REGION DEFINITION

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

What makes up the region

Uluru - Kata Tjuṯa National Park
Watarrka National Park
Lasseter
Yulara
Kings Canyon
Erltunda

Source note: All information is derived from Tourism Research Australia’s National and International Visitor Surveys unless otherwise stated.
Tourism numbers in the Lasseter region?

Lasseter overnight visitor numbers, three year average YE June 2016 – 2018*

<table>
<thead>
<tr>
<th>Origin</th>
<th>Intra-Territory</th>
<th>Interstate</th>
<th>Domestic(^a)</th>
<th>International</th>
<th>Total(^b)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors (000s)</td>
<td>39</td>
<td>171</td>
<td>209</td>
<td>162</td>
<td>372</td>
</tr>
<tr>
<td>Visitor nights (000s)</td>
<td>73</td>
<td>642</td>
<td>715</td>
<td>473</td>
<td>1,188</td>
</tr>
<tr>
<td>ALOS(^c)</td>
<td>1.9</td>
<td>3.8</td>
<td>3.4</td>
<td>2.9</td>
<td>3.2</td>
</tr>
<tr>
<td>Expenditure ($M)</td>
<td>-</td>
<td>-</td>
<td>234</td>
<td>174</td>
<td>408</td>
</tr>
</tbody>
</table>

\(a\): Domestic = Intra-Territory and Interstate  
\(b\): Total = Domestic and International  
\(c\): ALOS – Average Length of Stay  
*Three year averages have been provided to reduce sampling error

The majority (46%) were interstate visitors, followed closely by international visitors (44%).

Visitors stayed an average of 3.2 nights.  
Average spend per visit was $1,098.

Lasseter Overnight Visitor Trend

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

Visitation by quarter, three year average YE June 2016 – 2018

Interstate

Intra-Territory

International

WHERE do our visitors come from?

Domestic and international visitors source markets
Three year average YE June 2016 – 2018

<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>39</td>
<td>73</td>
<td>1.9</td>
</tr>
<tr>
<td>Interstate</td>
<td>171</td>
<td>642</td>
<td>3.8</td>
</tr>
<tr>
<td>NSW - ACT</td>
<td>68</td>
<td>249</td>
<td>3.6</td>
</tr>
<tr>
<td>Vic - Tas</td>
<td>49</td>
<td>201</td>
<td>4.1</td>
</tr>
<tr>
<td>Western Australia</td>
<td>11</td>
<td>28</td>
<td>2.5</td>
</tr>
<tr>
<td>Queensland</td>
<td>21</td>
<td>95</td>
<td>4.5</td>
</tr>
<tr>
<td>South Australia</td>
<td>20</td>
<td>68</td>
<td>3.4</td>
</tr>
</tbody>
</table>

<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>162</td>
<td>473</td>
<td>2.9</td>
</tr>
<tr>
<td>USA</td>
<td>30</td>
<td>71</td>
<td>2.3</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>25</td>
<td>63</td>
<td>2.6</td>
</tr>
<tr>
<td>Japan</td>
<td>19</td>
<td>35</td>
<td>1.9</td>
</tr>
<tr>
<td>Germany</td>
<td>17</td>
<td>44</td>
<td>2.6</td>
</tr>
<tr>
<td>Italy</td>
<td>9</td>
<td>29</td>
<td>3.1</td>
</tr>
<tr>
<td>France</td>
<td>8</td>
<td>27</td>
<td>3.4</td>
</tr>
<tr>
<td>China</td>
<td>6</td>
<td>18</td>
<td>2.9</td>
</tr>
<tr>
<td>Canada</td>
<td>6</td>
<td>14</td>
<td>2.4</td>
</tr>
<tr>
<td>Switzerland</td>
<td>6</td>
<td>15</td>
<td>2.7</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>5</td>
<td>13</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Creek walk, Kings Canyon, Credit: Shaana McNaught/Tourism NT
WHO are our visitors travelling with?

Visitation by travel party type, three year average YE March 2016 – 2018

- Travelling Alone: 36% International, 35% Interstate, 5% Intra-Territory
- Adult Couple: 14% International, 33% Interstate, 39% Intra-Territory
- Family Group: 13% International, 14% Interstate, 11% Intra-Territory
- Friends and Relatives: 23% International, 23% Interstate, 14% Intra-Territory
- Business Associates: 14% International, 6% Interstate, 6% Intra-Territory
- Other: 0% International, 6% Interstate, 0% Intra-Territory

Three quarters (74%) of international visitors travel alone or as an adult couple.

WHAT age are our visitors?

Visitation by age, three year average YE June 2016 – 2018

- 15-29: 10% International, 13% Interstate, 33% Intra-Territory
- 30-39: 10% International, 17% Interstate, 18% Intra-Territory
- 40-54: 23% International, 18% Interstate, 51% Intra-Territory
- 55-64: 26% International, 20% Interstate, 18% Intra-Territory
- 65+: 4% International, 13% Interstate, 26% Intra-Territory

The iconic region attracts international visitors across all age groups.
WHAT transport did they use to get here and around?
Visitation by transport, three year average YE June 2016 – 2018

The domestic leisure* drive market in focus

Around four in ten (42%) of domestic visitors to the region were self-drive leisure travellers over the last three years, which was an estimated 87,000 visitors per year.

Domestic Source Markets
This location is not regularly visited by NT residents on a leisure trip. The key domestic source markets were Victoria/Tasmania (30%) and New South Wales/ACT (19%).

Length of Stay
Approximately 55% of domestic leisure drive visitors stayed for three or less nights.

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

The majority of international visitors entered the country through capital cities on the east coast, especially Sydney (52%), before making their way to Uluru.

Ports of entry/exit used by international visitors who visited Lasseter three year average YE June 2016 – 2018

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

Lasseter holidaymakers also visited:
Three year average YE June 2016 – 2018

GREATER DARWIN
Domestic – 13%
International – 19%

KAKADU & ARNHEM LAND
Domestic – 7%
International – 10%

KATHERINE & DALY
Domestic – 14%
International – 9%

BARKLY
Domestic – 14%
International – 6%

ALICE SPRINGS MACDONNELL
Domestic – 45%
International – 52%

INTERNATIONAL
DOMESTIC

Tourismnt.com.au
WHERE did they stay?

Visitation by accommodation type used, three year average
YE June 2016 – 2018

- Intra-Territory
- Interstate
- International

Staying at the hotels was the most popular accommodation choice across all visitor types.

What activities did they do?

- Visiting National Parks Credit: Shaana McNaught
- Bushwalking Credit: Shaana McNaught
- Experience aboriginal art/craft Credit: Shaana McNaught
- Guided tours or excursions Credit: Shaana McNaught
Field of Light a great success

The award winning Field of Light has had a significant impact on visitation at Uluru Kata Tjuta National Park. After a sell-out success in 2016, this global phenomenon by internationally acclaimed artist Bruce Munro, will continue until 31 December 2020.

Airlines have also increased capacity as the number of passengers has grown. Compared to the previous year, inbound seats to Ayers Rock Airport in year ending June 2018 went up by 1.9% and inbound passenger revenue grew by 4.2%.

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. In order to provide more robust estimates for analysis, results provided in this report are based on the average of the past three twelve month periods – confidence intervals and sample for this period are highlighted in the table below.

<table>
<thead>
<tr>
<th>Year ending (YE) June 16- YE June 18</th>
<th>Sample size</th>
<th>95% Confidence Interval</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Visitors</td>
</tr>
<tr>
<td>Intra-Territory</td>
<td>75</td>
<td>+/-31%</td>
</tr>
<tr>
<td>Interstate</td>
<td>257</td>
<td>+/-15%</td>
</tr>
<tr>
<td>Domestic total</td>
<td>332</td>
<td>+/-14%</td>
</tr>
<tr>
<td>International</td>
<td>2,643</td>
<td>+/-5%</td>
</tr>
</tbody>
</table>

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.