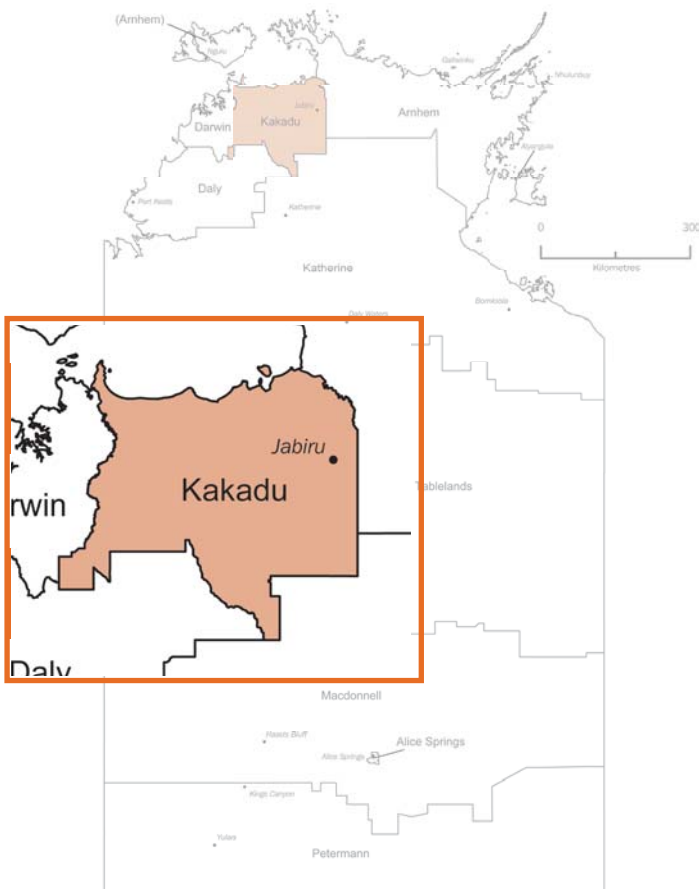


# Regional Tourism Profiles 2008/09

## Northern Territory

### Kakadu region



In 2008/09:

- \$108 million was spent by visitors in the region – 87% was by domestic overnight visitors
- A total of 229,000 visitors went to the region – 54% were domestic overnight visitors
- 526,000 nights were spent in the region – 71% were by domestic overnight visitors

In June 2007, there were around 30 tourism-related businesses in the region:

- 30% were non-employing businesses
- 50% were medium businesses

### Kakadu summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	np	46	-	-	np	-
Domestic overnight	np	124	373	3	np	np
International	np	59	153	3	np	np



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

## Visitors to Kakadu

Domestic overnight		International								
	Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights	'000	'000	%	%	Nights
<b>Top 2 SLAs visited*</b>										
South Alligator Jabiru (T)	106 22	262 101	85 18	70 27	2.5 4.5	53 7	116 37	91 11	76 24	2.2 5.6
<b>Purpose of visit</b>										
Holiday	77	232	62	62	3.0	57	124	98	81	2.2
Visiting friends/relatives	8	np	6	np	np	np	np	np	np	np
Business	26	np	21	np	np	np	np	np	np	np
Other	13	np	11	np	np	np	np	np	np	np
<b>Top 3 accommodation</b>										
Caravan or camping	46	171	37	46	3.7	30	72	52	47	2.4
Hotel, motel, serviced apartment	52	70	42	19	1.4	26	71	44	47	2.7
Rented house, apartment, flat or unit	np	np	np	np	np	np	np	np	np	np
<b>Transport</b>										
Air	np	np	np	np	np	np	np	np	np	np
Drive	70	265	56	71	3.8	26	88	44	57	3.4
Other	np	np	np	np	np	31	59	52	38	1.9
<b>Experiences</b>										
Culture and heritage	30	-	24	-	-	55	-	94	-	-
Nature based	70	-	56	-	-	58	-	98	-	-
Indigenous	np	-	np	-	-	51	-	88	-	-
Food and wine	33	-	27	-	-	56	-	95	-	-
<b>Top 3 information sources</b>										
Internet	57	187	46	50	3.3	35	101	59	66	2.9
Travel book or brochure	np	np	np	np	np	26	56	44	37	2.2
Friends or relatives	np	np	np	np	np	25	53	43	34	2.1
<b>Top 3 visitor origins</b>										
NT	45	113	36	30	2.5	12	23	20	15	2.0
Vic	np	np	np	np	np	9	18	16	11	1.9
NSW	np	np	np	np	np	7	39	12	25	5.4
<b>Lifecycle groups</b>										
Young/midlife single	np	np	np	np	np	19	45	32	30	2.4
Young/midlife couple, no kids	np	np	np	np	np	13	30	22	20	2.3
Parent	np	np	np	np	np	9	44	15	29	5.1
Older working	42	119	33	32	2.9	18	33	31	22	1.8
Older non-working	32	126	26	34	3.9					
<b>Total domestic overnight</b>	<b>124</b>	<b>373</b>	<b>100</b>	<b>100</b>	<b>3.0</b>	<b>59</b>	<b>153</b>	<b>100</b>	<b>100</b>	<b>2.6</b>
<b>Total all visitors (including day visitors)</b>	<b>229</b>	<b>526</b>	<b>100</b>	<b>100</b>	<b>2.3</b>					

## 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	3	3	0	6	9	15	
Tourism Connected Industries	0	3	12	0	15	0	15	
Total Tourism Characteristic and Connected Industries	0	6	15	0	21	9	30	

### 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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