

# Lasseter Region

## Destination Management Plan

### ANNUAL REPORT CARD 2021

#### Overview

The Lasseter Region Destination Management Plan (DMP) is a plan for the region that focuses on development priorities for the sustainable growth of tourism over 10 years. The DMP was released in 2020 and will be reviewed every two years to ensure action plans and the prioritisation of product development opportunities align within the context of the current environment, including demand.

The annual report card measures the progress of outcomes and includes key performance metrics for the region such as visitor numbers, expenditure, satisfaction rating, online feedback/ reviews and digital data.

Read more about Destination Management Plans here:  
[tourismnt.com.au/research-strategies/destination-management-plans](https://tourismnt.com.au/research-strategies/destination-management-plans)



Field of Light, Uluru-Kata Tjuṯa National Park



Karrke Aboriginal Cultural Experience

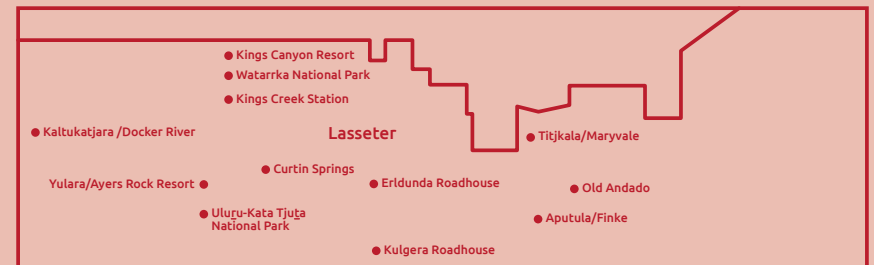


Uluru Camel Cup

#### Lasseter Region

The Lasseter region is associated with iconic landscapes, rich Aboriginal culture, adventure and pioneering history. Visitors can experience the region through a range of diverse nature, cultural and unique activities and attractions.

The region includes the iconic and World Heritage listed Uluru-Kata Tjuṯa National Park and Watarrka National Park, the location of the famous landmark Kings Canyon.





Kings Canyon, Watarrka National Park

### Website visitation statistics

<https://northernterritory.com/uluru-and-surrounds>

Uluru and surrounds **507,060** ↑94%  
 Unique visitors **208,296** ↑73%

*It is expected that in the short to medium term, increased digital traffic will have a delayed impact on actual visitation numbers, due to COVID-19 and movement restrictions that prevailed in the Northern Territory over the reporting period.*

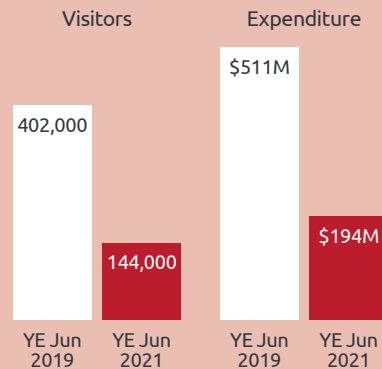
## Achievements January - December 2021

- An Expression of Interest was released for the development and operation of a multi-day hike in Watarrka National Park.
- Uluru-Kata Tjuta National Park (UKTNP) commenced enhancement of the facilities at the Culture Centre.
- The Gallery of Central Australia was opened at Ayers Rock Resort by Voyages Indigenous Australia.
- Developed minimum tourism amenity standards for towns in the Northern Territory to set best-practice standards to cater for visitors.
- Delivered the Northern Territory Drive Tourism Strategy 2021-2030 to support investment in road infrastructure and linkage of tourism priorities.
- Aligned Tourism NT grant program outcomes with DMP priorities and accessibility criteria.
- Delivered Book Now grant programs to facilitate packaging of tourism experiences in the region.
- Supported industry in reviewing and understanding ReviewPro and other online visitor satisfaction reports.
- Undertook an accessibility project to assist tourism operators on the actions required to become more inclusive and cater for a greater range of visitors.
- Advocated for increased investment in communications infrastructure in the region through the round 5A bid of the Australian Government's Mobile Black Spot program.
- Developed a tourism roads priorities document articulating priority infrastructure works in the region that greatly impact tourism.
- Parks related product development priorities identified in the DMP provided to Department of Environment, Parks and Water Security for consideration and inclusion in the NT Parks 2022-2052 year masterplan.

### Visitation and expenditure in the Lasseter Region

**144,000** Visitors ↓64%  
**\$194M** Expenditure ↓62%

Holiday ↓70%  
 Visiting friends and family ↓72%  
 Business ↓56%  
 Other (ie work/ study) N/A



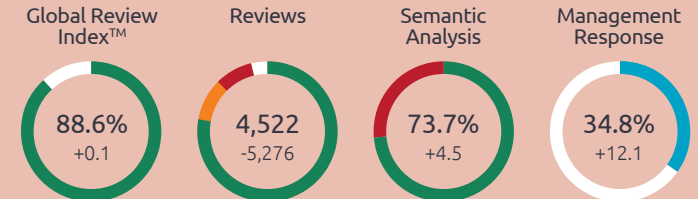
Visitation to the region has been greatly impacted by the pandemic, including the restriction to travel and low level of consumer confidence.

*Comparisons are year on year, unless otherwise stated.*

### Visitor satisfaction rating

Based on establishments – attractions, hotels, caravan parks and wayside inns (not food and hospitality providers) – ReviewPro data

#### Summary



#### Increase in positive reviews on:

- Room ↑2.7
- Experience ↑4.5
- Cleanliness ↑10.0
- Value ↑3.6
- Security ↑5.5
- Sustainability ↑1.6
- Bathroom ↑20.7

#### Decrease in positive reviews on:

- Camping ↓2.7
- Events ↓15.8

GRI has seen a slight increase of 0.1%. The semantic analysis indicates a significant increase in positive reviews relating to bathroom, cleanliness, value and security. This is likely due to the recent refurbishments in accommodation across the region. The negative reviews in the events category is worth noting as this can be considered in the future product development.

# Progress on priority product development opportunities

Kata Tjuta, Uluru-Kata Tjuta National Park

	Product opportunity	Progress achieved
<b>Uluru-Kata Tjuta National Park</b>	Develop Anangu cultural experiences in UKTNP.	Anangu cultural experiences held twice a day during September/ October school holidays.
	Enhance the Cultural Centre facilities including contemporary interpretations.	Lighting upgrades in Tjukurpa tunnel and cleaning of wall paintings commenced. Cultural Centre Precinct plan commenced.
	Mutitjulu to establish a cultural campground/ camping with custodians within the Mutitjulu lease.	Community representatives attended the Camping with Custodians WA study tour in June 2021. Discussion held with the Mutitjulu Community Aboriginal Corporation CEO.
	Enhance the soft adventure tourism offerings.	The UKTNP Board approved a license being issued for the walking trail and accommodation between Kata Tjuta and Uluru project.
<b>Yulara/ Ayers Rock Resort</b>	Develop a contemporary Visitor Information Centre.	On hold due to impacts of COVID-19.
	Establish a new accommodation experience.	On hold due to impacts of COVID-19.
<b>Watarrka National Park</b>	Develop a multi-day hike in Watarrka National Park.	Expression of Interest was released for the development and operation.
	Improve existing accommodation and establish new accommodation offerings.	New owners of both Kings Creek Station and Kings Canyon Resort commenced enhancements of their properties.  Roadhouse to Recovery round 1 funding supported power upgrades at Kings Creek Station.
	Expand the Aboriginal cultural experiences surrounding Watarrka.	Supported Winmarti Tours to install educational information boards at Lilla Campsite.  Supported Karkke to install wayfinding signage and a telecommunications tower.

	Product opportunity	Progress achieved
<b>Lasseter region</b>	Seal the Mereenie Loop Road to better connect Watarrka & West MacDonnell National Parks.	Work continues to secure funding for this project. NT Drive Tourism Strategy 2021-2030 outlines this a priority one drive.
	Complete sealing of the Outback Way and upgrade the wayside facilities and experiences.	Developed the NT Drive Tourism Strategy 2021-2030.  Roadhouse to Recovery round 1 funding supported upgrades at Eralunda and Kulgera Roadhouses.  The federal government announcing investment of more than half a billion into a network of desert roads and Outback Way.
	Expand the quantity of Aboriginal cultural offerings and experiences.	The Gallery of Central Australia (GOCA) was opened at Ayers Rock Resort by Voyages Indigenous Australia.
	Develop night time tourism experiences.	Grant/ funding program developed for release by EOI in early 2022.
	Enhance regional and remote art centre/Arts Trail product in the region.	NT Arts Trail marketing campaign in April 2021 showcased Aboriginal culture through events, experiences and attractions.





## Future focus

- Uluru-Kaṯa Tjuta National Park will develop and enhance Anangu cultural experiences within the park.
- Support the priority investment opportunities including sealing the Mereenie Loop Road and the Outback Way.
- Develop a multi-day hike in Watarrka National Park as part of Turbocharging Tourism.
- Upgrade the Red Centre Way interpretation signage.
- Provide funding to the industry to enhance the visitor experience while holidaying in the Northern Territory.
- Deliver, in partnership with Charles Darwin University, a Tour Guide Ready program.
- Support regional councils and local government in applications and activities for funding to enhance public facilities, amenities and roadside stop infrastructure in the region.
- Deliver a grant funding opportunity to tourism operators to develop night time experiences.
- Build tourism operators' awareness of visitor experiences and satisfaction through dissemination of ReviewPro data.
- Continue to support ongoing upgrades of wayside inns and services to cater to the drive market demand.
- Continue to develop a sustainable Aboriginal tourism sector as identified in the Northern Territory's Aboriginal Tourism Strategy 2020 – 2030.
- Support the coordination of waste, signage and infrastructure as identified in the Drive Tourism Strategy action plan.

For further information please contact Tourism NT's Industry Development team on [tourism.development@nt.gov.au](mailto:tourism.development@nt.gov.au) or 08 8951 8518