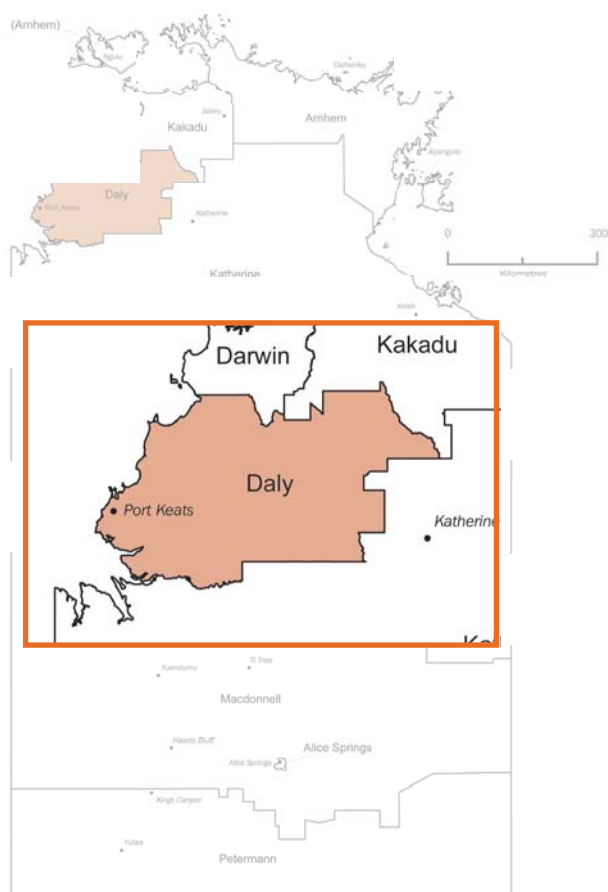


Regional Tourism Profiles 2008/09

Northern Territory

Daly region



In 2008/09:

- \$27 million was spent by visitors in the region – 71% was by domestic overnight visitors
- A total of 150,000 visitors went to the region – 59% were domestic day visitors
- 234,000 nights were spent in the region – 81% were by domestic overnight visitors

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

- 50% were non-employed businesses
- 50% were small businesses

Daly region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	np	89	-	-	np	-
Domestic overnight	np	52	190	4	np	np
International	np	9	44	5	np	np



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large				
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)				
Tourism Characteristic Industries	0	0	0	0	0	0	0	
Tourism Connected Industries	0	3	0	0	3	3	6	
Total Tourism Characteristic and Connected Industries	0	3	0	0	3	3	6	

Key

np Not published due to reliability concerns.

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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