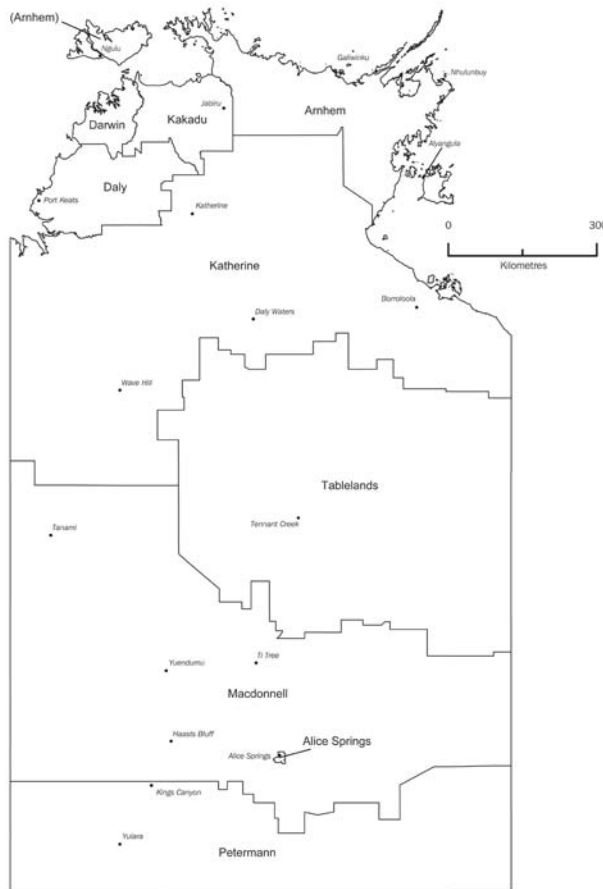


# Regional Tourism Profiles 2008/09

## Northern Territory

### State summary



In 2008/09:

- \$1.9 billion was spent by visitors in the Territory – 68% was by domestic overnight visitors
- A total of 2.4 million visitors went to the Territory – 45% were domestic day visitors
- 9.8 million nights were spent in the Territory – 66% were by domestic overnight visitors

In June 2007, there were nearly 4,000 tourism-related businesses in the Territory:

- 51% were non-employed businesses
- 41% were micro or small businesses

### Northern Territory summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	130	965	-	-	135	-
Domestic overnight	1 257	1 072	6 496	6	1 173	194
International	463	335	3 316	10	1 382	140



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

## Visitors to Northern Territory

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 3 regions visited</b>											
Darwin	600	3 166	56	49	5.3	188	461	57	14	2.5	
Alice Springs	231	1 081	22	17	4.7	167	644	50	19	3.9	
Katherine	164	508	15	8	3.1	162	1 550	49	47	9.6	
<b>Purpose of visit</b>											
Holiday	491	2 930	46	45	6.0	295	2 171	88	65	7.4	
Visiting friends/relatives	151	1 187	14	18	7.9	10	212	3	6	20.7	
Business	385	1 583	36	24	4.1	19	238	6	7	12.7	
Other	75	796	7	12	10.6	4	264	1	8	69.7	
						15	432	4	13	29.5	
<b>Top 3 accommodation</b>											
Hotel, motel, serviced apartment	512	1 974	48	30	3.9	198	870	60	26	4.4	
Property of friends/relatives	242	1 652	23	25	6.8	91	579	28	17	6.4	
Caravan or camping	243	1 565	23	24	6.4	7	361	2	11	53.2	
<b>Transport</b>											
Air	575	3 013	54	46	5.2	232	1 307	70	39	5.6	
Drive	474	2 435	44	37	5.1	80	1 001	24	30	12.6	
Other	109	443	10	7	4.1	145	1 008	44	30	6.9	
<b>Experiences</b>											
Culture and heritage	284	-	27	-	-	281	-	85	-	-	
Nature based	395	-	37	-	-	306	-	92	-	-	
Indigenous	98	-	9	-	-	241	-	73	-	-	
Food and wine	554	-	52	-	-	309	-	93	-	-	
<b>Top 3 information sources</b>											
Internet	442	3 097	41	48	7.0	180	1 603	54	48	8.9	
Friends or relatives	142	1 019	13	16	7.2	117	805	35	24	6.9	
Previous visit	125	876	12	13	7.0	111	925	33	28	8.3	
<b>Top 3 visitor origins</b>											
NT	429	1 302	40	20	3.0	60	499	18	15	8.3	
Vic	171	1 301	16	20	7.6	40	347	12	10	8.6	
NSW	159	1 063	15	16	6.7	36	259	11	8	7.2	
<b>Lifecycle groups</b>											
Young/midlife single	153	945	14	15	6.2	125	1 581	38	48	12.7	
Young/midlife couple, no kids	160	696	15	11	4.4	61	504	18	15	8.2	
Parent	357	1 454	33	22	4.1	48	580	14	17	12.1	
Older working	237	1 304	22	20	5.5	97	635	29	19	6.5	
Older non-working	163	2 089	15	32	12.8						
<b>Total domestic overnight</b>	<b>1 072</b>	<b>6 496</b>	<b>100</b>	<b>100</b>	<b>6.1</b>	<b>331</b>	<b>3 316</b>	<b>100</b>	<b>100</b>	<b>10.0</b>	
<b>Total all visitors (including day visitors)</b>	<b>2 369</b>	<b>9 812</b>	<b>100</b>	<b>100</b>	<b>4.1</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	231	150	66	9	456	537	993	
Tourism Connected Industries	687	546	222	3	1 458	1 482	2 940	
Total Tourism Characteristic and Connected Industries	918	696	288	12	1 914	2 019	3 933	

## Accommodation supply

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	112	3 253	np	np
Caravan parks	51	654	np	np

## Economic contribution of tourism in Northern Territory 2007/08

		% share of national
Employment ('000)	107.8	1
Gross State Product (\$ billion)	15.6	1
Gross Value Added (\$ billion)	14.8	1

### 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.

### Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra  
Pambudi, et al., 2009, *Tourism Satellite Accounts 2007-08: Summary spreadsheets*, CRC for Sustainable Tourism, Gold Coast  
Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, ABS 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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