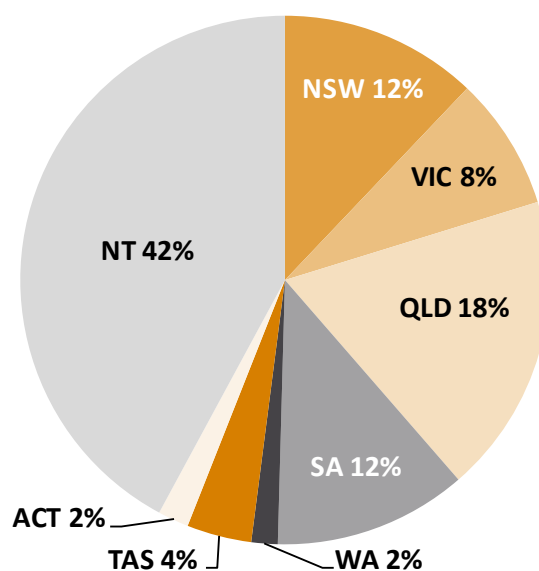
**Domestic source markets**
NT residents made up 42% of the domestic leisure drive market to the region. Visitors from New South Wales, Queensland and South Australia were contributing a combined 42%.
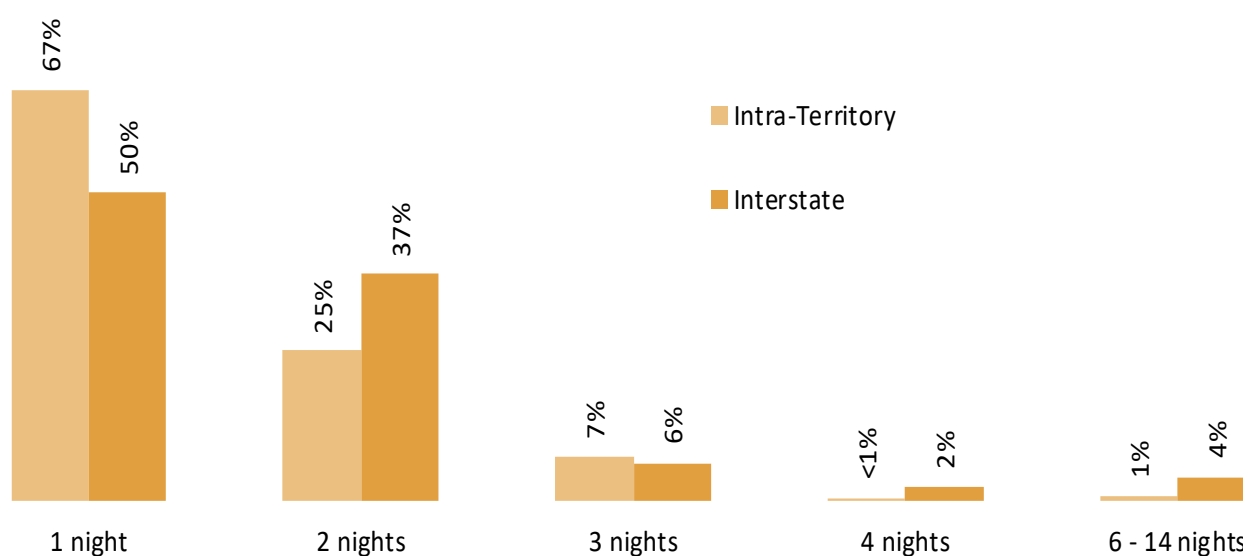
**Length of stay**
Approximately 96% of the domestic leisure drive market stayed for three or less nights.

### Domestic Leisure Drive Source Market



NSW 12%
VIC 8%
QLD 18%
SA 12%
WA 2%
TAS 4%
ACT 2%
NT 42%

### Length of Stay - Domestic Leisure Drive Market



Intra-Territory
Interstate

| | 1 night | 2 nights | 3 nights | 4 nights | 6 - 14 nights |
|---|---|---|---|---|---|
| Intra-Territory | 67% | 25% | 7% | <1% | 1% |
| Interstate | 50% | 37% | 6% | 2% | 4% |

*\*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.*
*Note: Expenditure data is not available by type of transportation used.*

# Barkly Regional Report

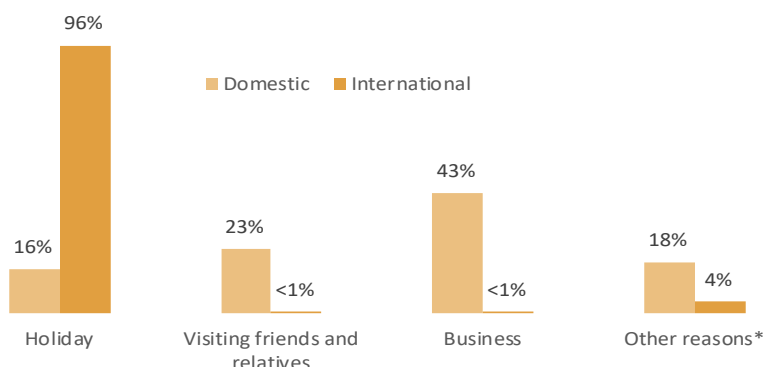**Year Ending December 2017-19 (3 year average)**

NORTHERN TERRITORY TOURISM NT

## Youth visitation to the region

| Youth | Domestic* | International | Total |
|---|---|---|---|
| Visitors | 21,000 | 6,000 | 27,000 |
| Visitor nights | 28,000 | 39,000 | 67,000 |
| ALOS (nights) | 1.4 | 6.1 | 2.5 |

*Caution required when interpreting results due to low sample size.*

*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 2015-19.*

### Youth Purpose of Visit



■ Domestic   ■ International

| | Domestic | International |
|---|---|---|
| Holiday | 16% | 96% |
| Visiting friends and relatives | 23% | <1% |
| Business | 43% | <1% |
| Other reasons* | 18% | 4% |

*Includes employment, education, other reason, no other reason and in transit.*

The youth market contributes just over a fifth (21%) of all visitors to the Barkly region. They also contribute over a fifth (22% or 67,000 nights) of all nights in the region.

Domestic youth visitors make up the largest number of youth visitors to the region, representing just over three quarters (76%) of the market. International youth make up 24% of the market, however stay over four times as long as domestic youth.

## Visitors interested in Aboriginal cultural experiences/participation

| Aboriginal Culture | Domestic* | International | Total |
|---|---|---|---|
| Visitors | 5,000 | 11,000 | 16,000 |
| Visitor nights | 8,000 | 44,000 | 52,000 |
| ALOS (nights) | 1.4 | 3.8 | 3.0 |

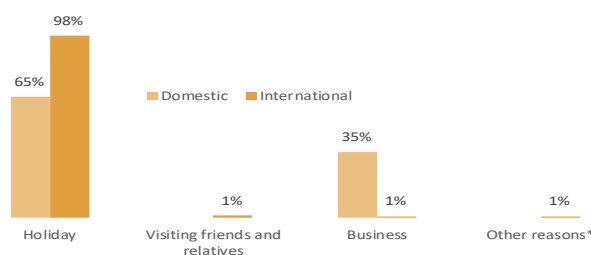*Caution required when interpreting results due to low sample size.*

*Domestic Aboriginal cultural experiences include: experience Aboriginal art/ craft and cultural displays, and visit an Aboriginal site/ community. International Aboriginal cultural experiences include: experience Aboriginal art/ craft and cultural displays, visit an Aboriginal site/ community, and attend an Aboriginal performance.*

Aboriginal culture is a niche segment for those visiting the Barkly region, with 13% 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, 98% of international visitors and 65% of domestic visitors who participated in Aboriginal cultural activities were on a holiday.

### Aboriginal Culture Purpose of Visit



■ Domestic   ■ International

| | Domestic | International |
|---|---|---|
| Holiday | 65% | 98% |
| Visiting friends and relatives | 1% | |
| Business | 35% | 1% |
| Other reasons* | 1% | |

*Includes employment, education, other reason, no other reason and in transit.*

Department of Tourism, Sport and Culture

NORTHERN TERRITORY GOVERNMENT

## HOW do internationals get here?

Almost 60% of international visitors to the Barkly region arrived through the east coast ports of Sydney, Melbourne and Brisbane.

**Ports of Entry/Exit by International Visitors who Visited Barkly**
**Three Year Average, Year Ending December 2017-2019**

**DARWIN**
Entry = 22%
Exit = 18%

**CAIRNS**
Entry = 4%
Exit = 10%

**BRISBANE**
Entry = 12%
Exit = 17%

**PERTH**
Entry = 7%
Exit = 12%

**ADELAIDE**
Entry = 6%
Exit = 4%

**SYDNEY**
Entry = 33%
Exit = 24%
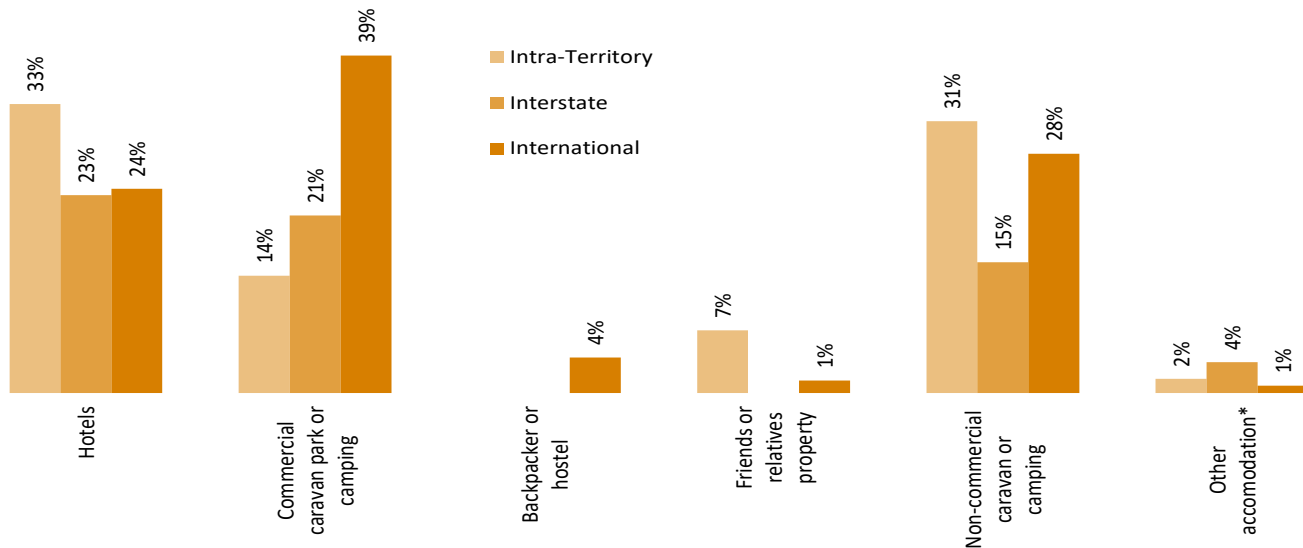
**MELBOURNE**
Entry = 14%
Exit = 14%
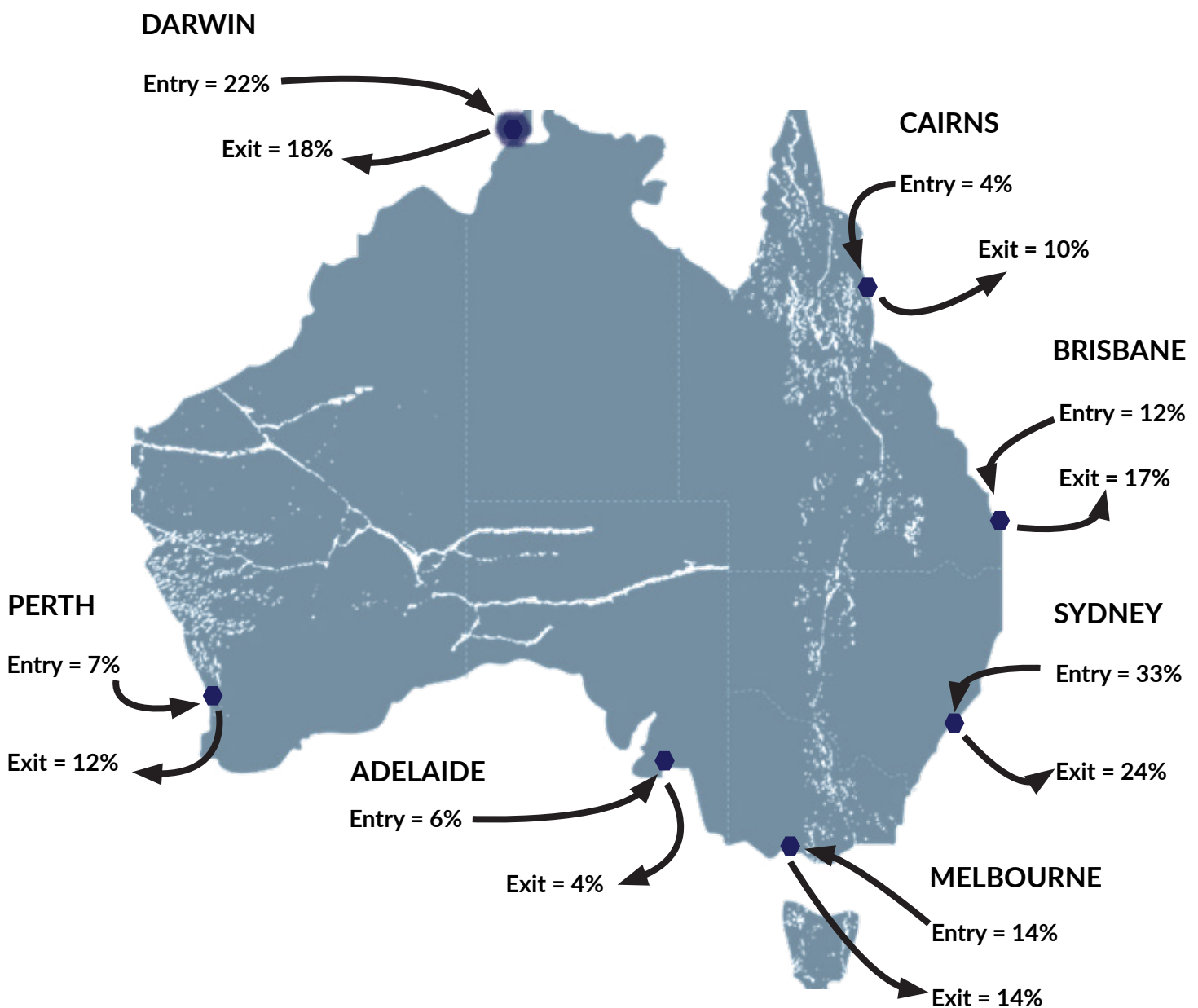
*Note: Other ports of entry and exit, including the Gold Coast, accounted for less than 2%.*
*East coast ports are defined as Sydney, Melbourne and Brisbane. Percentages may not add to 100% due to rounding.*

## WHERE did they stay?

Legend:
- Intra-Territory
- Interstate
- International

**Hotels:** 33% (Intra-Territory), 23% (Interstate), 24% (International)

**Commercial caravan park or camping:** 14% (Intra-Territory), 21% (Interstate), 39% (International)

**Backpacker or hostel:** 4% (International)

**Friends or relatives property:** 7% (Intra-Territory), 1% (International)

**Non-commercial caravan or camping:** 31% (Intra-Territory), 15% (Interstate), 28% (International)

**Other accomodation*:** 2% (Intra-Territory), 4% (Interstate), 1% (International)

*Includes guest house/ bed & 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. Note: short term letting could come under any number of accomodation types.

## WHAT activities did they do?

**Aboriginal Art and Culture** 13%

**Bushwalks** 10%

**Eat Out and Dining** 32%

**Pubs Clubs Disco** 18%

**Sightseeing** 20%

**Visit National Parks** 16%

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

Department of Tourism, Sport and Culture

NORTHERN TERRITORY GOVERNMENT

# Barkly Regional Report

Year Ending December 2017-19 (3 year average)

**NORTHERN TERRITORY TOURISM NT**

## Industry sector news

### Park Visitation

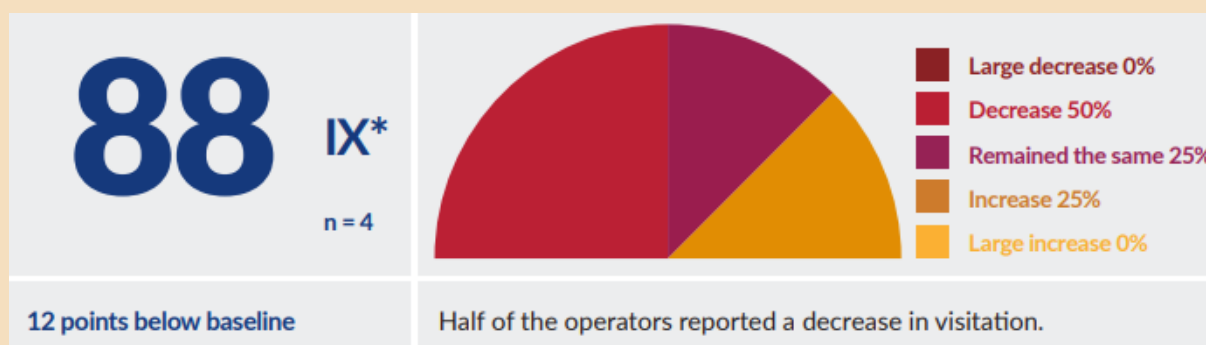| Year Ending December 2019 | Visitors |
|---|---|
| Devils Marbles (Karlu Karlu) Nature Reserve | 156,000 |
| Tennant Creek Telegraph Station | 17,000 |

*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 Iytwelepenty/ Davenport Ranges National Park.



### Industry Sentiment for December Quarter in 2019 Indicates a Decrease in Visitation

Operator sentiment in regards to the number of visitors to their business was low for the December quarter 2019 compared to last year. Sentiment is sourced from an online poll conducted each quarter by Tourism NT and is designed to provide a corroborating source of information on visitation to the national surveys. A summary for Central Australia is available on the Tourism NT website.



**88** IX*

n = 4

12 points below baseline

- Large decrease 0%
- Decrease 50%
- Remained the same 25%
- Increase 25%
- Large increase 0%

Half of the operators reported a decrease in visitation.

**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 2017-19 | Sample size | 95% Confidence Interval | |
|---|---|---|---|
| | | Visitors | Visitor nights |
| Intra-Territory | 109 | +/-28% | +/-69% |
| Interstate | 103 | +/-24% | +/-45% |
| International | 301 | +/-15% | +/-51% |

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.

Department of Tourism, Sport and Culture

**NORTHERN TERRITORY GOVERNMENT**