

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Minister for Tourism

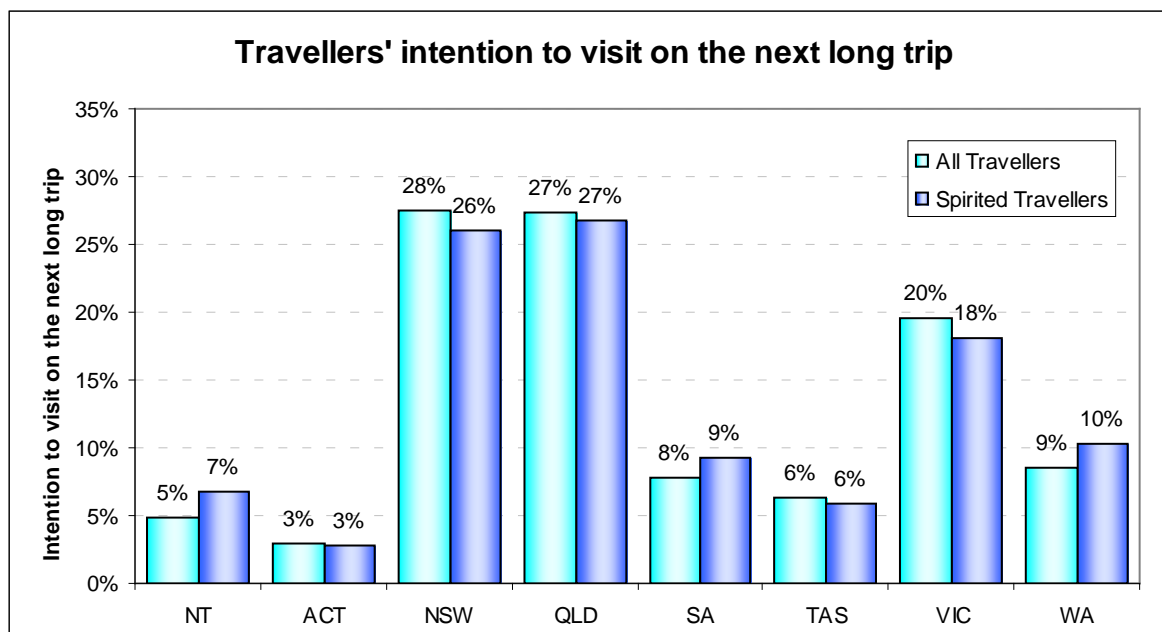
Tourist Visitation Intention

1. What is the current level of intention to visit the NT, in the domestic market, relative to the other State destinations? (Latest data suggests that the NT is not even on the radar with the potential traveller)

ANSWER

For the year ending March 2005, approximately 5% of Australians who are active in the travel market¹ intend to visit the Northern Territory on the next long trip (refer to Figure 1 below). This is a higher intention measure than for the ACT, and within four percentage points of Tasmania, South Australia and Western Australia. Intention levels for Spirited Travellers²² are even higher at approximately 7%, exceeding intention to visit both the ACT and Tasmania.

Figure 1



Source: Roy Morgan Research's Holiday Tracking Survey (rounded, long trip data only)

Whilst New South Wales, Queensland and Victoria have notably higher proportions of travellers intending to visit, these states also have large population bases which support more people visiting friends and relatives on holiday.

¹ People who have had an interstate or overseas trip of 3 or more nights in the last 12 months, or who intend to in the next twelve months.

² Spirited Travellers is the collective term for the five segments targeted by the Commission based on the segmentation research conducted in 2004. The five segments are young and restless; ready, set, adventure; great outdoors; looking for inspiration; and new lease on life.