

### Alice Springs MacDonnell summary

In 2020-21, total tourism Gross Value Added (GVA) in Alice Springs MacDonnell was worth \$218 million, or 7.0% of the region's total GVA. During the same time period, tourism in Alice Springs MacDonnell supported a total of 1,800 jobs, or 9.8% of the region's total employment. Of these, direct tourism employment accounted for 1,300 jobs.

### Value of tourism

#### Alice Springs MacDonnell

#### Regional NT

Alice Springs MacDonnell		Regional NT	
GVA	GRP	GVA	GRP
Direct <b>\$133m</b> 4.3% of GVA	Direct <b>\$146m</b> 4.5% of GRP	Direct <b>\$429m</b> 4.8% of GVA	Direct <b>\$475m</b> 5.1% of GRP
Total <b>\$218m</b> 7.0% of GVA	Total <b>\$254m</b> 7.8% of GRP	Total <b>\$624m</b> 7.0% of GVA	Total <b>\$732m</b> 7.8% of GRP

### Direct tourism GVA



TRANSPORT

**\$38.7m**



ACCOMMODATION\*

**\$21.8m**



FOOD SERVICES

**\$17.0m**



RETAIL TRADE

**\$17.1m**



EDUCATION AND TRAINING

**\$9.6m**



OTHER INDUSTRIES

**\$29.0m**

TOTAL (ALL INDUSTRIES)

**\$133m**

### Tourism employment in Alice Springs MacDonnell

Direct jobs

**1,300**

7.0% of region's employment

Jobs supported

**1,800**

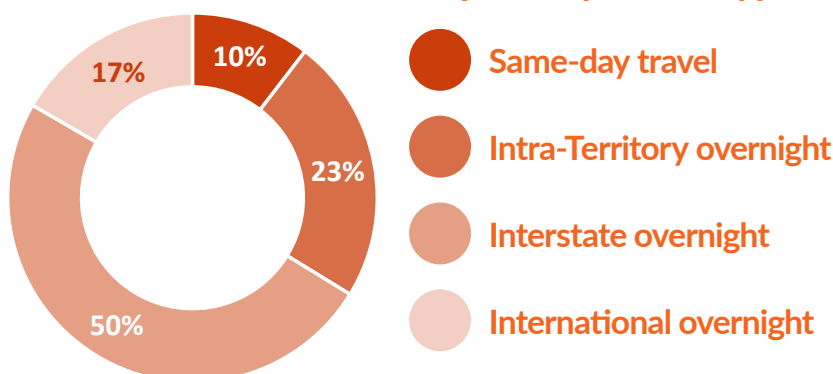
9.8% of region's employment

### Tourism consumption in Alice Springs MacDonnell

Direct

**\$402 million**

### Share of tourism consumption by visitor type



\*includes ownership of dwellings (rentals from visitor owned properties or leased holiday homes where used as holiday accommodation for owners personal use). COVID-19 has delivered the largest shock to the NT tourism industry, full recovery to pre-COVID levels is expected to be slow. Data is based on 3 year average smooth series.