TOURISM NT REGIONAL PROFILE
Alice Springs and MacDonnell
Report Period:
Year Ending June 2018

Annual overnight visitor numbers to the region

<table>
<thead>
<tr>
<th>Year ending June 2016</th>
<th>Year ending June 2017</th>
<th>Year ending June 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>447,000</td>
<td>484,000</td>
<td>451,000</td>
</tr>
</tbody>
</table>

Alice Springs sunset, Credit: Paul and Debra Hoyt/Tourism NT

REGION DEFINITION

The Alice Springs – MacDonnell tourism region comprises the Alice Springs tourism region and the MacDonnell tourism region.

The regional boundaries of the Alice Springs - MacDonnell tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

What makes up the region

Alice Springs  Alice Springs Town Council
MacDonnell     East and West MacDonnell National Parks, Tanami Desert, Hermannsburg, Yuendumu, Ti Tree

Source note: All information is derived from Tourism Research Australia’s National and International Visitor Surveys unless otherwise stated.
Tourist numbers in Alice Springs - MacDonnell

Alice Springs – MacDonnell overnight visitor numbers – Year Ending June 2018

<table>
<thead>
<tr>
<th>Origin</th>
<th>Intra-Territory</th>
<th>Interstate</th>
<th>Domestic&lt;sup&gt;a&lt;/sup&gt;</th>
<th>International</th>
<th>Total&lt;sup&gt;b&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors (000s)</td>
<td>119</td>
<td>211</td>
<td>329</td>
<td>122</td>
<td>451</td>
</tr>
<tr>
<td>Visitor nights (000s)</td>
<td>427</td>
<td>1,745</td>
<td>2,171</td>
<td>611</td>
<td>2,782</td>
</tr>
<tr>
<td>ALOS&lt;sup&gt;c&lt;/sup&gt;</td>
<td>3.6</td>
<td>8.3</td>
<td>6.6</td>
<td>5.0</td>
<td>6.2</td>
</tr>
<tr>
<td>Expenditure ($M)</td>
<td>-</td>
<td>-</td>
<td>287</td>
<td>75</td>
<td>362</td>
</tr>
</tbody>
</table>

<sup>a</sup> Domestic = Intra-Territory and Interstate
<sup>b</sup> Total = Domestic and International
<sup>c</sup> ALOS – Average Length of Stay

Alice Springs - MacDonnell received 451,000 visitors in the year ending June 2018.

Visitors stayed an average of 6.2 nights.

Average spend per trip was $802.

*Change in methodology from 2014 - estimates are not comparable to previous years.*
WHAT time of year do tourists visit?

Visitation by quarter – Year Ending June 2018

Intra-Territory

 Interstate

 International

WHERE do our visitors come from?

Domestic and international source markets
Year Ending June 2018

Domestic source market overnight visitor numbers

<table>
<thead>
<tr>
<th>State of Origin</th>
<th>Visitors ('000)</th>
<th>Visitor nights ('000)</th>
<th>ALOS (nights)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intra-Territory</td>
<td>119</td>
<td>427</td>
<td>3.6</td>
</tr>
<tr>
<td>Interstate</td>
<td>211</td>
<td>1,745</td>
<td>8.3</td>
</tr>
<tr>
<td>NSW - ACT</td>
<td>39</td>
<td>166</td>
<td>4.3</td>
</tr>
<tr>
<td>Vic - Tas</td>
<td>62</td>
<td>686</td>
<td>11.1</td>
</tr>
<tr>
<td>Western Australia</td>
<td>21</td>
<td>306</td>
<td>14.4</td>
</tr>
<tr>
<td>Queensland</td>
<td>38</td>
<td>319</td>
<td>8.5</td>
</tr>
<tr>
<td>South Australia</td>
<td>51</td>
<td>266</td>
<td>5.2</td>
</tr>
</tbody>
</table>

International source market overnight visitor numbers

<table>
<thead>
<tr>
<th>Country of Origin</th>
<th>Visitors ('000)</th>
<th>Visitor nights ('000)</th>
<th>ALOS (nights)</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>122</td>
<td>611</td>
<td>5.0</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>22</td>
<td>84</td>
<td>3.9</td>
</tr>
<tr>
<td>Germany</td>
<td>16</td>
<td>50</td>
<td>3.1</td>
</tr>
<tr>
<td>USA</td>
<td>16</td>
<td>103</td>
<td>6.6</td>
</tr>
<tr>
<td>France</td>
<td>9</td>
<td>42</td>
<td>4.8</td>
</tr>
<tr>
<td>Switzerland</td>
<td>6</td>
<td>15</td>
<td>2.4</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>6</td>
<td>17</td>
<td>2.8</td>
</tr>
<tr>
<td>Italy</td>
<td>6</td>
<td>14</td>
<td>2.4</td>
</tr>
<tr>
<td>Netherlands</td>
<td>5</td>
<td>15</td>
<td>2.9</td>
</tr>
<tr>
<td>Canada</td>
<td>4</td>
<td>8</td>
<td>2.4</td>
</tr>
<tr>
<td>Taiwan</td>
<td>3</td>
<td>25</td>
<td>8.0</td>
</tr>
</tbody>
</table>

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**WHO are our visitors travelling with?**

Visitation by travel party type – Year Ending June 2018

- Travelling Alone: 40% Intra-Territory, 31% Interstate, 29% International
- Adult Couple: 28% Intra-Territory, 28% Interstate, 11% International
- Family Group: 8% Intra-Territory, 9% Interstate, 11% International
- Friends and Relatives: 26% Intra-Territory, 20% Interstate, 20% International
- Business Associates: 14% Intra-Territory, 14% Interstate, 8% International
- Other: 3% Intra-Territory, 3% Interstate, 1% International

Close to half of international visitors travelled alone and over a third as part of an adult couple.

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**WHAT age are our visitors?**

Visitation by age – Year Ending June 2018

- 15-29: 29% Intra-Territory, 17% Interstate, 10% International
- 30-39: 29% Intra-Territory, 17% Interstate, 12% International
- 40-54: 38% Intra-Territory, 17% Interstate, 17% International
- 55-64: 23% Intra-Territory, 14% Interstate, 14% International
- 65+: 24% Intra-Territory, 3% Interstate, 19% International

One third each of intra-Territory and international visitors were under the age of 30 while over one third of interstate visitors were middle age.
WHAT transport did they use to get here and around?

Visitation by transport – Year Ending June 2018

Daily flights operate to Alice Springs from every major city in Australia.
By road, access to the region is through the Stuart, Barkly and Lasseter Highways.

The domestic leisure* drive market in focus

Over a third (37%) of all domestic visitors to the region were self-drive leisure travellers in YE June 2018, which was an estimated 122,000 visitors.

Domestic Source Markets
NT residents made up 44% of the domestic leisure drive market for Alice Springs - MacDonnell, with Victoria/ Tasmania representing 18% of this market. Visitors from South Australia and New South Wales/ ACT accounted for 28% of the market.

Length of Stay
Just under two thirds (64%) of the domestic leisure drive market stayed for three or less nights.

Domestic Leisure Drive Source Markets

Length of Stay - Domestic Leisure Drive Market

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*Leisure visitors are on a holiday and/or visiting friends and family
HOW do Internationals get here?

The majority of international visitors entered Australia through Sydney (41%) before making their way to the region. The next most popular port of entry was Melbourne, with accounted for 28% of visitors.

Ports of entry/exit used by international visitors who visited Alice Springs - MacDonnell year ending June 2018

Sydney:
- Entry: 41%
- Exit: 45%

Melbourne:
- Entry: 28%
- Exit: 20%

Brisbane:
- Entry: 8%
- Exit: 9%

Adelaide:
- Entry: 6%
- Exit: 8%

Perth:
- Entry: 7%
- Exit: 8%

Cairns:
- Entry: 3%
- Exit: 6%

Darwin:
- Entry: 6%
- Exit: 5%

Other ports of entry and exit include the Gold Coast which accounted for less than 1%.
WHERE else do they stay overnight in the Territory?

Alice Springs MacDonnell travellers visiting the regions
Year Ending June 2018

GREATER DARWIN
Interstate – 25%
Intra-territory – 0%
International – 27%

KATHERINE & DALY
Interstate – 10%
Intra-territory – 5%
International – 12%

KAKADU & ARNHEM LAND
Interstate – 7%
Intra-territory – 0%
International – 11%

BARKLY
Interstate – 10%
Intra-territory – 18%
International – 9%

ALICE SPRINGS & MACDONNELL

LASSETER
Interstate – 34%
Intra-territory – 10%
International – 73%

WHERE did they go in the Region?

<table>
<thead>
<tr>
<th>Statistical Area Level (SA)</th>
<th>Annual visit (2 year average)</th>
<th>Proportion of region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice Springs (SA1)</td>
<td>413,000</td>
<td>88%</td>
</tr>
<tr>
<td>Sandover - Plenty (SA2)</td>
<td>31,000</td>
<td>7%</td>
</tr>
<tr>
<td>Tanami (SA2)</td>
<td>48,000</td>
<td>10%</td>
</tr>
<tr>
<td>Yuendumu – Anmatjere (SA2)</td>
<td>22,000</td>
<td>5%</td>
</tr>
<tr>
<td>Alice Springs MacDonnell Total</td>
<td>468,000</td>
<td>-</td>
</tr>
</tbody>
</table>
WHERE did they stay?

Visitation by accommodation type used – Year Ending June 2018

Hotels account for almost half (44%) of accommodation used across all traveller types.

*Other accommodation includes other non-commercial properties such as free camping or roadside reststops and not stated.

What activities did they do?

- Bushwalking, Credit: Allan Dixon/Tourism NT
- Visiting national parks, Credit: Sarena Hyland/Tourism NT
- Experience Aboriginal art/craft and cultural displays, Credit: Shaana McNaught/Tourism NT
- History and Heritage, Credit: Shaana McNaught/Tourism NT

Hotels account for almost half (44%) of accommodation used across all traveller types.
Industry sector news

Alice Springs Accommodation

1,157 ROOMS IN ALICE SPRINGS
At Year Ending June 18

72% AVERAGE OCCUPANCY
$119 AVERAGE ROOM RATE
$87 REVENUE PER AVAILABLE ROOM

Source: STR Global Destination Reports Accommodation Year Ending June 2018; Alice Springs Hotel accommodation with 10+ rooms.

Alice Springs Attractions

Attractions in Alice Springs & MacDonnell showcase the region’s pioneering history, natural wonders, amazing wildlife and Aboriginal culture and are quintessential to any visit to the area. Attractions including the Alice Springs Desert Park and Alice Springs Telegraph Station have experienced minor decreases in visitor numbers in the year ending June 2018 compared to the previous year.


Airport traffic data shows a decrease in inbound passengers and seats

More information on the surveys:
Visitor number, night and spend estimates are derived from Tourism Research Australia’s (TRA) National and International Visitor Surveys (NVS and IVS). These surveys are based on sample rather than census, and as such, are subject to sampling variability. When using these estimates at the destination level, this variability increases. Confidence intervals and sample for the region are highlighted in the table below.

Where available, Tourism NT has provided information from other sources to be used in conjunction with the NVS and IVS estimates. It is recommended that other information sources are also used such as population statistics from the Australian Bureau of Statistics, feedback from local operators, information from local Visitor Centres, data from local councils, TripAdvisor etc.

PLEASE NOTE: Change in methodology for the NVS from 2014 – estimates are not directly comparable to previous years. More information on the change to the NVS methodology is available on Tourism Research Australia’s website.