



RV FRIENDLY TOWN ASSESSMENT

Katherine Visitor Information Centre

Katherine, Northern Territory

A field assessment of the RV visitor experience

PREPARED BY

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PREPARED FOR

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An outstanding regional performer with clear operational upside.

88 / 100

OVERALL ASSESSMENT

Strong Performer

Katherine is one of Australia's strongest regional destinations for caravan and motorhome travellers. It offers an outstanding Visitor Information Centre, excellent RV parking, walkable access to town services, and internationally recognised attractions including Nitmiluk (Katherine Gorge) within Nitmiluk National Park.

The town performs exceptionally well across almost every category assessed in this review. The opportunities identified are relatively low-cost, operational improvements that would further strengthen visitor satisfaction, encourage longer stays and grow local spending across the Katherine economy.

WHAT THIS ASSESSMENT COVERS

A field-based review of the visitor experience for caravan and motorhome travellers arriving in Katherine — from arrival and wayfinding, through to overnight facilities, walkability, business engagement and destination appeal.

How this assessment was conducted.

The Argo Advisory RV Friendly Town Assessment is a structured field review of the caravan and motorhome visitor experience against ten weighted categories. Each category is scored out of ten, aggregating to a total score out of one hundred and mapped to a five-tier performance rating.

01

FIELD OBSERVATION

On-the-ground assessment of the arrival experience, parking, signage, infrastructure and walkability from the perspective of a touring RV traveller.

02

VISITOR INTERFACE

Review of the Visitor Information Centre, printed and digital guides, wayfinding and interactions with front-line staff.

03

DIGITAL & GOVERNANCE

Review of the town's online presence, WikiCamps profile, council tourism strategy and destination positioning.

RATING SCALE

- **90 – 100** Exemplary — a national benchmark destination.
- **80 – 89** Strong Performer — leading regional destination with targeted upside.
- **70 – 79** Developing — solid foundation with meaningful gaps.
- **60 – 69** Emerging — investment required to attract RV visitation.
- **Below 60** Not yet RV friendly — significant work required.

SCORECARD

Category Assessment

CATEGORY	SCORE
Arrival Experience	10 / 10
Parking & Accessibility	10 / 10
Essential Infrastructure	7 / 10
Walkability	10 / 10
Visitor Experience	10 / 10
Local Business Engagement	9 / 10
Overnight Stay Facilities	8 / 10
Digital Presence	8 / 10
Council Strategy & Governance	8 / 10
Destination Appeal	8 / 10
TOTAL	88 / 100

Scoring reflects field observation on the day of assessment and is intended to guide operational improvement rather than benchmark against a fixed national index.

Where Katherine leads.

Outstanding Visitor Information Centre

- Outstanding presentation and visitor experience.
- Friendly, welcoming and knowledgeable staff.
- Excellent printed visitor guides and maps.
- Useful online visitor information.
- Comfortable café and seating area, both indoor and outdoor.
- An excellent first impression for visitors arriving in Katherine.

Excellent RV Parking

- Dedicated caravan and motorhome parking at the Visitor Centre.
- Large, well-marked parking bays.
- Easy access for large rigs, with excellent turning circles.
- Walking distance to shops, supermarkets and cafés.
- Multiple nearby fuel stations catering for towing vehicles.

Visitor Infrastructure

- Potable water available at the Visitor Centre for \$2 per 80 litres.
- Nearby RV dump point.
- Public toilets on site.
- Easy access for large vehicles across the precinct.
- Visitor maps and printed tourism information.

Destination Experiences

- Nitmiluk National Park and Nitmiluk (Katherine Gorge).
- Katherine Gorge cruises.
- Aboriginal cultural experiences.
- Scenic helicopter flights.
- Walking trails and Katherine Hot Springs.
- Cafés, restaurants and local shopping.

Collectively these experiences give travellers multiple reasons to stay several nights, materially lifting overnight visitor expenditure across the Katherine economy.

Operational issues observed on the day.

- The potable water tap at the dump point was out of service at the time of assessment.
- The potable water filling station at the Visitor Centre was operational but not clearly signed, making it difficult for first-time visitors to locate.
- Directional signage to both the dump point and potable water station should be significantly improved.
- Public rubbish bins were limited; additional bins should be installed around the Visitor Centre precinct.

Bottom line: the gaps observed are operational, not strategic. None require capital investment beyond routine council maintenance and wayfinding budgets.

A prioritised action plan.

PRIORITY 1

Repair the out-of-service potable water tap

Return the dump point potable water tap to service immediately. Reliable water infrastructure is essential for touring RV travellers and word-of-mouth reputation in the caravan community is heavily influenced by these small operational failures.

PRIORITY 2

Install highly visible directional signage

Install consistent directional signage from surrounding roads and within the Visitor Centre precinct identifying:

- Potable Water
- RV Dump Point
- Visitor Information Centre
- RV Parking

Use recognised Australian RV symbols throughout so wayfinding is instantly legible to first-time visitors.

PRIORITY 3

Increase public rubbish bins

Install additional bins throughout the Visitor Centre precinct — around the parking bays, water station, dump point and public seating areas. Improves visitor convenience and reduces litter across a highly visible arrival zone.

PRIORITY 4

Install an integrated RV Services Hub sign

A single, well-designed information sign identifying:

- Visitor Information Centre
- RV Parking
- Potable Water
- Dump Point
- Public Toilets

An integrated hub provides a stronger arrival experience and reduces confusion for first-time visitors.

Modest investment, measurable return.

Katherine is already a major gateway to Nitmiluk National Park and attracts significant caravan tourism. Relatively low-cost operational improvements would likely:

- Increase visitor satisfaction across the RV segment.
- Encourage longer stays and repeat visitation.
- Grow expenditure with local cafés, supermarkets, fuel stations, accommodation providers and tour operators.
- Improve online reviews and WikiCamps ratings — a primary decision driver for touring RV travellers.
- Strengthen Katherine's reputation as one of Australia's leading RV friendly destinations.

Even modest infrastructure and signage spend can generate outsized returns through additional visitor nights across accommodation, hospitality, retail, fuel and tour operators.

CONCLUSION

An excellent example of a genuinely RV friendly destination.

Katherine's strengths lie in its exceptional Visitor Information Centre, friendly staff, excellent RV parking, walkable town centre and outstanding natural attractions supported by a strong portfolio of tourism experiences.

The improvements recommended in this assessment are operational rather than strategic. Repairing the out-of-service potable water tap, improving wayfinding signage and increasing public waste facilities would likely move Katherine into the highest tier of RV friendly destinations in Australia.

STRONG PERFORMER

GATEWAY DESTINATION

OPERATIONAL UPLIFT AVAILABLE



Deep marketing expertise. Australian authenticity.

Argo Advisory & Consulting is a boutique Australian firm specialising in the regional visitor economy and RV tourism. We work with councils, tourism organisations and destination bodies to grow visitor spend, strengthen local businesses and design places worth stopping for.

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