

Central Australia regional report

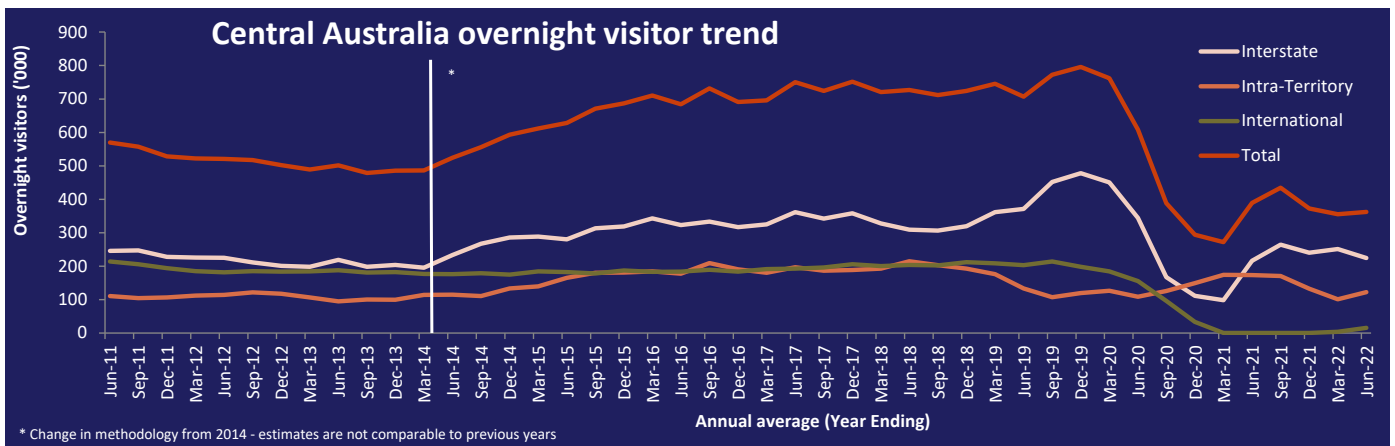
(including Barkly, Alice Springs MacDonnell and Lasseter tourism regions)

Year Ending (YE) June 2022

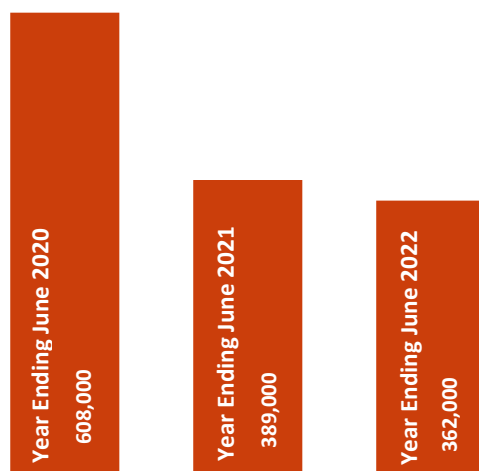


Visitor numbers in Central Australia

Central Australia overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	122,000	224,000	347,000	15,000	362,000
Visitor nights	513,000	1,334,000	1,848,000	132,000	1,980,000
ALOS (average length of stay, nights)	4.2	5.9	5.3	8.5	5.5
Expenditure	\$102M	\$444M	\$546M	\$13M	\$559M
ASPT *(average spend per trip)	\$837	\$ 1,977	\$1,575	\$827	\$1,543



Annual overnight visitor numbers to the region

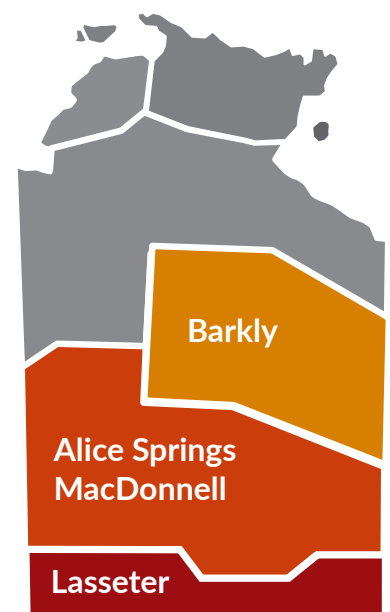


Region definition

The Central Australia tourism region comprises the Barkly, Alice Springs MacDonnell and Lasseter tourism regions. The regional boundaries of these regions are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

Source note

All information is derived from Tourism Research Australia's (TRA) National and International Visitor Surveys unless otherwise stated. For more information on the surveys, please refer to TRA's website.



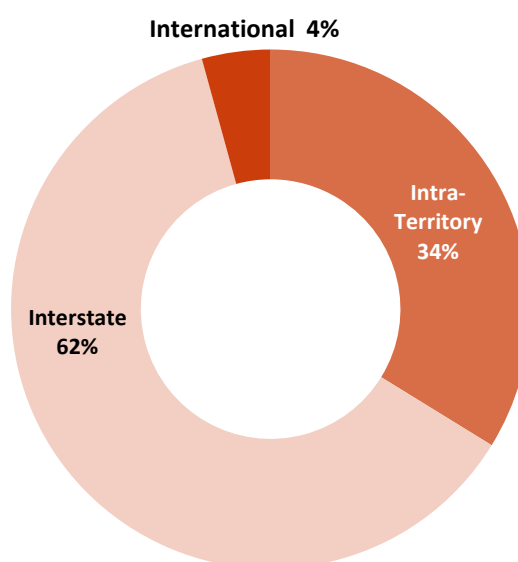
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WHERE do visitors come from and WHY?

Place of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	122,000	513,000	4.2
Interstate	224,000	1,334,000	5.9
SA	27%	22%	4.9
QLD	22%	21%	5.7
VIC	21%	26%	7.4
NSW	19%	12%	4.0
WA	9%	15%	10.4
TAS	3%	3%	6.2

Central Australia source markets



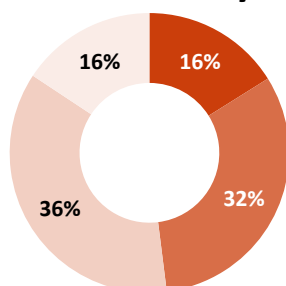
Purpose of visit*	Intra - Territory	Interstate	Domestic	International
Holiday	24%	71%	54%	94%
Visiting friends and relatives	10%	7%	8%	3%
Business	55%	19%	32%	2%
Other reasons**	12%	7%	9%	2%

*Purpose of visit figures do not add up to 100% as visitors can visit several places within a region for different purposes.

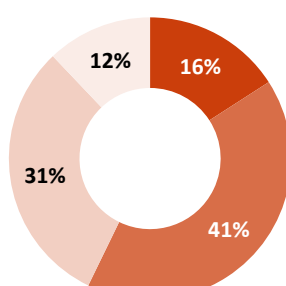
**Includes employment, education, other reason, no other reason and in transit.

WHAT time of year do visitors come?

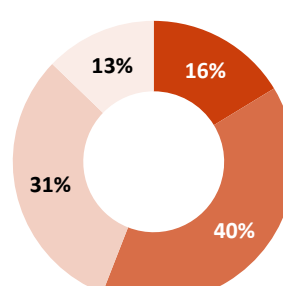
Intra-Territory



Interstate



Total

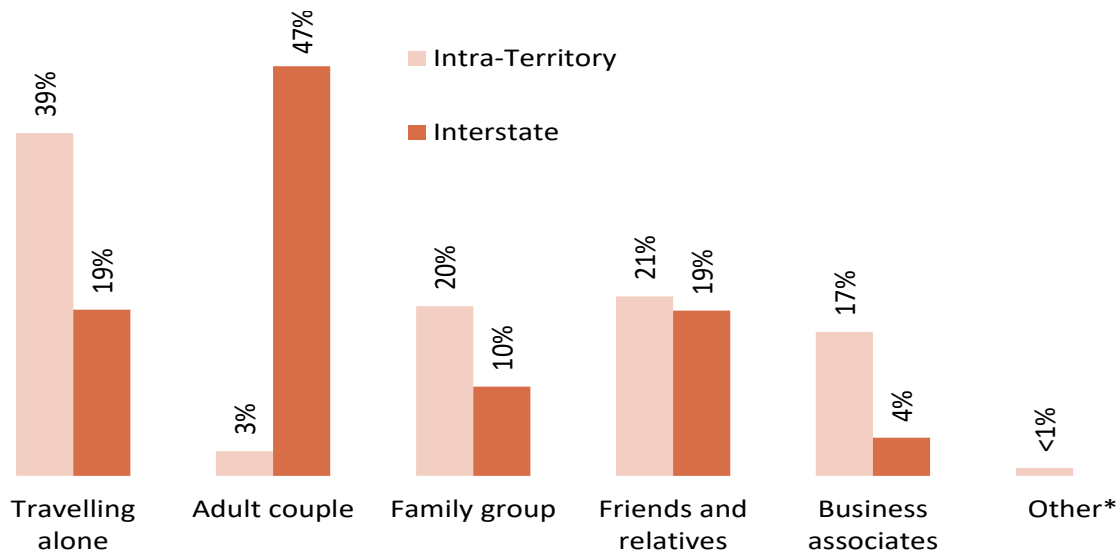


Note: The timing of visit was impacted by border closures into the NT due to COVID-19, as well as normal seasonal variations.

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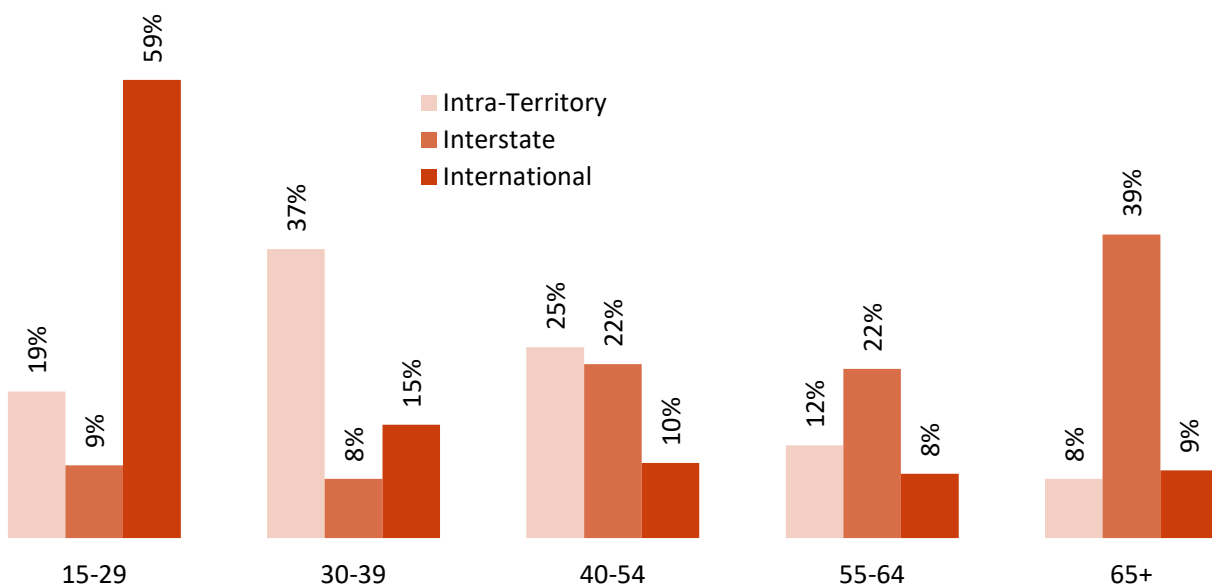
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WHO are our visitors travelling with?



*Includes school/uni/college group, non-school sporting group/community group or club and other. Percentages in the graph reflects proportion of travel party by intra-Territory or interstate visitors. Note: Year on year percentage change from YE June 2021 to YE June 2022 for interstate travel was down for most travel party types, including business, with COVID-19 restrictions still impacting interstate corporate traffic and business events. "Adult couples" and "Friends and relatives", however, were up for interstate travel. Intra-Territory travel was mixed with business travel, adult couples and solo travellers down, while family groups as well as friends and relatives were up. These increases reflect easing of COVID-19 restrictions.

WHAT age are our visitors?

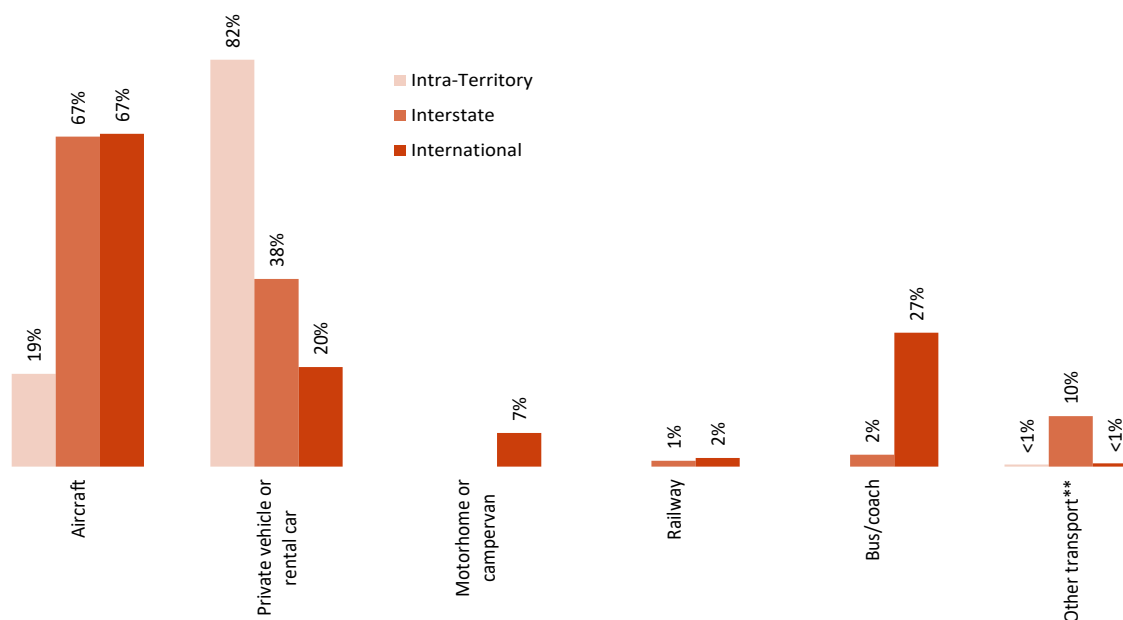


Data in the graph reflects proportion of intra-Territory, interstate and international visitors by age group. Note: Year on year percentage change from YE June 2021 to YE June 2022 for international travel was up for all age groups due to the opening of Australia's international border. Interstate travel was down for people aged 15-54, however up for people aged 55 years and over. Intra-Territory travel was up for the 30-39 age group and people aged 65 years and over, however down for other age groups. COVID-19 restrictions as well as easing of some restrictions would have contributed to this result.

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Proportion of transportation* used by travellers



*Transportation refers to stopover transportation and includes transportation used to arrive and used within the region.

**Includes long distance transport, local transport, other land transport, water transport, other transport and not stated/asked.

Note: Year on year percentage change from YE June 2021 to YE June 2022 shows aircraft transport mode as well as private vehicle or rental car increased for interstate and international travel, while the same modes of transport were down for intra-Territory travel. This is likely due to the easing of COVID-19 restrictions making interstate and international travel to the NT more accessible.

WHO also went to the Top End?

Dispersal	Intra-Territory	Interstate	International
Central Australia visitors who also went to the Top End	7%	16%	28%

WHERE did they go in Central Australia?

Statistical Area Level [SA2 group]	Proportion of Central Australia visitors
Alice Springs	51%
Sandover - Plenty	11%
Tanami	15%
Yuendumu - Anmatjere	2%
Petermann - Simpson	50%
Barkly	7%
Tennant Creek	11%

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The domestic leisure drive* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	35%	374%	112,000
Visitor nights	20%	80%	522,000
ALOS (nights)	2.7	5.7	4.7

Domestic leisure drive visitors accounted for approximately 32% (or 112,000 visitors) of all domestic visitors to the region.

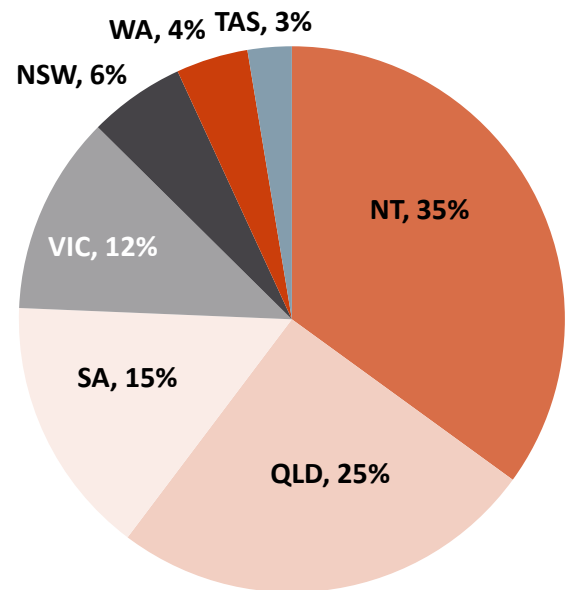
Domestic source markets

NT residents made up 35% of the domestic leisure drive market for Central Australia. Queensland and South Australia were the largest interstate drive markets making up 25% and 15% of visitors respectively. They were closely followed by Victoria at 12%.

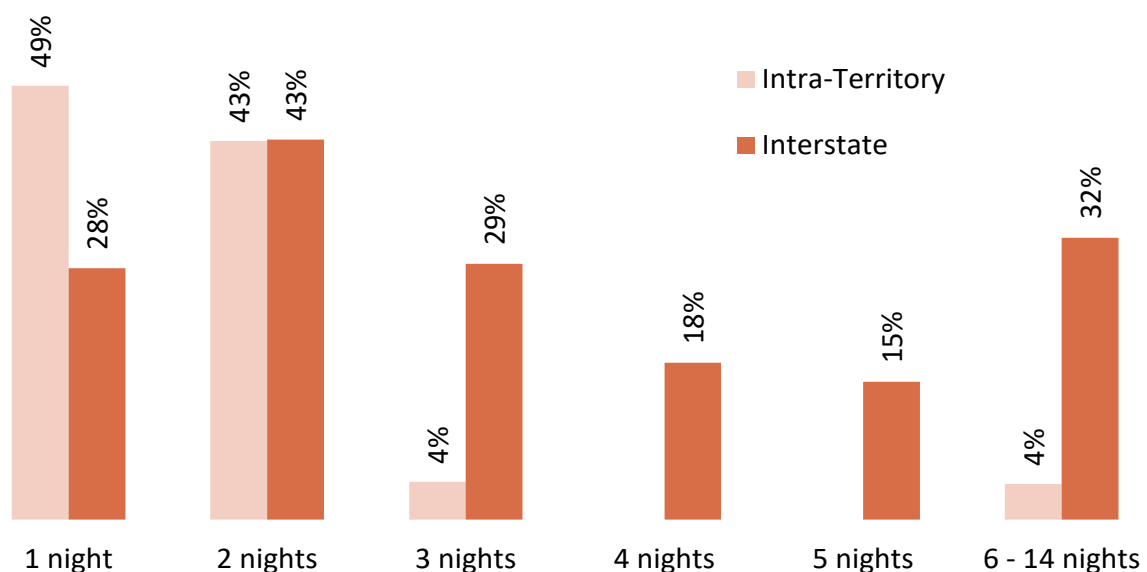
Length of stay

Approximately 98% of domestic leisure drive visitors stayed for three nights or less. Influencing this result is the high proportion of Territorians travelling for two or fewer nights.

Domestic leisure drive source market



Length of stay - Domestic leisure drive market



*Domestic leisure drive is defined as domestic visitors who travelled for the purpose of a holiday or visiting friends and relatives that also used drive transportation in the region. Data in the graph reflects the proportion of intra-Territory and interstate drive visitors by duration of nights spent. Year on year percentage change from YE June 2021 to YE June 2022 suggests the largest increases for interstate leisure drive visitors were for trips of 4 nights and 6-14 nights duration, while intra-Territory leisure drive visitors showed the largest declines for trips lasting between 4-14 nights.

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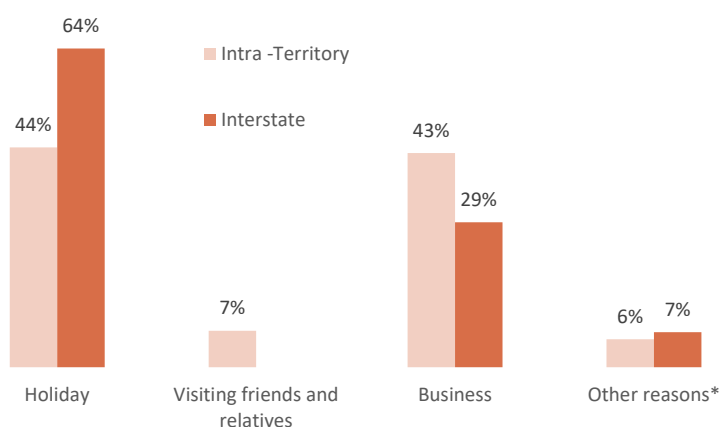
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Youth visitation to the region

Youth	Intra-Territory	Interstate	Domestic
Visitors	46%	54%	39,000
Visitor nights	44%	56%	174,000
ALOS (nights)	4.2	4.7	4.4

Youth is defined as any visitor aged 15 to 29 years of age, who did not travel as part of a family group (parents and children) or school group.

Youth purpose of visit



The youth market contributes 11% of all domestic visitors to the Central Australia region. They also contribute a relatively high number of nights with 174,000 nights or 9% of all nights in the region.

Intra-Territory youth makes up just under half (46%) of the youth market in Central Australia, with interstate youth making up the other half (54%) of the market.

**Includes employment, education, other reason, no other reason and in transit.*

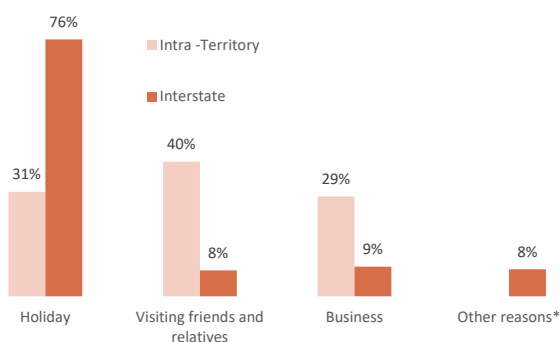
Visitors interested in Aboriginal cultural experiences/participation

Aboriginal culture	Intra-Territory	Interstate	Domestic
Visitors	22%	78%	96,000
Visitor nights	14%	86%	406,000
ALOS (nights)	2.7	4.7	4.2

Aboriginal culture is a niche segment for those visiting the Central Australia region, with just over one in four (28%) visitors participating in these activities.

The majority of interstate visitors who were interested in Aboriginal culture were in the region for the purpose of a holiday (76%). On the other hand, the main purpose of intra-Territory visitors who participated in Aboriginal cultural activities was to visit friends and relatives (40%).

Aboriginal culture purpose of visit



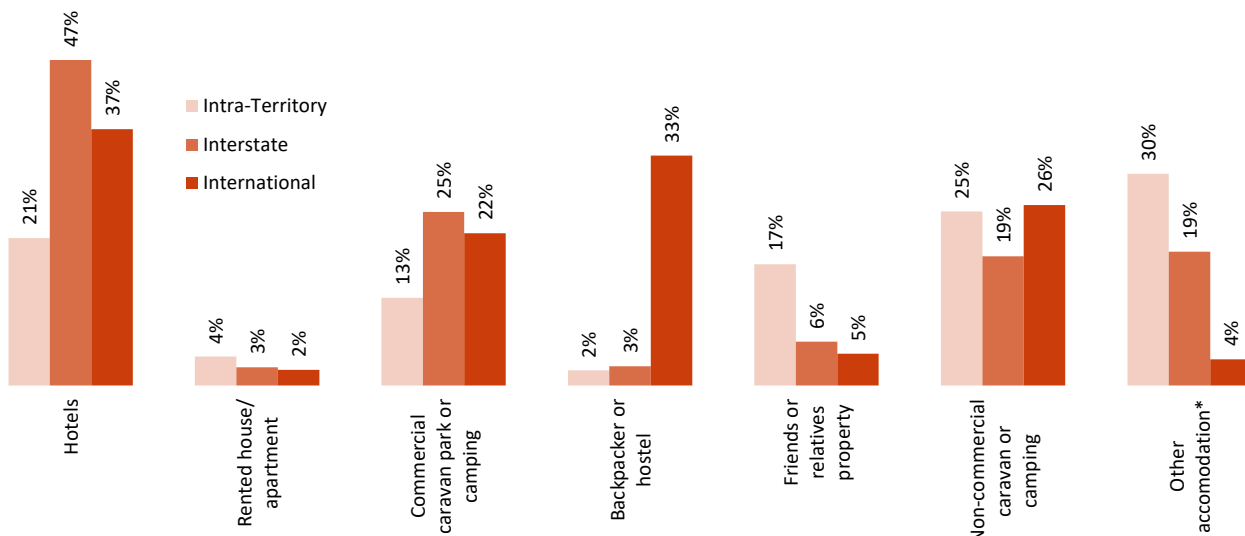
Aboriginal cultural experiences include: experience Aboriginal art/craft and cultural displays, visit an Aboriginal site/community, attend an Aboriginal performance, go on a tour with an Aboriginal guide, participate in traditional activities, have an Aboriginal food experience and/or have a camping experience on Aboriginal land.

**Includes employment, education, other reason, no other reason and in transit.*

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WHERE did they stay?



*Includes guest house/ bed and breakfast, other commercial accommodation (e.g. boat, glamping, other), own property, other private accommodation, other accommodation, in transit and not stated/asked. Data in the graph reflects the proportion of intra-Territory, interstate and international visitors by stopover accommodation used.

Note: Year on year percentage change from YE June 2021 to YE June 2022 for interstate travel was up for both commercial and non-commercial caravan or camping but slightly down for hotels, with intra-Territory travel down for all of these types of accommodation.

WHAT activities did they do?

Eat out and dining



47%

Bushwalks



43%

Visit national parks



36%

Pubs clubs disco



24%

Sightseeing



24%

Visit Aboriginal sites



20%

Museums and art galleries



18%

History and heritage buildings, sites or monuments



14%

Go shopping



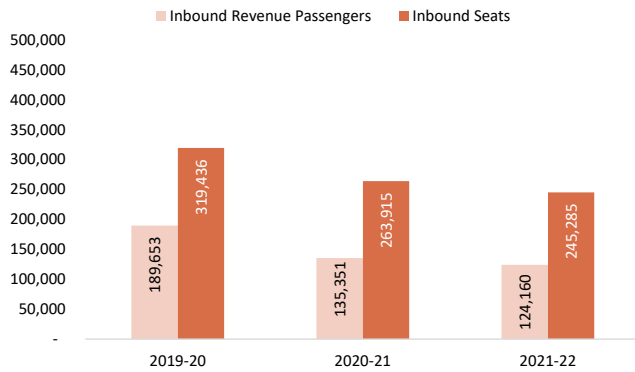
14%

Note: Activities include domestic overnight visitors only, for activities taken place in the NT.

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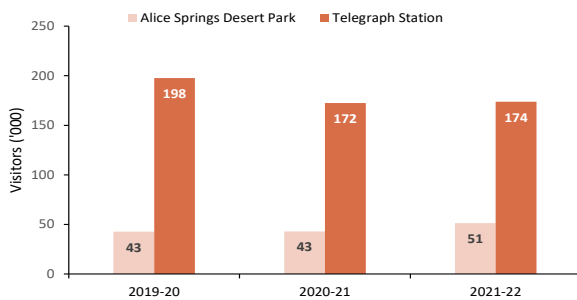
Industry sector news

Airport traffic data Alice Springs



Source: Bureau of Infrastructure, Transport and Regional Economics.

Desert Park and Telegraph Station



Source: NT Parks and Wildlife Commission.

More information on the surveys:

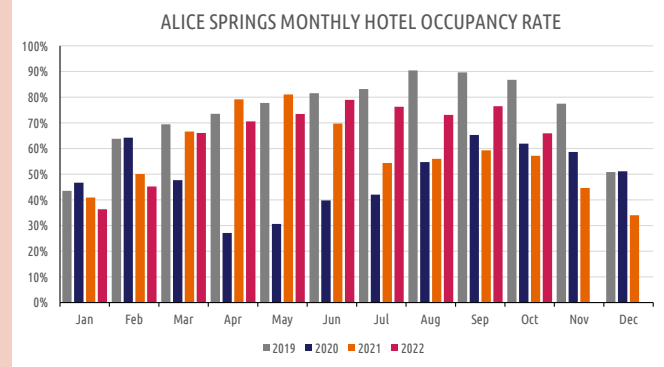
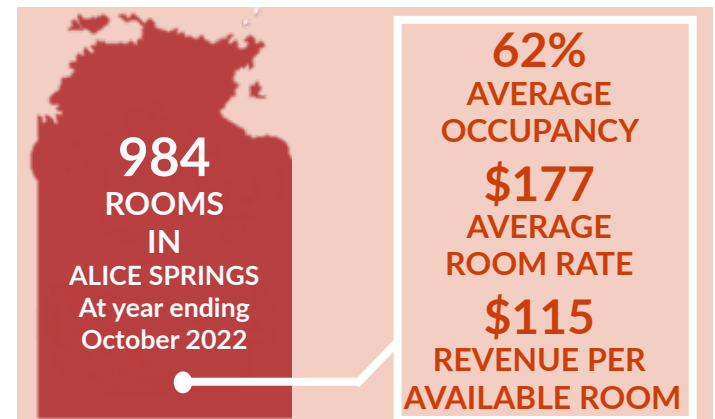
Visitor numbers, nights and spend estimates are derived from Tourism Research Australia's (TRA) National and International Visitor Surveys (NVS and IVS). These surveys are based on sample rather than census, and as such, are subject to sampling variability. When using these estimates at the destination 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.

CENTRAL AUSTRALIA Year Ending June 2022	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	72	+/-31%	+/-45%
Interstate	78	+/-23%	+/-28%
International	np	np	np

np = not publishable

Alice Springs accommodation



Source: STR Destination Report from January 2019 to October 2022. Alice Springs hotel accommodation with 10+ rooms.

Note: When compared to YE October 2019 (pre-COVID), average occupancy went down -11 percentage points, average room rate went up +46% and revenue per available room went up +27%. Room supply went down 7 rooms.

Park Visitation

Park	YE June 2021	YE June 2022	Change
Alice Springs Telegraph Station Historical Reserve	172,000	174,000	+0.8%
Tjoritja/ West MacDonnell National Park	107,000	128,000	+20%
Karlu Karlu/ Devils Marbles	113,000	127,000	12%
Watarrka National Park	96,000	121,000	+26%
Alice Springs Desert Park	43,000	51,000	+19%
Trephina/ East MacDonnell National Park	24,000	26,000	+9.9%

Source: NT Parks and Wildlife Commission.