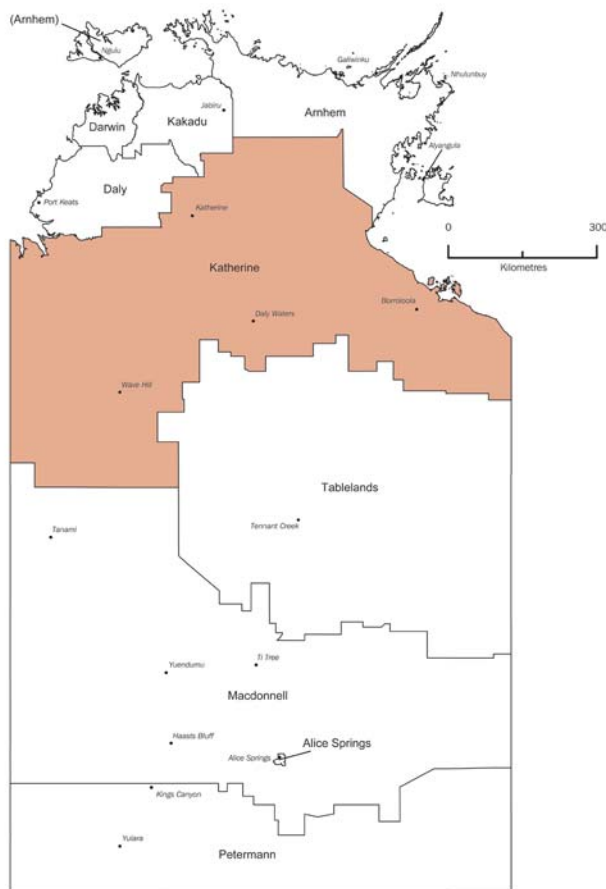


Regional Tourism Profiles 2008/09

Northern Territory

Katherine region



In 2008/09:

- \$113 million was spent by visitors in the region – 74% was by domestic overnight visitors
- A total of 293,000 visitors went to the region – 56% were domestic overnight visitors
- 672,000 nights were spent in the region – 76% were by domestic overnight visitors

In June 2007, there were more than 200 tourism-related businesses in the region:

- 39% were non-employing businesses
- 56% were micro or small businesses

Katherine region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	np	80	-	-	np	-
Domestic overnight	np	164	508	3	np	np
International	np	49	164	3	np	np



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Visitors to Katherine

Domestic overnight		International			
Visitors	Nights	Share of visits	Share of nights	Average stay	
'000	'000	%	%	Nights	
Top 3 SLAs visited*					
Katherine (T)	125	291	76	57	2.3
Mataranka (CGC)	28	58	17	11	2.1
Nyiranggulgung Mardruk Ngadberre (CGC)	np	np	np	np	np
Purpose of visit					
Holiday	89	221	54	43	2.5
Visiting friends/relatives	14	np	9	np	np
Business	38	68	23	13	1.8
Other	24	np	14	np	np
Top 3 accommodation					
Caravan or camping	59	161	36	32	2.7
Hotel, motel, serviced apartment	60	90	36	18	1.5
Property of friends or relatives	np	np	np	np	np
Transport					
Air	np	np	np	np	np
Drive	108	297	66	58	2.8
Other	np	np	np	np	np
Experiences					
Culture and heritage	np	-	np	-	-
Nature based	50	-	30	-	-
Indigenous	np	-	np	-	-
Food and wine	40	-	24	-	-
Top 3 information sources					
Internet	64	202	39	40	3.2
Travel book or brochure	np	np	np	np	np
Previous visit	33	163	20	32	4.9
Top 3 visitor origins					
NT	74	168	45	33	2.3
NSW	np	np	np	np	np
Old	np	np	np	np	np
Lifecycle groups					
Young/midlife single	np	np	np	np	np
Young/midlife couple, no kids	24	53	15	10	2.2
Parent	41	95	25	19	2.3
Older working	42	84	25	17	2.0
Older non-working	47	227	29	45	4.8
Total domestic overnight	164	508	100	100	3.1
Total all visitors (including day visitors)	293	672	100	100	2.3
International					
Katherine (T)	40	94	82	58	2.4
Nyiranggulgung Mardruk Ngadberre (CGC)	6	10	13	6	1.6
Mataranka (CGC)	5	18	11	11	3.4
Purpose of visit					
Holiday	48	139	98	85	2.9
Visiting friends/relatives	np	np	np	np	np
Business	np	np	np	np	np
Education	np	np	np	np	np
Other	np	np	np	np	np
Top 3 accommodation					
Caravan or camping	25	68	51	41	2.7
Property of friends or relatives	np	np	np	np	np
Hotel, motel, serviced apartment	18	23	36	14	1.3
Transport					
Air	np	np	np	np	np
Drive	29	102	59	62	3.5
Other	20	56	40	34	2.8
Experiences					
Culture and heritage	45	-	93	-	-
Nature based	48	-	99	-	-
Indigenous	40	-	82	-	-
Food and wine	48	-	97	-	-
Top 3 information sources					
Internet	30	82	61	50	2.7
Travel book or guide	21	48	42	29	2.3
Travel agent	17	36	35	22	2.1
Top 3 visitor origins					
Germany	11	22	23	13	1.9
Other Europe	7	11	15	7	1.5
UK	7	13	14	8	1.9
Lifecycle groups					
Young/midlife single	17	71	34	44	4.2
Young/midlife couple, no kids	9	25	19	15	2.7
Parent	7	22	14	13	3.2
Older	16	45	33	28	2.8
Total international	49	164	100	100	3.3

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	12	15	3	0	30	33	63	
Tourism Connected Industries	84	45	12	0	141	75	216	
Total Tourism Characteristic and Connected Industries	96	60	15	0	171	108	279	

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

Publication date: February 2010