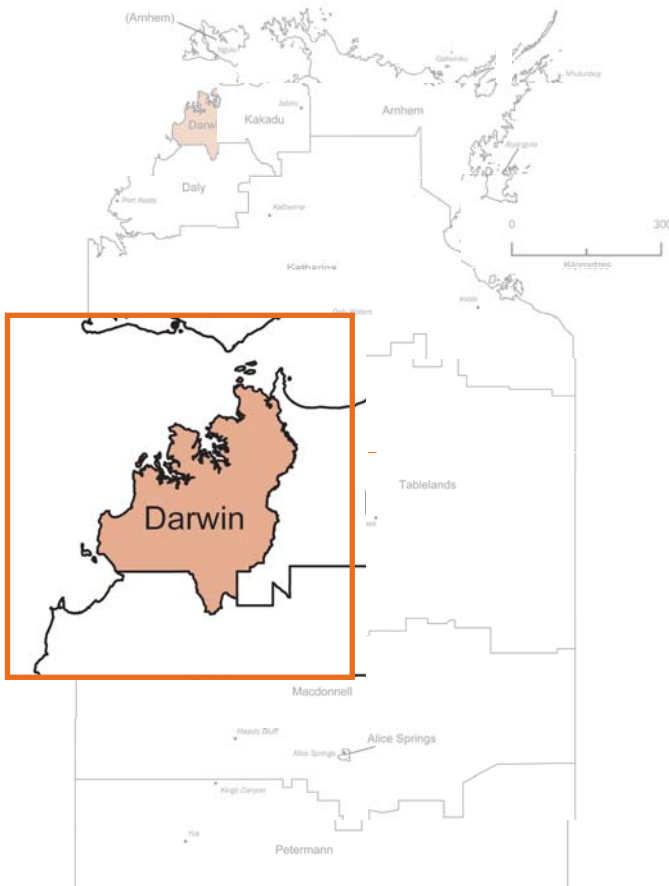


Regional Tourism Profiles 2008/09

Northern Territory

Darwin region



In 2008/09:

- \$916 million was spent by visitors in the region – 75% was by domestic overnight visitors
- A total of 1.4 million visitors went to the region – 44% were domestic overnight visitors
- 4.7 million nights were spent in the region – 67% were by domestic overnight visitors

In June 2007, there were more than 2,700 tourism-related businesses in the region:

- 54% were non-employing businesses
- 39% were micro or small businesses

Darwin summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	83	592	-	-	141	-
Domestic overnight	689	600	3 166	5	1 148	218
International	144	165	1 550	9	868	93



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Visitors to Darwin

Domestic overnight		International			
	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights
Top 3 SLAs visited*					
City - Inner	494	2 586	82	82	5.2
Cox-Finiss	37	74	6	2	2.0
Coomalie (CGC)	24	42	4	1	1.8
Purpose of visit					
Holiday	283	1 406	47	44	5.0
Visiting friends/relatives	98	799	16	25	8.1
Business	176	744	29	23	4.2
Other	43	217	7	7	5.1
Top 3 accommodation					
Hotel, motel, serviced apartment	314	1 287	52	41	4.1
Property of friends/relatives	162	1 165	27	37	7.2
Caravan or camping	62	330	10	10	5.3
Transport					
Air	412	2 218	69	70	5.4
Drive	171	691	29	22	4.0
Other	32	124	5	4	3.9
Experiences					
Culture and heritage	150	-	25	-	-
Nature based	166	-	28	-	-
Indigenous	np	-	np	-	-
Food and wine	352	-	59	-	-
Top 3 information sources					
Internet	301	1 633	50	52	5.4
Friends or relatives	83	480	14	15	5.8
Previous visit	64	336	11	11	5.3
Top 3 visitor origins					
NT	154	437	26	14	2.8
NSW	115	576	19	18	5.0
Vic	115	660	19	21	5.8
Lifecycle groups					
Young/midlife single	100	571	17	18	5.7
Young/midlife couple, no kids	63	243	11	8	3.8
Parent	192	724	32	23	3.8
Older working	125	677	21	21	5.4
Older non-working	118	944	20	30	8.0
Total domestic overnight	600	3 166	100	100	5.3
Total all visitors (including day visitors)	1 357	4 716	100	100	3.5
International					
	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights
Top 3 SLAs visited*					
City - Inner	160	1 418	99	91	8.9
Cox-Finiss	10	27	6	2	2.8
Coomalie (CGC)	5	22	3	1	4.8
Purpose of visit					
Holiday	129	832	78	54	6.5
Visiting friends/relatives	6	106	4	7	16.8
Business	16	120	9	8	7.7
Education	3	251	2	16	81.9
Other	10	241	6	16	23.8
Top 3 accommodation					
Hotel, motel, serviced apartment	82	327	51	21	4.0
Rented house, apartment, flat or unit	4	292	3	19	67.9
Property of friends/relatives	10	150	6	10	15.6
Transport					
Air	76	553	47	36	7.3
Drive	45	485	28	31	10.8
Other	71	513	44	33	7.3
Experiences					
Culture and heritage	129	-	80	-	-
Nature based	140	-	87	-	-
Indigenous	107	-	66	-	-
Food and wine	150	-	93	-	-
Top 3 information sources					
Internet	82	727	51	47	8.9
Travel agent	53	402	33	26	7.5
Travel book or guide	50	296	31	19	5.9
Top 3 visitor origins					
UK	24	205	15	13	8.5
Germany	20	126	13	8	6.1
Other Europe	17	164	11	11	9.4
Lifecycle groups					
Young/midlife single	62	858	38	55	13.8
Young/midlife couple, no kids	27	197	17	13	7.2
Parent	29	261	18	17	9.0
Older	43	234	27	15	5.4
Total international	162	1 550	100	100	9.6

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
19	19	21	22	1	2	83

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	32	47	344	92
Visiting friends/relatives	np	np	np	np
Business	np	np	np	np
Other	np	np	np	np

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
155	164	151	48	31	64	26	12	2	689

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	282	57	283	1 406	998	201	5
Visiting friends and relatives	58	12	98	799	589	73	8
Business	123	25	176	744	701	166	4
Other	np	np	np	np	np	np	np

Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	91	18	154	437	593	209	3
Interstate	406	82	446	2 729	912	149	6
Total expenditure	498	100	600	3 166	830	157	5

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
144	72	1	50

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

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	156	105	57	6	324	405	729	
Tourism Connected Industries	435	369	150	3	957	1 080	2 037	
Total Tourism Characteristic and Connected Industries	591	474	207	9	1 281	1 485	2 766	

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. 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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