

Lasseter region Destination Management Plan

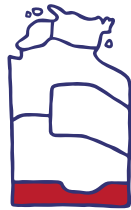
ANNUAL REPORT CARD 2022

The Lasseter region Destination Management Plan (DMP) focuses on development priorities for the sustainable growth of tourism in the region over 10 years.

There are six DMPs that identify key strengths and assets across Northern Territory regions, and provide a comprehensive overview of comparative advantages, current product offerings and visitor profiles.

The six destinations are:

- Alice Springs and MacDonnell Ranges region
- Lasseter region
- Barkly region
- Big Rivers region
- East Arnhem Land region
- Greater Darwin region



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.

The DMPs are 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.

DMPs for the Big Rivers and three Central Australia regions (Alice Springs and MacDonnell Ranges, Barkly and Lasseter) were completed in late 2020, with the East Arnhem Land DMP completed in November 2021 and the Greater Darwin region DMP completed in May 2022.

Lasseter region

The Lasseter region is located south of Alice Springs and is associated with iconic landscapes, rich Aboriginal culture, outback adventure and pioneering history. Visitors can experience the region through a range of diverse and unique activities and attractions, focused on the iconic natural and cultural landscape and heritage.

The region includes the World Heritage listed Uluru-Kata Tjuta National Park and Watarrka National Park, the location of the famous landmark Kings Canyon. The region is a renowned travel destination both nationally and internationally, and has opportunities to further develop the range of experiences available to travellers as well as enhance travel connections and experiences between the neighbouring region of Alice Springs and MacDonnell Ranges.



Visitation and expenditure

Year ending June 2022*

Visitors ↓57%

173,000

Holiday: 148,000

Visiting friends/family:
6,000

Expenditure ↓39%

\$312M

Business: 19,000

Other (i.e. work/study):
3,000

* With percentage changes compared to 2019 data

Year ending June 2019

Visitors

402,000

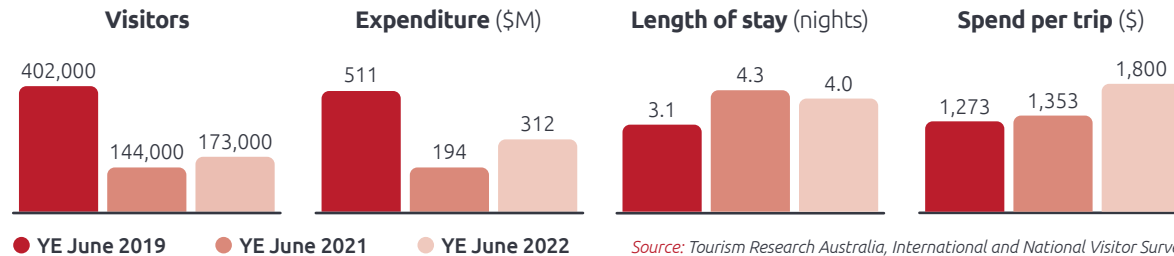
Expenditure

\$511M

Data to the year ending 2022 reflects visitation and expenditure during months when COVID restrictions were still heavily impacting the Northern Territory.

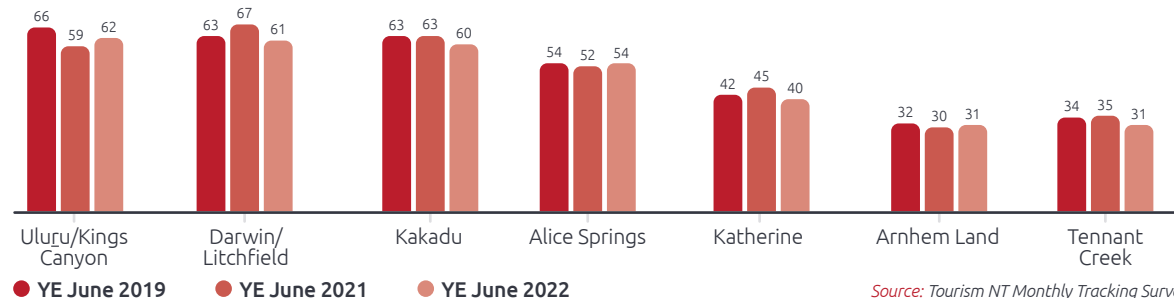
Source: Tourism Research Australia, International and National Visitor Survey

Lasseter region key data



Places in the NT you would visit

Annual shifts by NT considerers (%)

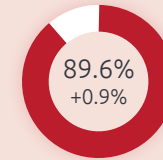


Visitor satisfaction

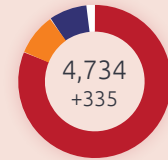
Year ending June 2022 with percentage changes compared to previous 12 months*

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

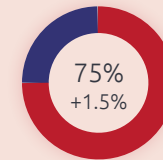
Global review index



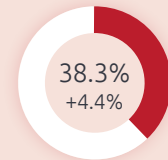
Reviews



Semantic analysis



Management response



● positive (80%+) ● neutral (79-60%) ● negative (59-0%)

Positive reviews:

Food and drink ↑ 1.5%
Experience ↑ 1.1%
Value ↑ 4.1%
Cleanliness ↑ 6.4%
Service ↑ 1.6%
Camping ↑ 6.8%

Negative reviews:

Entertainment ↓ 2.5%
Bathroom ↓ 3.3%
Maintenance ↓ 6.8%

The Lasseter region saw a Global Review Index (GRI) increase of 0.9%. The semantic analysis indicates a positive increase in visitor experience, value and service. Positive mentions in camping increased by 6.8% with a large number of reviews commenting on clean amenities and well organised campgrounds. Positive mentions of cleanliness increased by 6.4% and included all accommodation types. Negative mentions of maintenance increased by 6.8% and commonly referred to accommodation, shops and guest facilities.

Collective stakeholder progress on regional priorities

Locality and opportunity

Progress and regional achievements

Lasseter region: seal the Mereenie Loop road.

Funding has been allocated for sealing of the Mereenie Loop road within 5 years.

Lasseter region: install and upgrade wayfinding signage across the region.

Red Centre Way wayfinding structures have been updated with new maps and information.

Lasseter region: expand the quantity of Aboriginal cultural tourism offerings.

- Funding support provided to Karrke Cultural Tours for expansion of their infrastructure facilities.
- Parks Australia engaged consultants to progress work on developing the new Cultural Centre Precinct Plan within Uluru- Kata Tjuṯa National Park.

Uluru-Kata Tjuṯa National Park (UKTNP): enhance soft adventure tourism offerings in UKTNP.

The UKTNP Board approved a license for a project that includes a walking trail and accommodation between Kata Tjuṯa and Uluru.

Uluru-Kata Tjuṯa National Park (UKTNP): enhance the UKTNP Cultural Centre facilities including contemporary design.

Capital works repairs on existing UKTNP Cultural Centre in progress and due for completion in 2023.

Watarrka National Park: develop a multi-day hike in Watarrka National Park.

Agreement between all parties for the trail that sets out negotiation milestones nearing completion. Work continuing on final location of camps and track route.

Watarrka National Park: expand the Aboriginal cultural experiences in the Watarrka National Park region.

Contract for the design of a Wiltja shelter at Kings Canyon has commenced. Shelter will be used to hold cultural talks and workshops near the start of the Rim Walk.

Watarrka National Park: expand product offerings and experiences in the Watarrka National Park region.

Supported private investors in their initiatives to improve visitor experience offerings at Kings Creek Station and Kings Canyon Resort.

Watarrka National Park: improve existing accommodation and establish new accommodation.

- Kings Creek Station developed Drovers Dream glamping experience overlooking the iconic George Gill Range with ten new glamping tents.
- The G'day Group completed Stage 1 of a multi-million dollar upgrade of Discovery Kings Canyon Resort and Caravan Park including 100 refurbished rooms and 58 new powered sites for caravanning and camping.

Yulara/Ayers Rock Resort: develop a visitor information presence at Yulara.

Discussions held with Voyages Indigenous Tourism to identify preferred location for visitor information facilities.

Yulara/Ayers Rock Resort: develop night time tourism experiences.

Visitor Experience Enhancement Program funding support provided to Voyages Indigenous Tourism to purchase a mobile planetarium to expand night time star viewing opportunities for visitors to Yulara.

Future focus

- Support upgrades to essential services at Yulara to enable new accommodation developments.
- Continue discussions with Voyages Indigenous Tourism to develop a visitor information presence at Yulara.
- Support the development and enhancement of Aboriginal cultural tourism opportunities in the Lasseter region.
- Market Voyages' new night time experience, Wintjiri Wiru, for the 2023 tourist season.
- Market G'day Groups new night time experience at Kings Canyon Resort, Light Towers, for the 2023 tourist season.
- Commence initiatives that leverage off the project to fully seal the Mereenie Loop Road.
- Continue to rectify the old Mount Ebenezer Roadhouse site on the Lasseter Highway.
- Support improvement to accommodation facilities within the Lasseter region.
- Support the completion of the proposed Watarrka and Uluru-Kata Tjuta multi-day walking trails.
- Support tourism operators to develop new sustainable and accessible visitor experiences and encourage improved sustainability practices.
- Work across Government to resolve water access issues for Glen Helen Resort, enabling it to reopen for visitors.

For further information please contact Tourism NT:
tourism.development@nt.gov.au
08 8951 8518

Read more about Destination Management Plans here: **tourismnt.com.au/research-strategies/destination-management-plans**.



Kings Canyon rim walk,
Watarrka National Park

