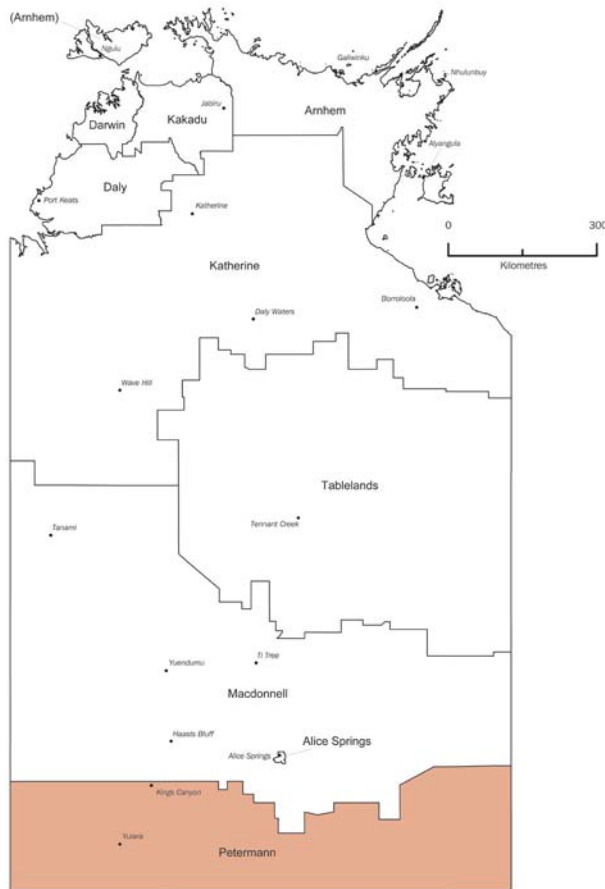


# Regional Tourism Profiles 2008/09

## Northern Territory

### Petermann region



In 2008/09:

- \$286 million was spent by visitors in the region – 67% was by international visitors
- A total of 360,000 visitors went to the region – 52% were international visitors
- 946,000 nights were spent in the region – 51% were by domestic overnight visitors

In June 2007, there were less than 10 tourism-related businesses in the region, all were non-employing businesses.

### Petermann region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	np	22	-	-	np	-
Domestic overnight	np	150	485	3	np	np
International	192	188	461	2	1 023	417



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

## Visitors to Petermann region

Domestic overnight		International								
	Visitors '000	Nights '000	Share of visits %	Share of nights %	Average stay Nights	Visitors '000	Nights '000	Share of visits %	Share of nights %	Average stay Nights
<b>Top SLA visited*</b>										
Petermann-Simpson	150	485	100	100	3.2	188	461	100	100	2.5
<b>Purpose of visit</b>										
Holiday	92	273	61	56	3.0	186	440	99	95	2.4
Visiting friends/relatives	4	np	2	np	np	np	np	np	np	np
Business	36	146	24	30	4.1	np	np	np	np	np
Other	19	np	13	np	np	np	np	np	np	np
<b>Top 3 accommodation</b>										
Caravan or camping	45	194	30	40	4.3	118	238	63	51	2.0
Hotel, motel, serviced apartment	73	167	48	34	2.3	60	148	32	32	2.5
Rented house, apartment, flat or unit	np	np	np	np	np	np	np	np	np	np
<b>Transport</b>										
Air	36	103	24	21	2.9	91	206	48	45	2.3
Drive	71	264	47	55	3.7	38	110	20	24	2.9
Other	np	np	np	np	np	71	146	38	32	2.0
<b>Experiences</b>										
Culture and heritage	48	-	32	-	-	171	-	91	-	-
Nature based	83	-	55	-	-	186	-	99	-	-
Indigenous	34	-	23	-	-	156	-	83	-	-
Food and wine	79	-	52	-	-	179	-	95	-	-
<b>Top 3 information sources</b>										
Internet	62	188	41	39	3.0	111	271	59	59	2.4
Previous visit	np	np	np	np	np	79	176	42	38	2.2
Friends or relatives	np	np	np	np	np	72	152	38	33	2.1
<b>Top 3 visitor origins</b>										
NSW	38	103	25	21	2.7	37	94	20	20	2.5
Vic	np	np	np	np	np	26	42	14	9	1.6
NT	35	134	23	28	3.9	25	62	13	13	2.5
<b>Lifecycle groups</b>										
Young/midlife single	np	np	np	np	np	63	162	33	35	2.6
Young/midlife couple, no kids	np	np	np	np	np	42	104	22	23	2.5
Parent	55	196	37	40	3.6	19	42	10	9	2.2
Older working	22	69	14	14	3.2	64	139	34	30	2.2
Older non-working	39	135	26	28	3.4					
<b>Total domestic overnight</b>	<b>150</b>	<b>485</b>	<b>100</b>	<b>100</b>	<b>3.2</b>	<b>188</b>	<b>461</b>	<b>100</b>	<b>100</b>	<b>2.5</b>
<b>Total all visitors (including day visitors)</b>	<b>360</b>	<b>946</b>	<b>100</b>	<b>100</b>	<b>2.6</b>					

# Regional expenditure

## International

### Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ \$ million	Share of AFB \$ %	AFB share of region \$ %
192	47	1	24

### Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses  (includes owner/ manager)	Total businesses
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)				
Tourism Characteristic Industries	0	0	0	0	0	3	3	
Tourism Connected Industries	0	0	0	0	0	0	0	
Total Tourism Characteristic and Connected Industries	0	0	0	0	0	3	3	

#### Key

np Not published due to reliability concerns.

\*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 – Glossary* at [www.ret.gov.au/tra](http://www.ret.gov.au/tra).

Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

#### Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

#### Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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Image: Rainbow Valley, Northern Territory  
Courtesy of Tourism Australia/Tourism NT

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