

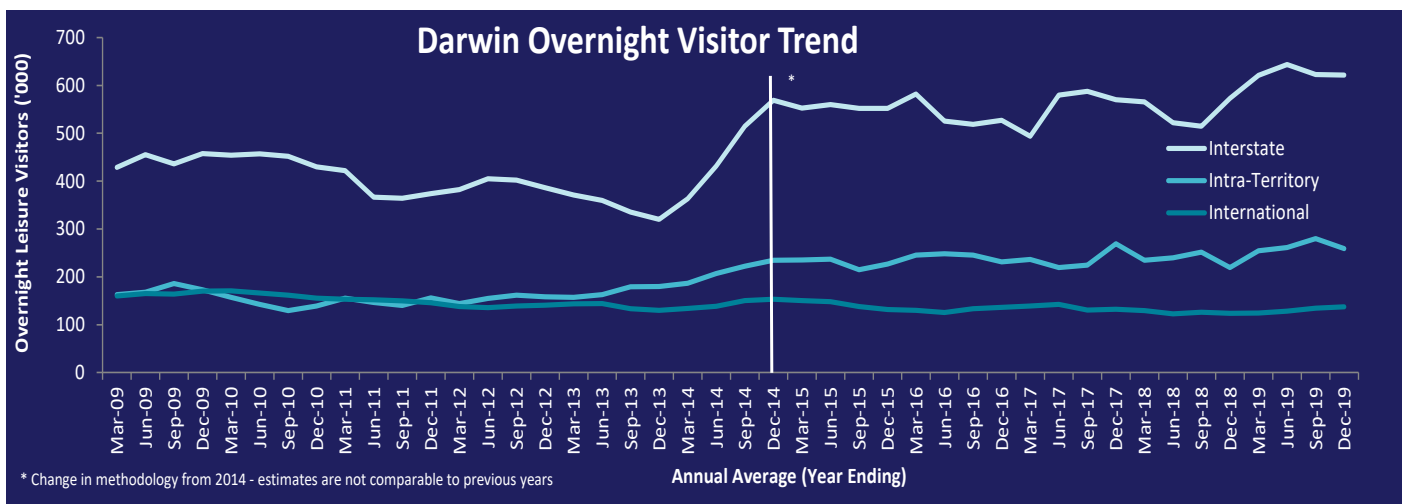
Greater Darwin Regional Report

Year Ending December 2019

Visitor numbers in Greater Darwin

Greater Darwin Overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	259,000	621,000	880,000	138,000	1,018,000
Visitor nights	655,000	3,623,000	4,278,000	1,633,000	5,911,000
ALOS (average length of stay, nights)	2.5	5.8	4.9	11.9	5.8
Expenditure*	-	-	\$954M	\$136M	\$1,090M
ASPT *(average spend per trip)	-	-	\$1,235	\$992	\$1,198

*Expenditure is only for the Darwin region and does not include spend for the Outer Darwin region.



Annual Overnight Visitor Numbers to the Region



Region Definition

The Greater Darwin tourism region comprises the Darwin tourism region and a special region referred to as Outer Darwin. The regional boundaries of the Greater Darwin tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

Darwin

City of Darwin, City of Palmerston, Noonamah, Humpty Doo, Fogg Dam, Gunn Point and Mandorah.

Outer Darwin

Litchfield National Park and Batchelor.

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.



Greater Darwin Regional Report

Year Ending December 2019

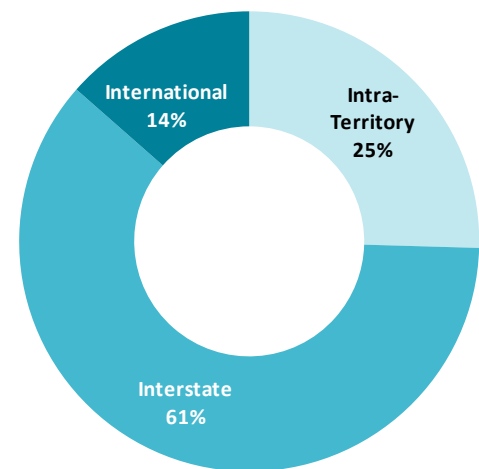
WHERE do visitors come from and WHY?

Country of Origin	Visitors	Visitor nights	ALOS (nights)
International	138,000	1,633,000	11.9
United Kingdom	18,000	176,000	9.9
USA	14,000	86,000	6.3
Germany	12,000	107,000	9.2
New Zealand	11,000	100,000	9.4
France	8,000	94,000	11.8
Canada	6,000	29,000	5.0
Indonesia	6,000	84,000	15.2
Singapore	5,000	20,000	3.9
China	5,000	66,000	13.9
Netherlands	4,000	27,000	6.2

State of Origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	259,000	655,000	2.5
Interstate	621,000	3,623,000	5.8
VIC	173,000	1,045,000	6.0
WA	146,000	972,000	6.7
NSW	125,000	560,000	4.5
QLD	88,000	558,000	6.4
SA	68,000	382,000	5.6
TAS	11,000	66,000	5.7
ACT	10,000	40,000	3.8

Greater Darwin Source Markets

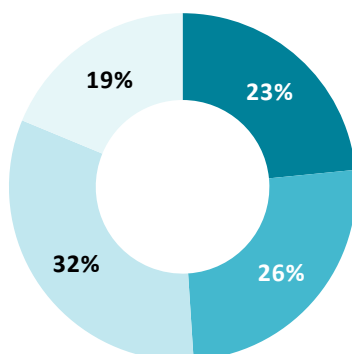
Purpose of Visit	Intra - Territory	Interstate	Domestic	International	Total
Holiday	133,000	248,000	381,000	94,000	475,000
Visiting friends and relatives	28,000	114,000	142,000	16,000	158,000
Business	70,000	241,000	311,000	10,000	321,000
Other reasons*	27,000	27,000	54,000	19,000	73,000



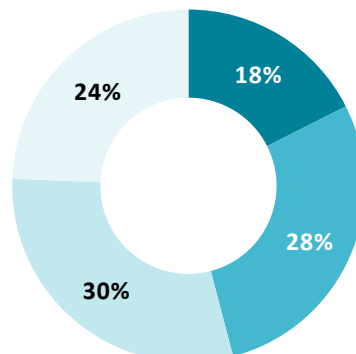
*Includes employment, education, other reason, no other reason and in transit.

WHAT time of year do visitors come?

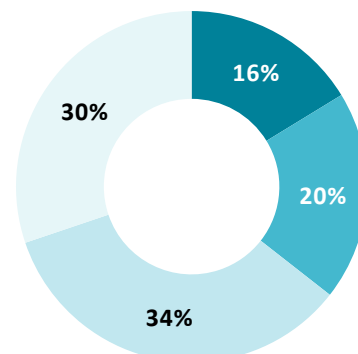
Intra-Territory



Interstate



International

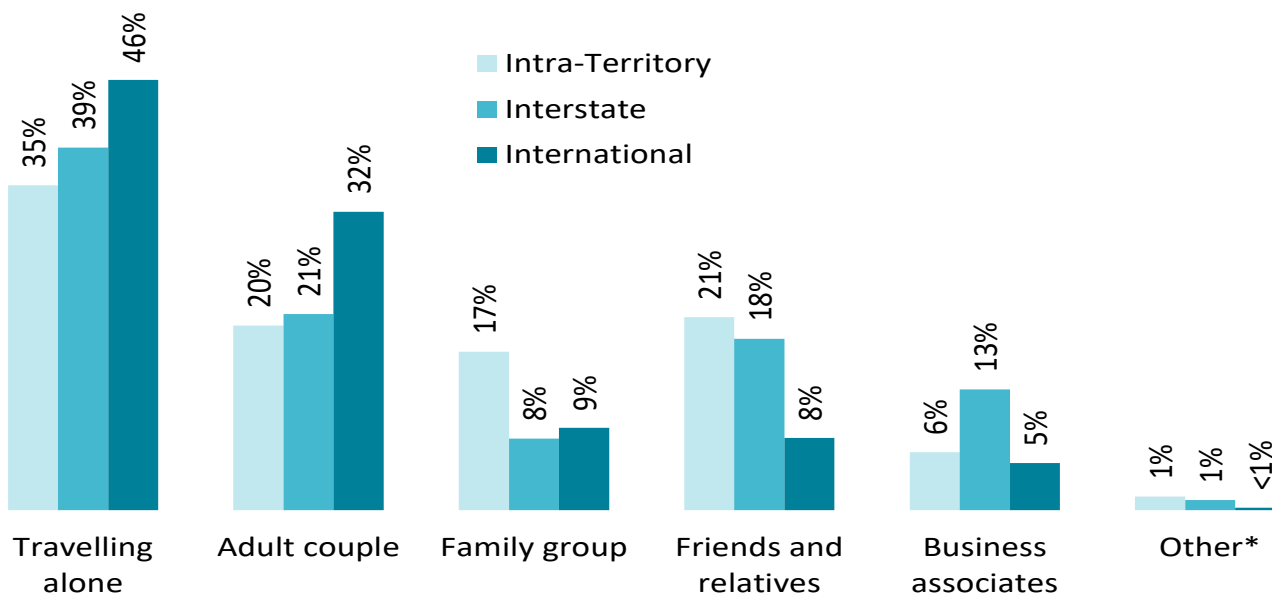


- March quarter
- June quarter
- September quarter
- December quarter

Greater Darwin Regional Report

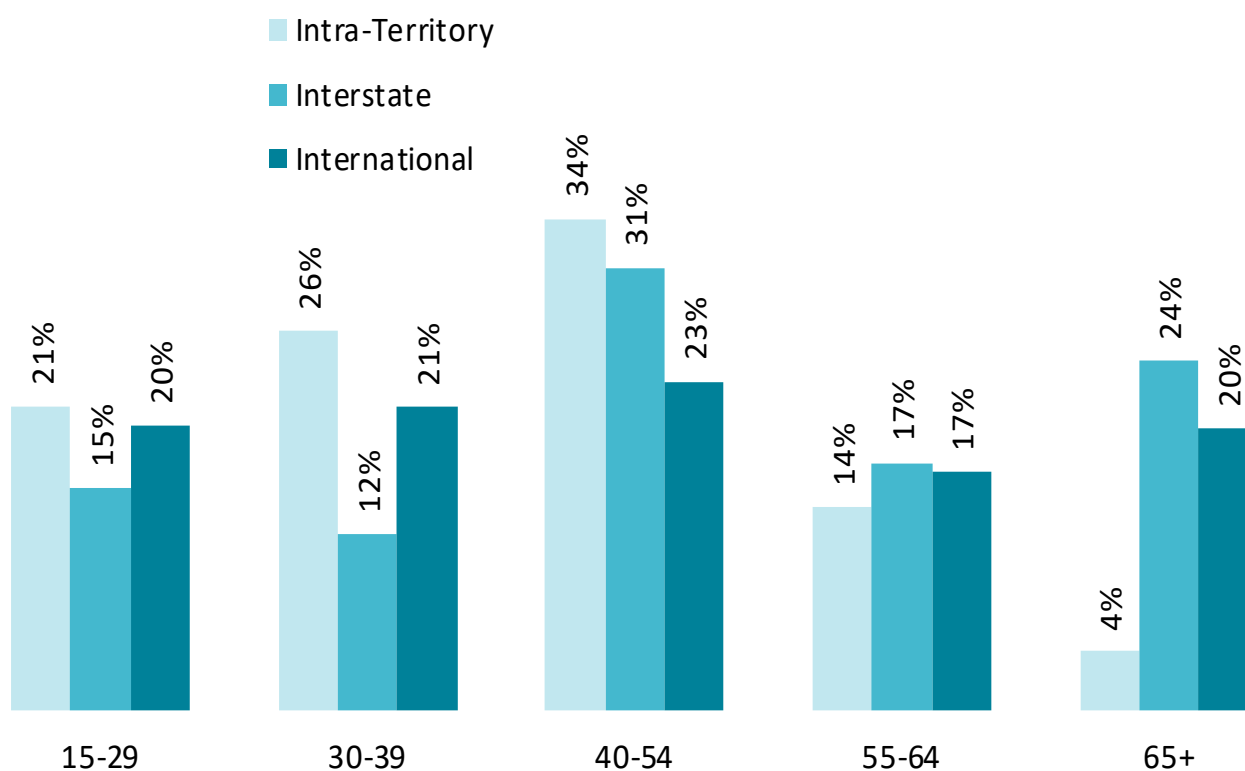
Year Ending December 2019

WHO are our visitors travelling with?



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

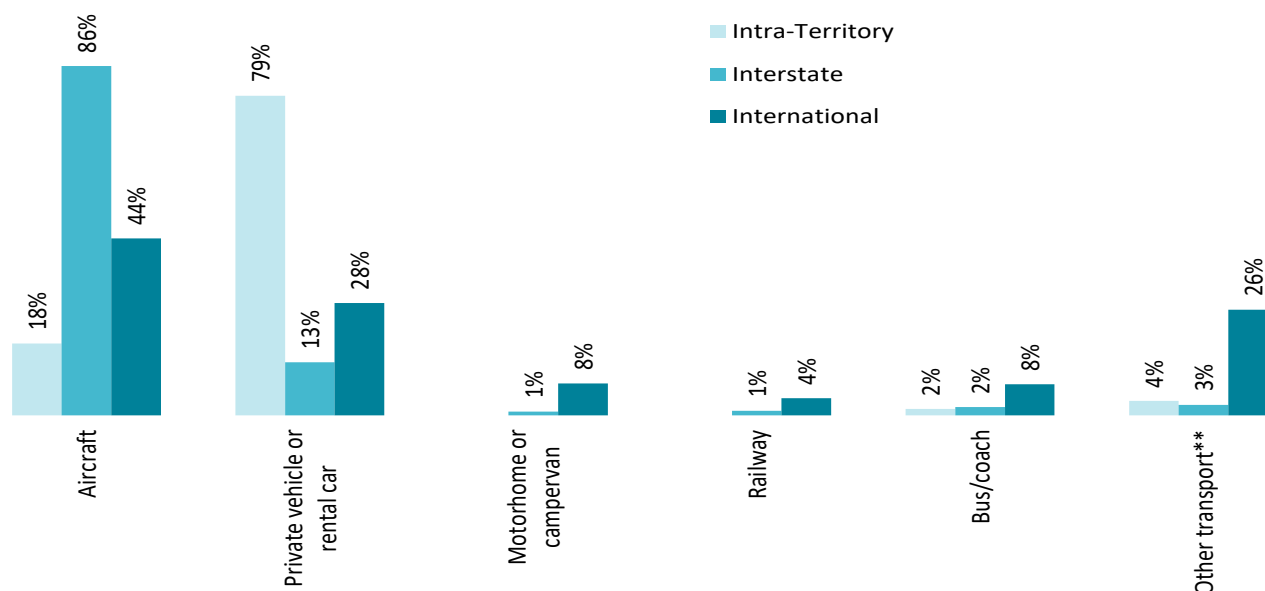
WHAT age are our visitors?



Greater Darwin Regional Report

Year Ending December 2019

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	Kakadu Arnhem	Katherine Daly	Barkly	Alice Springs MacDonnell	Lasseter
Intra-Territory	<1,000	8,000	2,000	<1,000	<1,000
Interstate	62,000	92,000	42,000	71,000	39,000
International	33,000	30,000	10,000	32,000	29,000

WHERE did they go in the Greater Darwin region?

Statistical Area Level	Annual visit (2 year average)	Proportion of region
Darwin City (SA2)	794,000	78%
Darwin Suburbs [SA2 group]	59,000	6%
Palmerston Suburbs [SA2 group]	37,000	4%
Howard Springs - Koolpinyah [SA2 group]	14,000	1%
Humpty Doo - Weddell [SA2 group]	25,000	2%
Outer Darwin (special region)	154,000	15%
Greater Darwin Total	1,018,000	-

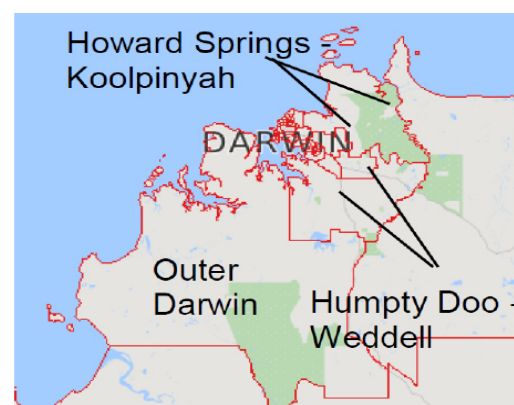


Image source: Australian Bureau of Statistics.

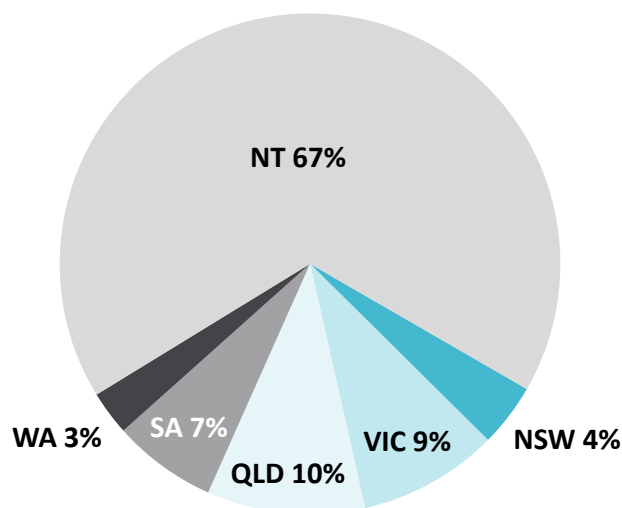
Greater Darwin Regional Report

Year Ending December 2019

The domestic leisure drive* market in focus

Domestic Leisure Drive	Intra-Territory	Interstate	Domestic
Visitors	148,000	72,000	220,000
Visitor nights	276,000	375,000	651,000
ALOS (nights)	1.9	5.2	3.0

Domestic Leisure Drive Source Market



Domestic leisure drive visitors accounted for approximately 25% (or 220,000 visitors) of all domestic visitors to the region.

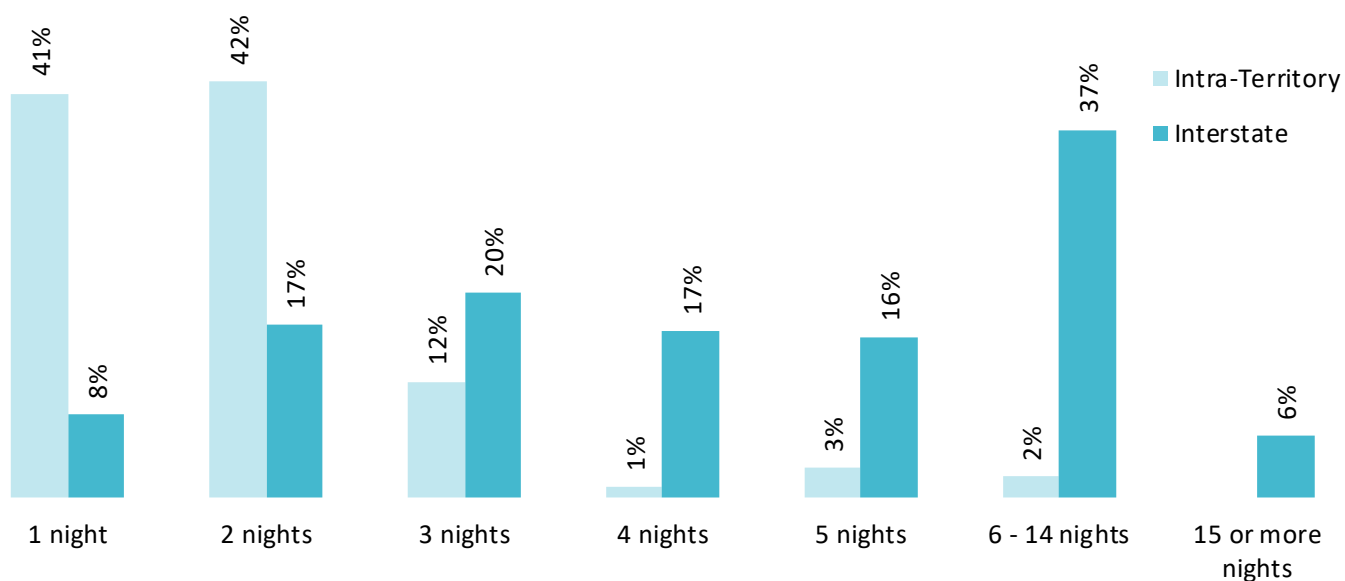
Domestic source markets

NT residents made up 67% of the domestic leisure drive market for Greater Darwin. This may reflect Darwin residents travelling to the Outer Darwin region on short trips, e.g. an overnight trip to Litchfield. Queensland is the largest interstate drive market making up 10% of visitors. They were closely followed by Victoria at 9%.

Length of stay

Approximately 78% (or 172,000) of domestic leisure drive visitors stayed for three nights or less. Influencing this result is the high proportion of Territorians travelling for two or fewer 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.

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

Greater Darwin Regional Report

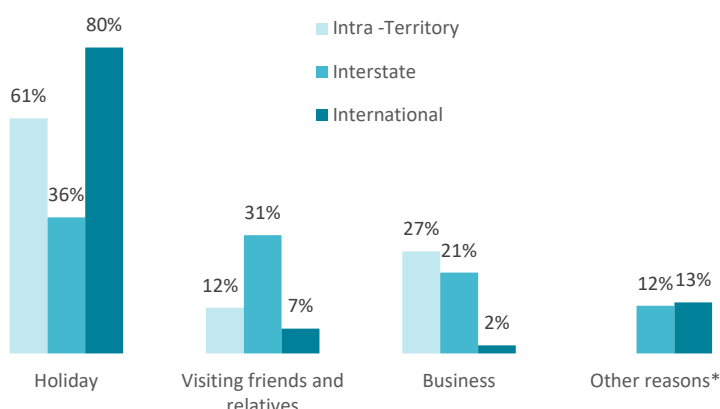
Year Ending December 2019

Youth visitation to the region

Youth	Intra-Territory	Interstate	Domestic	International	Total
Visitors	50,000	86,000	136,000	30,000	166,000
Visitor nights	164,000	539,000	703,000	517,000	1,220,000
ALOS (nights)	3.3	6.3	5.2	17.1	7.4

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.

Youth Purpose of Visit



The youth market contributes 16% of all visitors to the Greater Darwin region. They also contribute a significant number of nights in the region with 1.2 million nights or 21% of nights in the region.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up over half (52%) of the youth market, and Intra-Territory making up almost a third (30%). International youth make up 18% of the market, however they stay three times longer as domestic youth.

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

Visitors interested in Aboriginal cultural experiences/participation

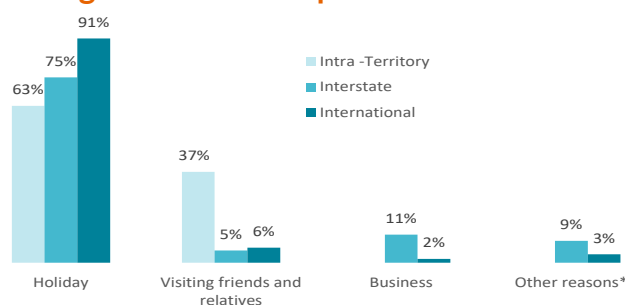
Aboriginal Culture	Intra-Territory	Interstate	Domestic	International	Total
Visitors	6,000	37,000	43,000	69,000	112,000
Visitor nights	17,000	215,000	232,000	720,000	952,000
ALOS (nights)	2.8	5.7	5.3	10.4	8.4

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 Greater Darwin region, with approximately one in ten (11%) 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, 91% of international visitors and 75% of interstate visitors who participated in Aboriginal cultural activities were on a holiday.

Aboriginal Culture Purpose of Visit



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

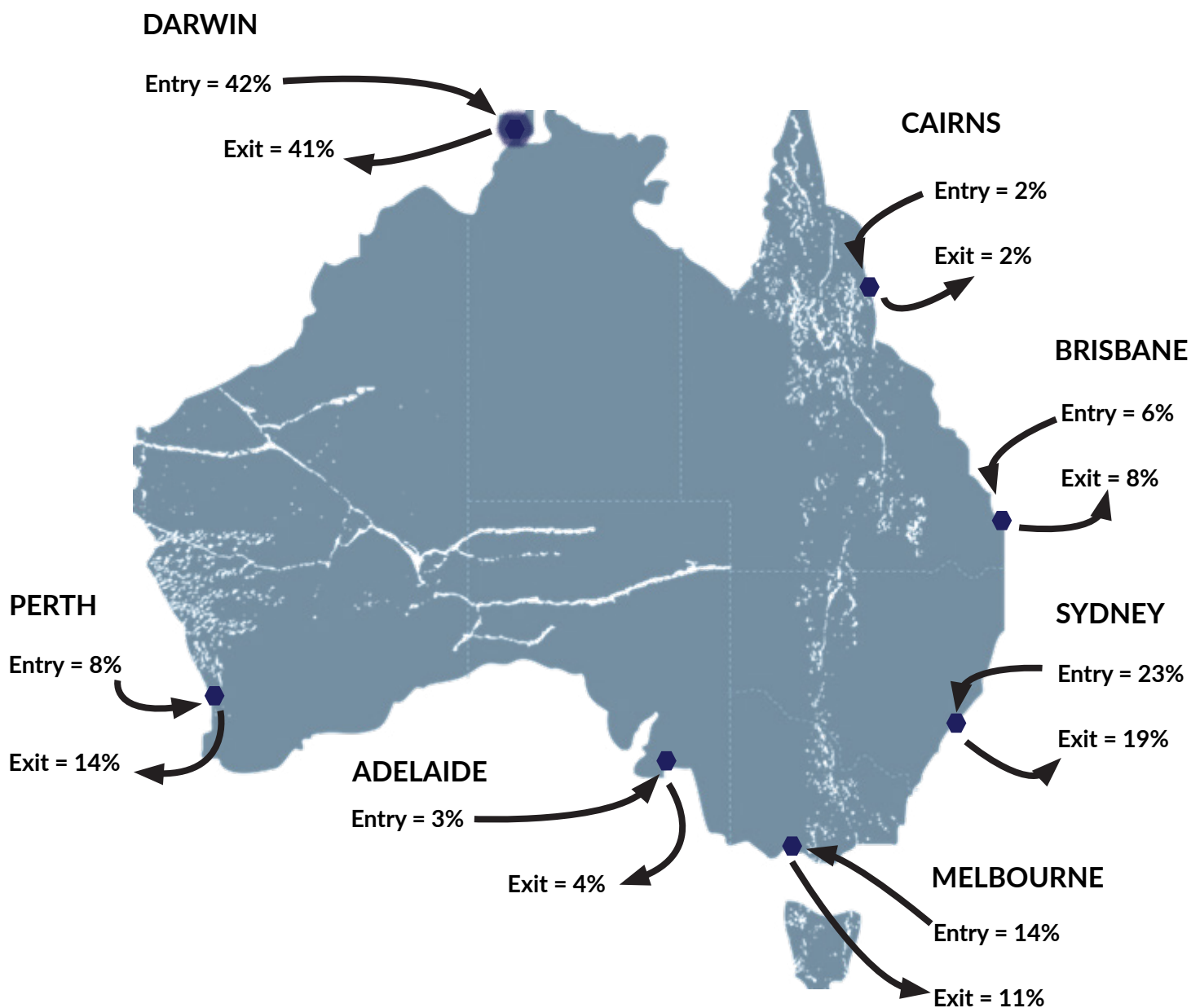
Greater Darwin Regional Report

Year Ending December 2019

HOW do internationals get here?

Approximately two fifths (42%) of international visitors to the Greater Darwin region arrived through Darwin with a similar proportion (44%) arriving via capital cities on the east coast.

Ports of Entry/Exit by International Visitors who Visited Greater Darwin Year Ending December 2019



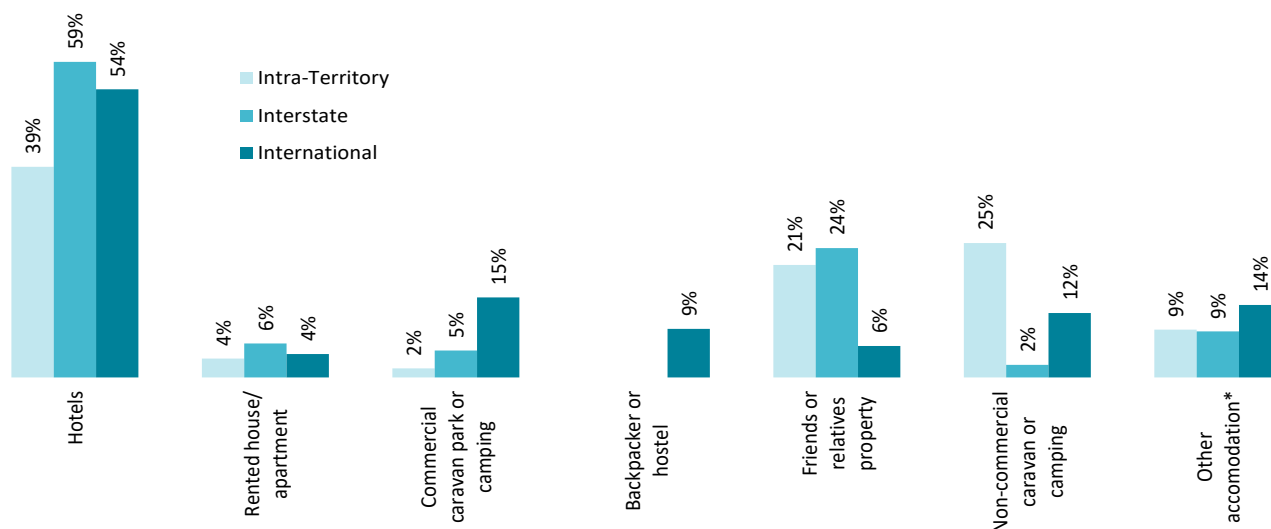
Note: Other ports of entry and exit, including the Gold Coast, accounted for less than 1%.

East coast ports are defined as Sydney, Melbourne and Brisbane. Percentages may not add up to 100% due to rounding.

Greater Darwin Regional Report

Year Ending December 2019

WHERE did they stay?



*Includes guest house/ bed & breakfast, 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 accommodation types.

WHAT activities did they do?

Beach



22%

Bushwalks



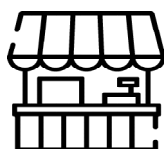
20%

Eat Out and Dining



73%

Markets



27%

Museum Art Galleries



22%

Pubs Clubs Disco



30%

Shopping



26%

Sightseeing



36%

Visit National Parks



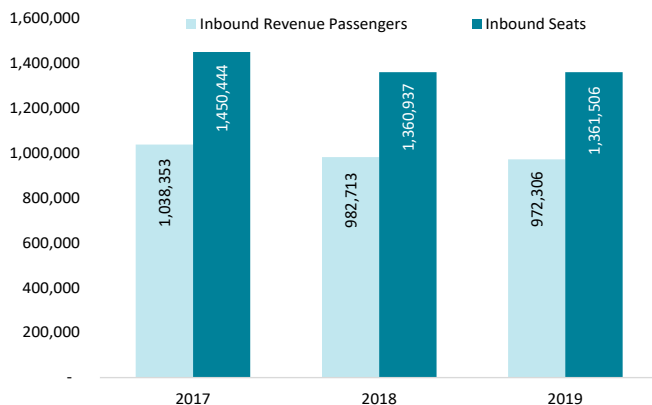
Note: Activities include both international and domestic overnight visitors. Activities reported for domestic visitors would have taken place in the NT, while activities for international visitors could have taken place anywhere within Australia (including the NT).

Greater Darwin Regional Report

Year Ending December 2019

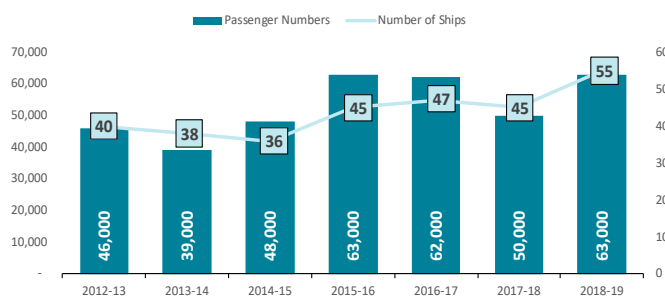
Industry sector news

Airport Traffic Data



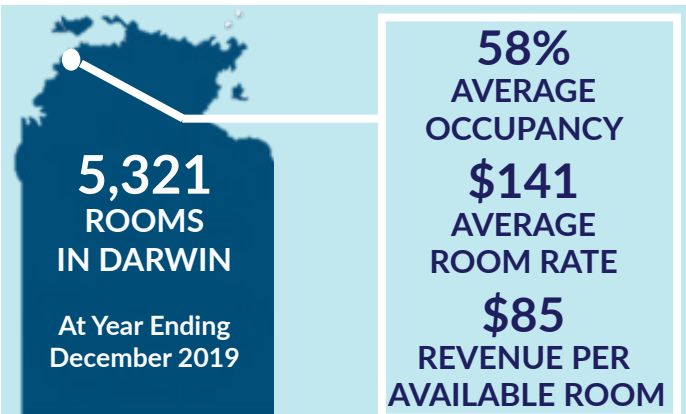
Source: Bureau of Infrastructure, Transport and Regional Economics.

Cruise Ships

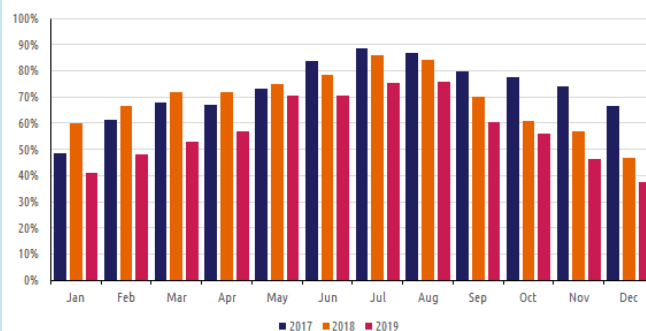


Source: Darwin Port Corporation, excludes expedition vessels.

Darwin Accommodation



DARWIN MONTHLY OCCUPANCY RATE



Source: STR Destination Accommodation Report Year Ending December 2019; Darwin hotel accommodation with 10+ rooms.

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.

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.

Year Ending December 2019	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	108	+/-21%	+/-40%
Interstate	263	+/-14%	+/-17%
International	962	+/-9%	+/-22%

Park Visitation

Year Ending December 2019	Visitors
Casuarina Coastal Reserve	1,104,000
Darwin Botanical Gardens	432,000
Litchfield National Park	321,000
Howard Springs Nature Park	133,000
Berry Springs Nature Park	128,000
Charles Darwin Nature Park	81,000
Territory Wildlife Park	60,000
Fogg Dam Conservation Reserve	50,000
Mary River National Park - Shady Camp	26,000

Source: NT Parks and Wildlife Commission.