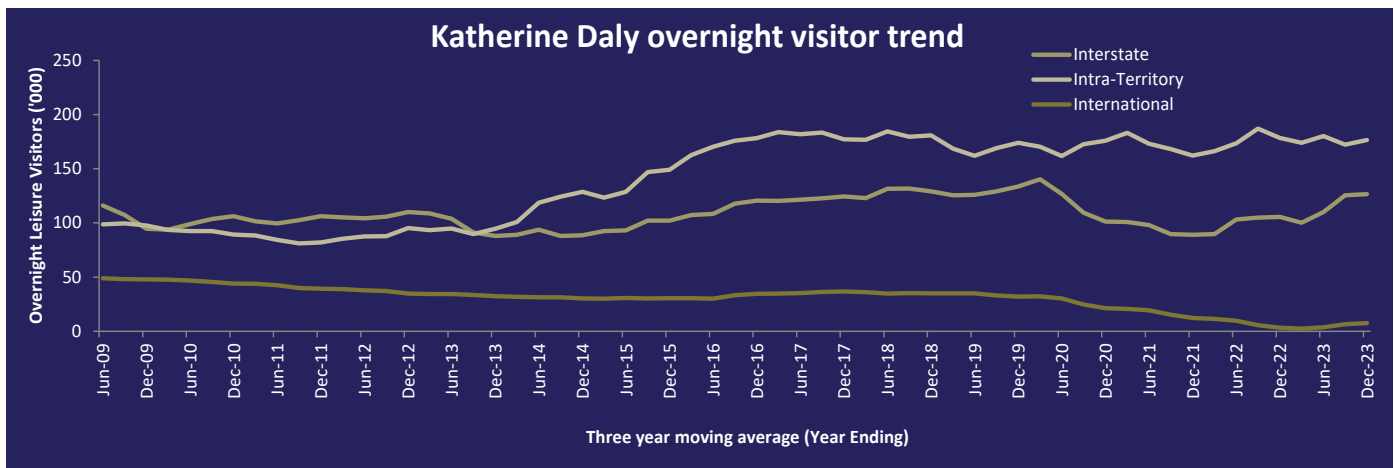


# Katherine Daly Regional Report

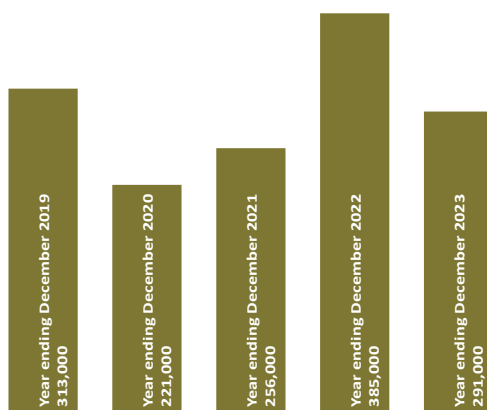
Year Ending December 2021-23 (3 year average)

## Visitor numbers in Katherine Daly

Overnight Visitation	Intra-Territory	Interstate	Domestic	International	Total
Visitors	177,000	126,000	303,000	8,000	311,000
Visitor nights	455,000	590,000	1,045,000	107,000	1,152,000
ALOS (average length of stay, nights)	2.6	4.7	3.4	14.0	3.7
Expenditure	-	-	\$256M	\$8M	\$264M
ASPT (average spend per trip)	-	-	\$845	\$1022	\$849



### Annual overnight visitor numbers to the region



### Region definition

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

#### What makes up the region:

Katherine, Daly Waters, Borroloola, Mataranka, Pine Creek and Wadeye.

#### 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 totals.



# Katherine Daly Regional Report

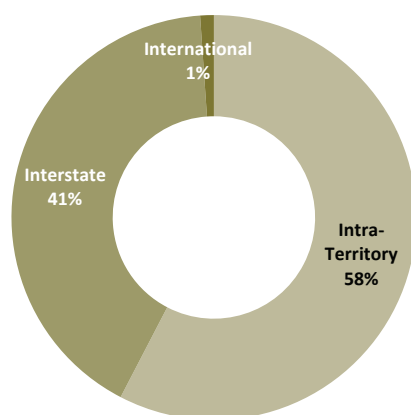
Year Ending December 2021-23 (3 year average)

## WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	76,000	94,000	170,000	6,000	176,000
Visiting friends and relatives	14,000	3,000	17,000	<1000	17,000
Business	81,000	23,000	104,000	<1000	104,000
Other reasons*	7,000	9,000	16,000	1,000	17,000

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

### Katherine Daly source markets



- Holiday visitation remains the primary purpose of visitation to the Katherine Daly region, with business being a close second.
- The largest visitor market is the intra-Territory visitor market for business purpose.
- Visitors from New South Wales are the main source market for interstate visitation, followed by visitation from Victoria and Western Australia.
- The largest international visitor market is New Zealand, followed by Germany 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.

### Top 3 international markets



New Zealand



Germany



Netherlands

State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	177,000	455,000	2.6
Interstate	127,000	590,000	4.7
New South Wales	37,000	143,000	3.8
Victoria	26,000	158,000	6.0
Western Australia	26,000	54,000	2.1
Queensland	23,000	162,000	7.1
South Australia	10,000	53,000	5.6
ACT	3,000	14,000	5.1
Tasmania	2,000	5,000	2.1

# Katherine Daly Regional Report

Year Ending December 2021-23 (3 year average)

## WHERE else did they go in the Territory?

- Visitors to the Katherine Daly region are most likely to disperse to the Greater Darwin region, with this destination being the most popular place to disperse for intra-Territory, interstate and international visitors alike.
- International visitors are also highly likely to disperse to Alice Springs MacDonnell and Kakadu Arnhem. Smaller numbers are dispersing to Lasseter and Barkly.
- Interstate visitors, similar to international visitors, are likely to disperse to Greater Darwin. Interstate visitors also visit the Kakadu Arnhem, Alice Springs MacDonnell and Barkly regions, with Lasseter being the destination least dispersed to.
- Intra-Territory visitors are not very likely to disperse outside of the Katherine Daly region, with less than 10% of intra-Territory visitors dispersing to any other region in the Territory.

### OVERNIGHT DISPERSAL TO GREATER DARWIN



INTRA-TERRITORY 6%  
INTERSTATE 80%  
INTERNATIONAL 90%

### OVERNIGHT DISPERSAL TO KAKADU ARNHEM



INTRA-TERRITORY 3%  
INTERSTATE 41%  
INTERNATIONAL 47%

### OVERNIGHT DISPERSAL TO BARKLY



INTRA-TERRITORY 2%  
INTERSTATE 16%  
INTERNATIONAL 30%

### OVERNIGHT DISPERSAL TO LASSETER



INTRA-TERRITORY <1%  
INTERSTATE 13%  
INTERNATIONAL 32%

### OVERNIGHT DISPERSAL TO ALICE SPRINGS MACDONNELL



INTRA-TERRITORY 1%  
INTERSTATE 19%  
INTERNATIONAL 49%



## WHERE did they go in the Katherine Daly region?

Statistical Area Level	Annual visit	Proportion of region
Katherine (SA2)	167,000	54%
Elsley (SA2)	70,000	22%
Daly - Thamarrurr [SA2 group]	55,000	18%
Gulf (SA2)	31,000	10%
Victoria River (SA2)	36,000	12%
<b>Katherine Daly Total</b>	<b>311,000</b>	-

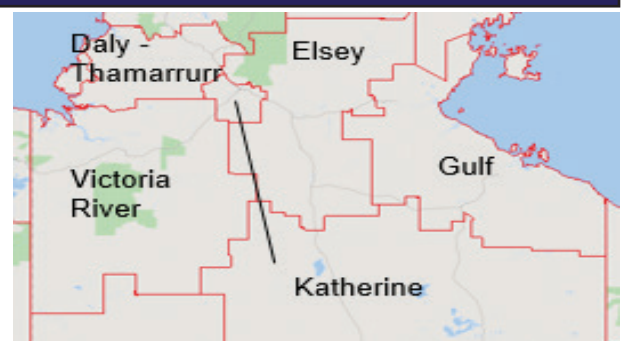
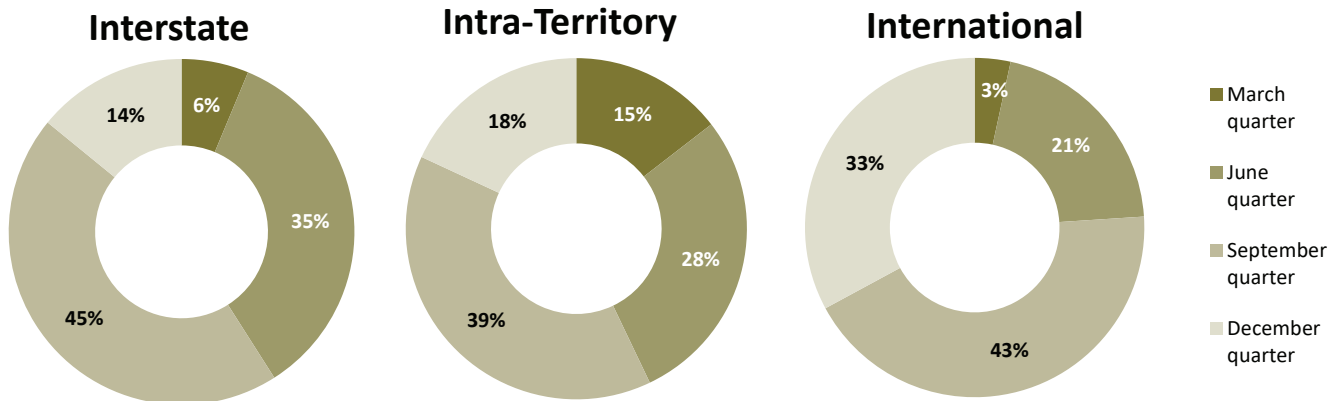


Image source: Australian Bureau of Statistics.

# Katherine Daly Regional Report

Year Ending December 2021-23 (3 year average)

## WHAT time of year do visitors come?



## WHAT activities did they do?

### Eat out and dining



32%

### Visit national parks



32%

### Bushwalks



29%

### Exercise and swimming



18%

### Pubs, clubs, disco



17%

### Sightseeing



16%

### Aboriginal art and culture



13%

### Fishing



11%

### Charter boat or cruise



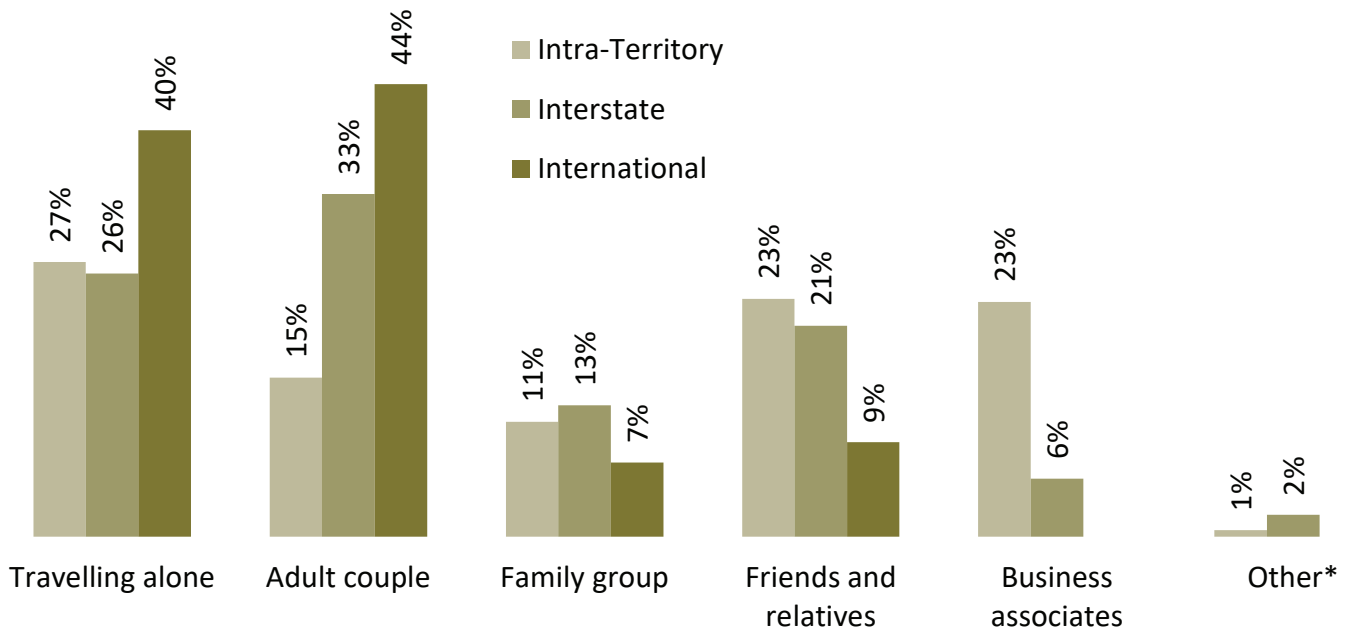
10%

*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).*

# Katherine Daly Regional Report

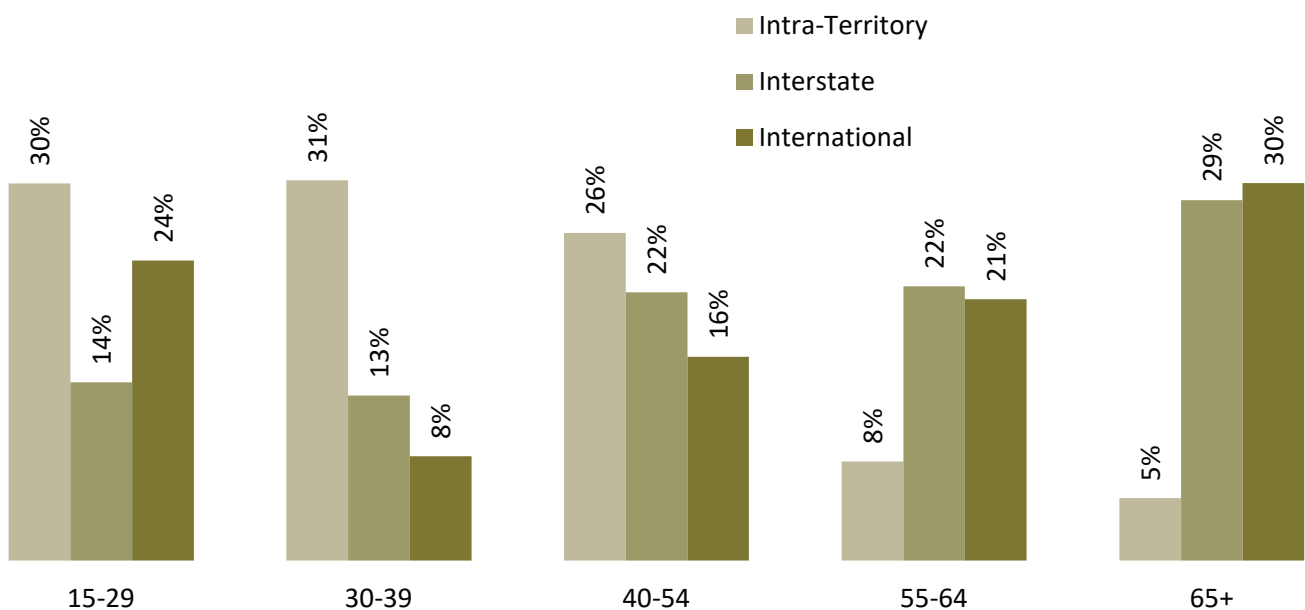
Year Ending December 2021-23 (3 year average)

## WHO are our visitors travelling with?



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

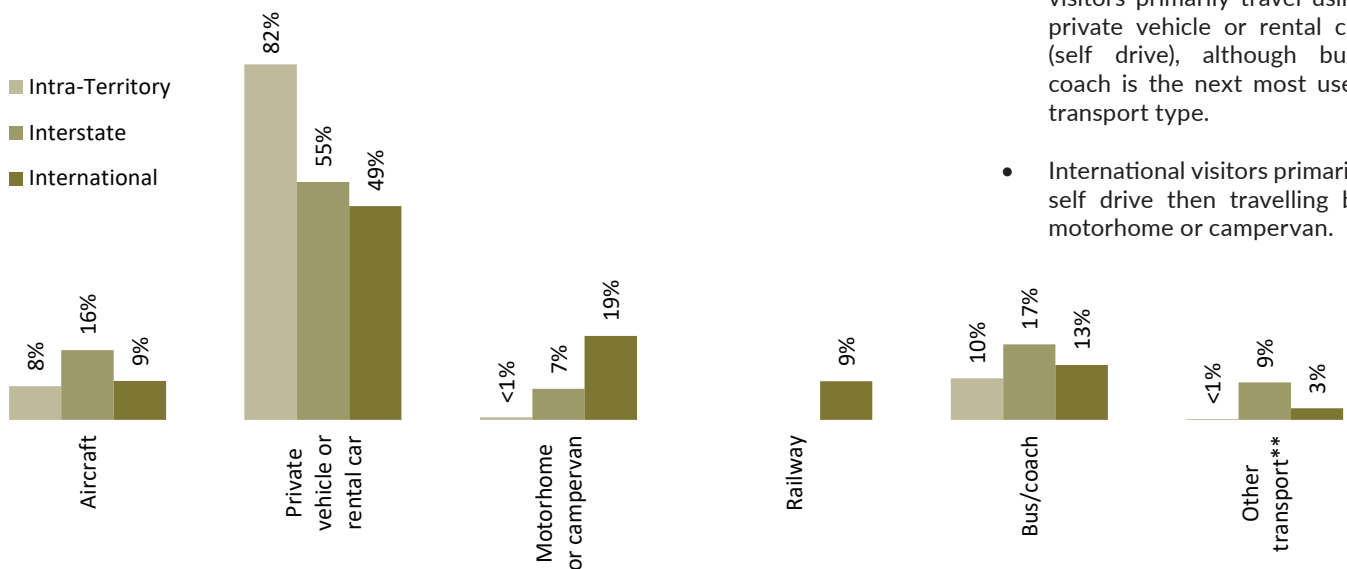
## WHAT age are our visitors?



# Katherine Daly Regional Report

Year Ending December 2021-23 (3 year average)

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

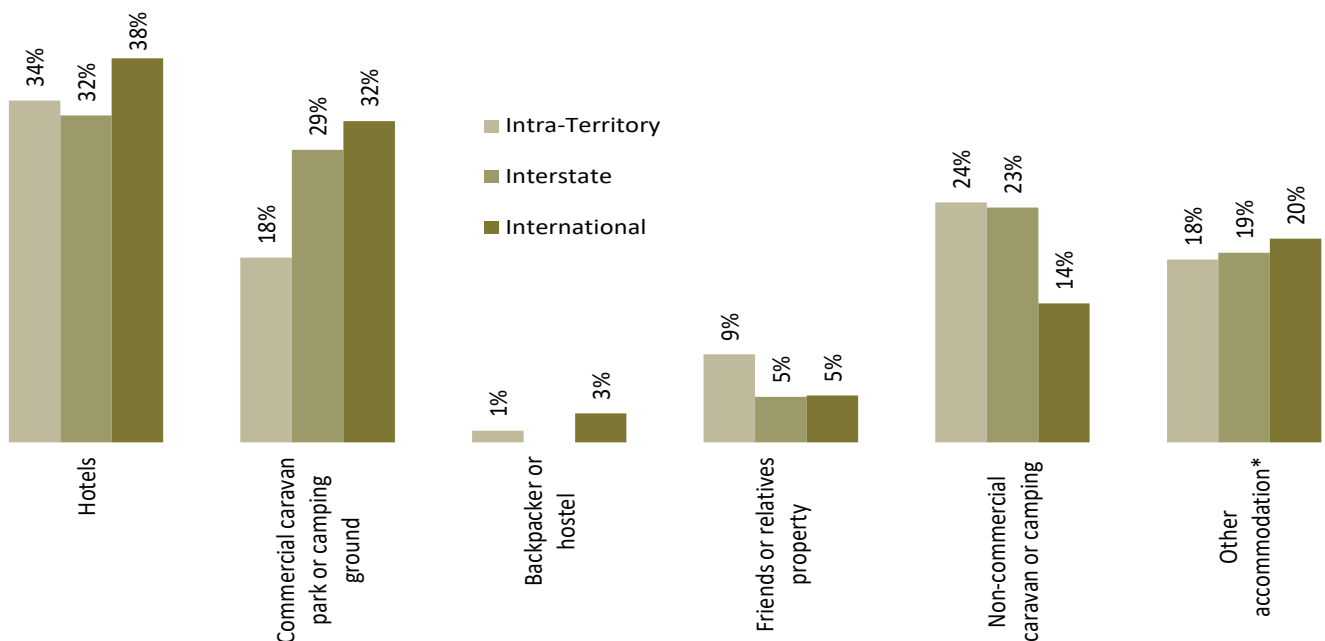


- Intra-Territory and interstate visitors primarily travel using private vehicle or rental car (self drive), although bus/coach is the next most used transport type.
- International visitors primarily self drive then travelling by motorhome or campervan.

\*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.

# Katherine Daly Regional Report

Year Ending December 2021-23 (3 year average)

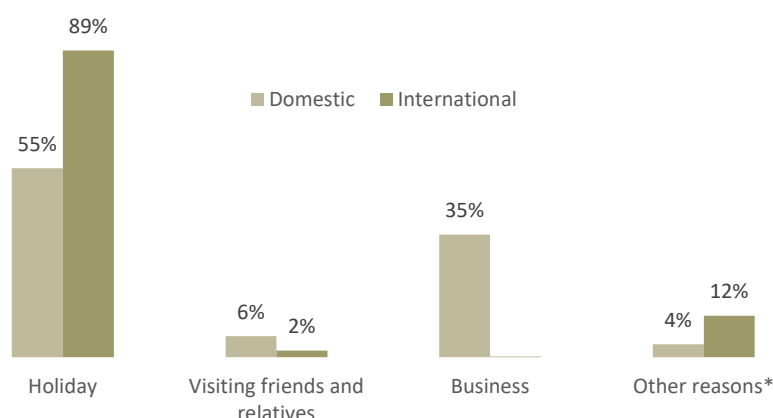
## Youth visitation to the region

Youth (5 year average)	Domestic	International	Total
Visitors	62,000	3,000	65,000
Visitor nights	181,000	79,000	260,000
ALOS (nights)	2.9	23.9	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 21% of all visitors to the Katherine Daly region. They contribute a significant number of nights in the region, with 260,000 or 22% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with 95% of the youth market. International youth make up the remaining 5% of the market.

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

## Visitors interested in Aboriginal cultural experiences/participation

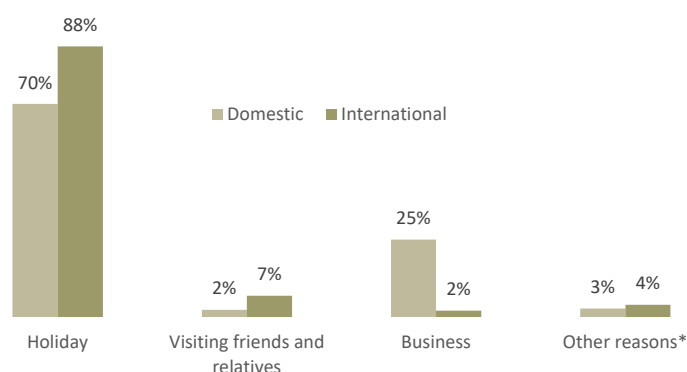
Aboriginal culture	Domestic	International	Total
Visitors	36,000	5,000	41,000
Visitor nights	155,000	53,000	208,000
ALOS (nights)	4.3	11.0	5.1

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 13% of visitors who participated in Aboriginal cultural experiences while visiting the Katherine Daly region.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 88% of international visitors and 70% 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

# Katherine Daly Regional Report

Year Ending December 2021-23 (3 year average)

## The domestic leisure drive\* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	89,000	61,000	150,000
Visitor nights	180,000	254,000	434,000
ALOS (nights)	2.0	4.2	2.9

Just over half (51%) of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 150,000 visitors per year.

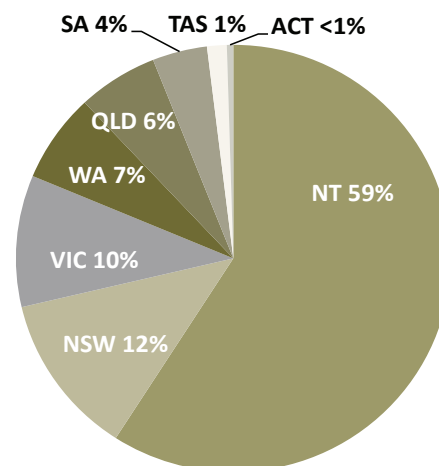
### Domestic source markets

NT residents made up 59% of the domestic leisure drive market to the region. Visitors from Victoria, South Australia and Queensland contributed a combined 29%.

### Length of stay

Approximately 80% of the domestic leisure drive market stayed for three or less nights.

## Domestic leisure drive source market



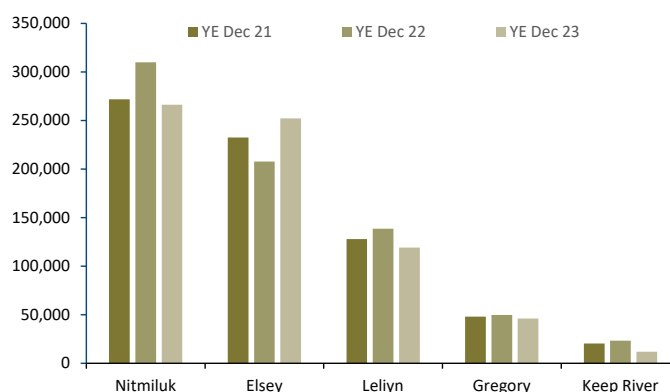
\*Domestic leisure drive is defined as domestic visitors who travelled for the purpose of a holiday or visiting friends and relatives that also used drive transportation in the region.

## Other regional tourism indicators

### Park visitation

Year Ending December 2023	Visitors
Nitmiluk National Park	266,000
Eley National Park	252,000
Leliyn (Edith Falls)	119,000
Gregory National Park	46,000
Keep River National Park	12,000

Source: NT Parks and Wildlife Commission.



### Sample sizes and confidence intervals

Year Ending December 2021-23	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	209	+/-15%	+/-28%
Interstate	119	+/-17%	+/-24%
International	630	+/-20%	+/-45%

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.