

# Darwin - Northern Territory - Australia - Fact Sheet

This fact sheet focuses on the Northern Territory (NT) capital city, Darwin and the outer Darwin region. The information provided in this fact sheet has been collated from NT Darwin Regional Report ending June 2016 and the NT Tourism Satellite Account 2014/2015. Additional references are also provided.

## International Visitation

International holiday visitation in the (YE) June 2016 saw a total of 103,000 international visits staying approximately 1,245 visitor nights. This is a +14% change on previous year visits. International visitors average night stays are 12.1 with an approximate \$923 average spend per trip. Excluding Alice Springs and Lasseter regions in the south, Darwin has the most international visits per year. The domestic market continues to be much stronger in the greater Darwin region.



Holiday Visitation to the Top End			
YE Sept 2016	Visitors ('000)	YoY Change	Visitor Nights ('000)
Domestic	430	+24%	2,163
International	103	+14%	1,245
<b>Total</b>	<b>533</b>	<b>+22%</b>	<b>3,408</b>
	Average Stay (nights)	Average (\$) Spend p/Trip	Proportion of NT Holidays
Domestic	5.0	1,136	69%
International	12.1	923	41%
<b>Total</b>	<b>6.4</b>	<b>1,095</b>	<b>51%</b>

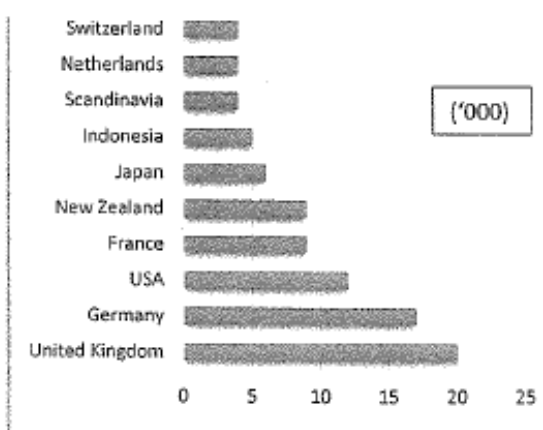
## Visitor Origin

International visitors for the (YE) June 2016 are predominately from the United Kingdom with some 20,000 visitors recorded, closely followed by Germany at 17,000 and USA at 12,000.

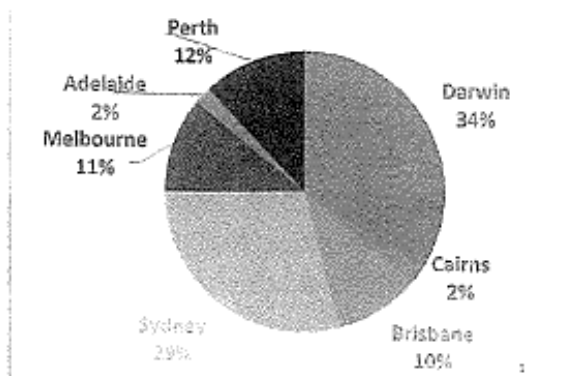
NT is working towards a target of 30,000 'big-spend' Chinese tourists per year by 2020.

61% of International visitors are travelling in the September and December quarters.

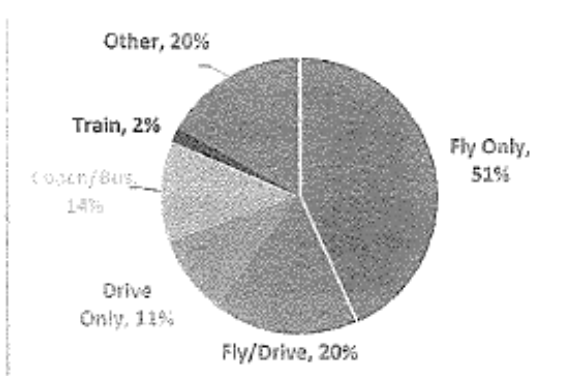
The graphs below indicate Darwin's healthy share of the Airline port of entry (34%), noting the fly only transport option mostly used by international visitors.



Ports of entry used by international visitors who visited Darwin and other states year ending June 2016



Transport International Visitors use when they arrive and travel around Darwin



## Key Attractions

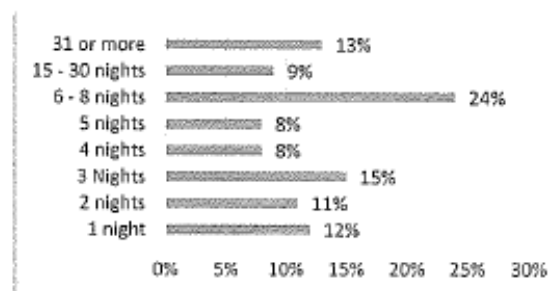
Predominately, International visitors seek nature and culture based activities when purchasing a holiday in Darwin. Activities such as facing off with the Giants of Crocosaurus Cove, exploring the Territory Wildlife Park in Berry Springs, captivating flights over Kakadu and cruising the Mary River Wetlands or Yellow Water Billabong are high on the to do list. Aboriginal cultural experiences are particularly attractive to the international tourist market. Foodies are now catered for with funky eateries and café's in and around the Harbour precinct, with the Mindil Beach Sunset Market a must see and do.

## Darwin Attributes and Activities

The Darwin Harbour, boasting a fresh cosmopolitan foreshore, together with the Harbours' picturesque mangrove and pristine waterways, is positioning Darwin as a fierce competitor as a major tourism destination in Australia. Special interest sectors such as mountain biking, bird watching, fishing and walking are key attributes. Australian Indigenous cultural site visits are highly attractive, together with the nature-based day and overnight luxury outback experiences.

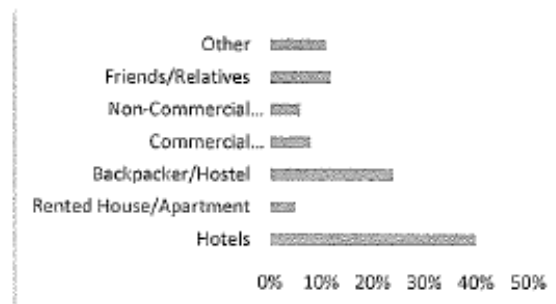
## Leisure Market Length of Stay

At September 2016, International leisure visitors' generally stay for 6 – 8 nights in the greater Darwin region, followed by the shorter 3 day stop over. Some 13% of international travellers are staying for a month or more. Research indicates that the younger backpacker market seeking nature experiences and outback adventures are using this additional time to explore the outback regions of the greater Darwin.



## Where Do They Stay?

Visitor accommodation choice at the (YE) June 16 shows Hotels are the major choice for International travellers holding 40% of the market share. Followed by Backpacker and Hostels at 24%. Interestingly, accommodation with friends and relatives sits at 12% higher than the traditional caravan and camping accommodation options. Occupancy rates are sitting at 67% with an average room rate of \$150 with a demand for room nights up 5.8% at 1.26M.



## Economic Impact on Darwin's GDP

Darwin's economy, largely driven by tourism generates significant employment, with economic contribution of the visitor economy estimated to be \$1.61b Gross Value Added, 8.1% Gross State Product providing 15,000 jobs and making up 12% of the total workforce. Air, water transport, accommodation, retail and hospitality suppliers are the major industry sectors contributing to NT tourism, closely followed by education. Darwin opened its shores to some 45 cruise ships in 2015/16, carrying over 65,000 passengers from which an estimated \$54 million was injected into the regional economy. Special business and event tourism, are proving to contribute substantially to the economic value of the region with business events generating over \$30m in visitor expenditure.

## Other Important Destination Features

In line with the Tourism Vision 2020, Darwin's objective is to grow the value of the tourism economy and improve the visitor experience. Tourism NT proposes to develop strategies and further identify special interest sectors and experiences that meet the needs of international leisure groups. In reaching the 2020 target Darwin will see 20% more inbound seats, 10,672 accommodation rooms per night and 4,300 additional jobs in the region. The 2020 vision will continue to capture the growth in the Cruise sector to build and create exciting shore and land excursions. Nature and Indigenous culture experiences are key push factors for the lucrative Chinese inbound leisure market, seeking to experience the natural untouched landscape of the Greater Darwin Region.

## References

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