

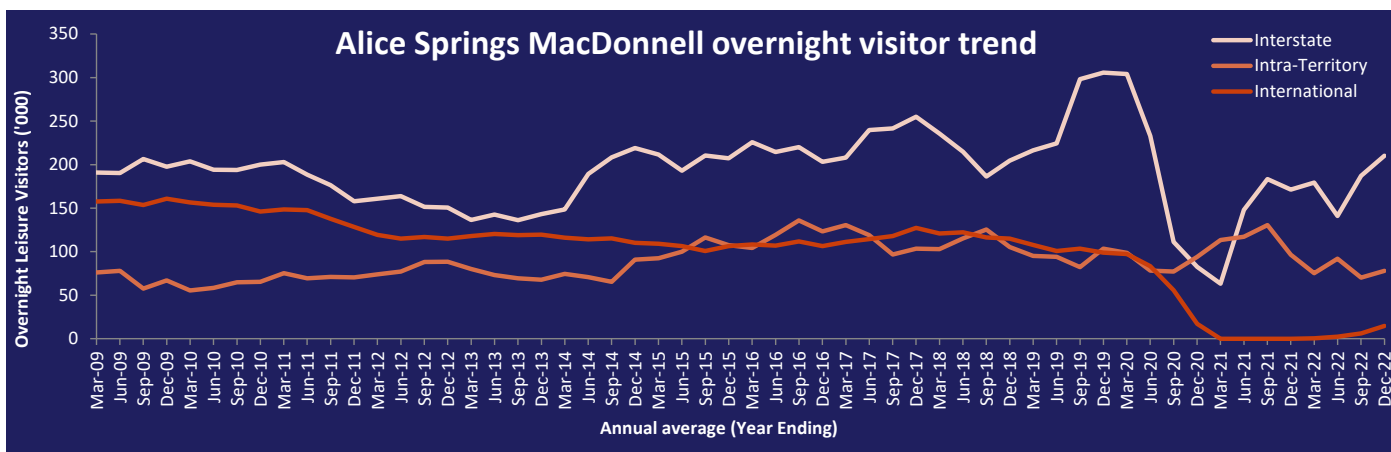
Alice Springs MacDonnell Regional Report

Year Ending December 2022

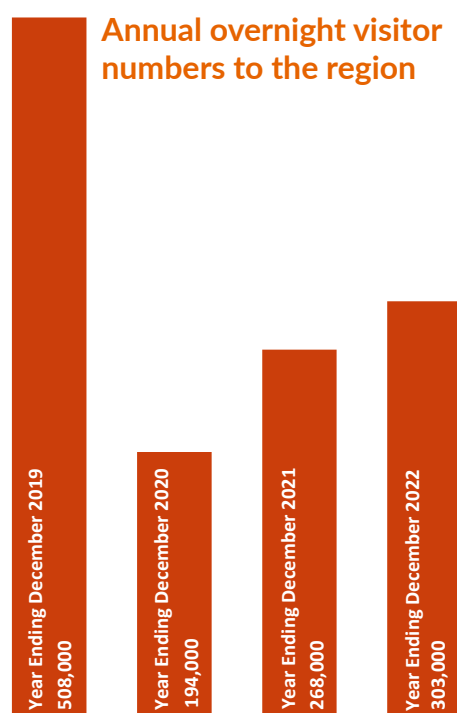
Visitor numbers in Alice Springs MacDonnell

Alice Springs MacDonnell overnight	Intra Territory	Interstate	Domestic	International	Total
Visitors	78,000	210,000	288,000	15,000	303,000
Visitor nights	456,000	1,091,000	1,547,000	133,000	1,680,000
ALOS (average length of stay, nights)	5.8	5.2	5.4	9.1	5.5
Expenditure	-	-	\$329M	\$11M	\$340M
ASPT (average spend per trip)	-	-	\$1,140	\$749	\$1,121

- All measures for domestic and international visitation were higher in December 2022 compared to December 2021.
- Visitation in the region was up +13% to 303,000 with expenditure in the region up +44% to \$340 million.
- While domestic visitation to the region has recovered and in some cases exceeded visitation in 2019, recovery for the international market remains slow.



Annual overnight visitor numbers to the region



Region definition

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

Alice Springs

Alice Springs.

MacDonnell

East and West MacDonnell National Parks, Tanami Desert, Hermannsburg, Yuendumu and Ti Tree.

Source note: All information is derived from Tourism Research Australia's National and International Visitor Surveys unless otherwise stated. For more information on the surveys, please refer to the 'More Information' section. Note some variables in the graphs may not appear due to no results over this period. Data is rounded and may affect some tables.



Alice Springs MacDonnell Regional Report

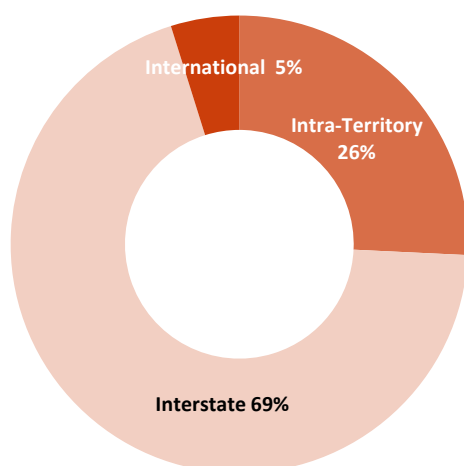
Year Ending December 2022

WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	23,000	115,000	138,000	13,000	151,000
Visiting friends and relatives	9,000	13,000	22,000	1,000	23,000
Business	41,000	81,000	122,000	<1,000	122,000
Other reasons*	6,000	3,000	9,000	1,000	10,000

*Includes employment, education, other reason and in transit.

Alice Springs MacDonnell source markets



- Holiday visitation remains the primary purpose of visitors to the Alice Springs MacDonnell region, with business being a close second.
- The largest visitor market is the interstate visitor market with visitors from Victoria being the main source market for interstate visitation, although visitation from Queensland and South Australia is also sizable, at equal second source markets for the region.
- The largest international visitor market is the United Kingdom, followed by Germany and the United States.
- While international borders opened in February 2022, recovery of international travel to the region has been slow, although international visitation has grown quarter on quarter since borders have opened. Visitation during the December quarter made up over half all international visitation in the 2022 calendar year.

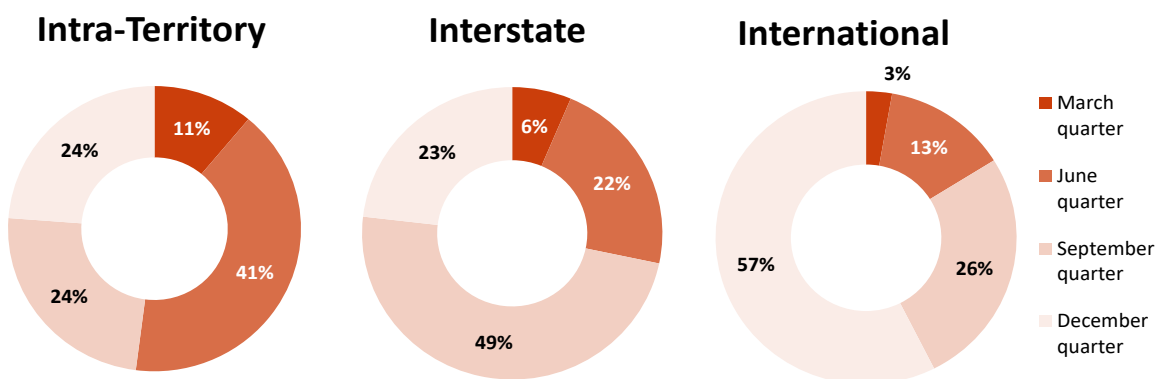
Country of origin	Rank	Visitors	Visitor nights	ALOS (nights)
International	n/a	15,000	133,000	9.1
United Kingdom	1	3,000	12,000	4.0
Germany	2	3,000	9,000	3.5
USA	3	3,000	30,000	11.9
France	4	1,000	2,000	2.1
Switzerland	5	1,000	3,000	4.0
New Zealand	6	1,000	4,000	5.2
Canada	7	<1000	2,000	4.8
Italy	8	<1000	1,000	1.7
Scandinavia	9	<1000	1,000	4.0
India	10	<1000	2,000	14.2

State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	78,000	456,000	5.8
Interstate	210,000	1,090,000	5.2
VIC	69,000	479,000	7.0
QLD	40,000	123,000	3.1
SA	40,000	134,000	3.4
NSW	29,000	135,000	4.7
WA	25,000	192,000	7.6
TAS	7,000	27,000	3.7

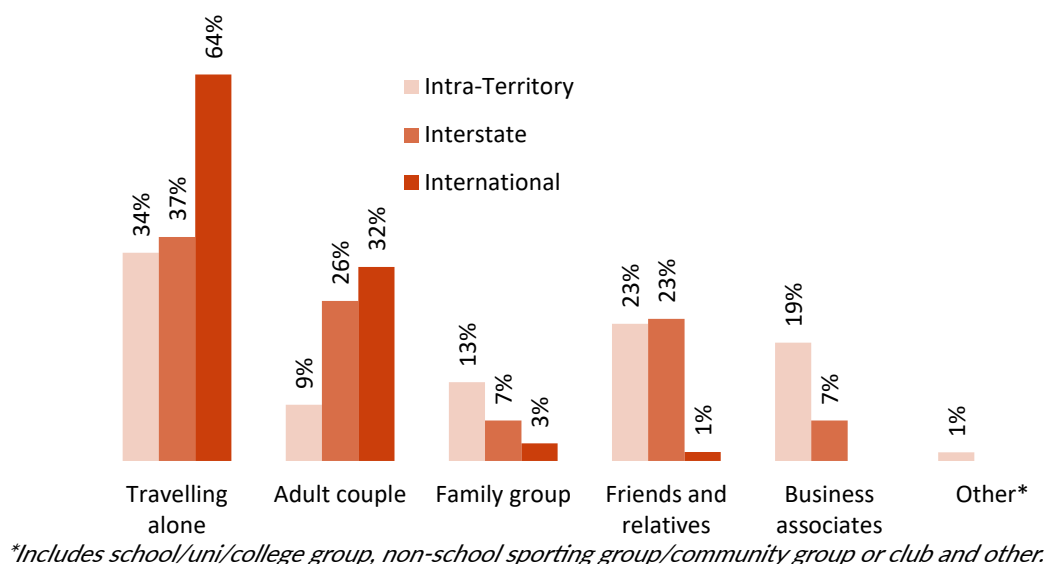
Alice Springs MacDonnell Regional Report

Year Ending December 2022

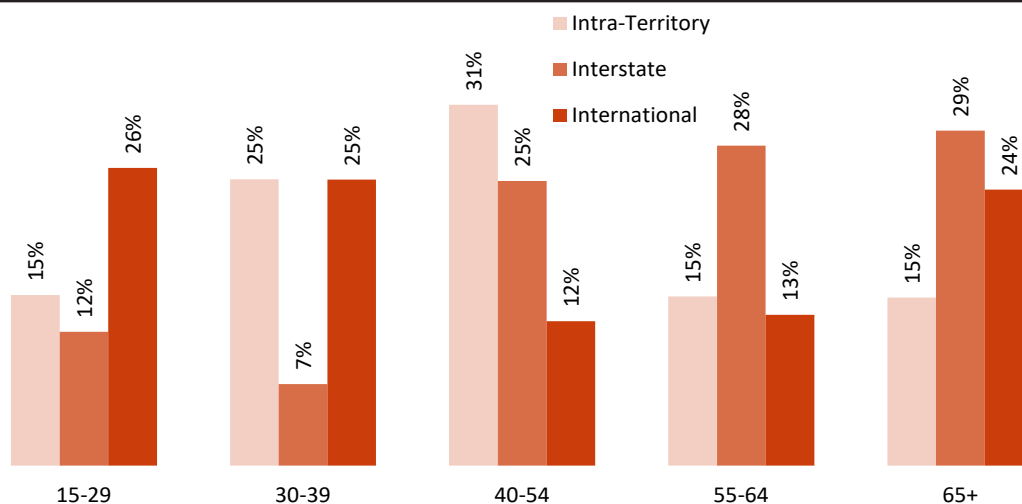
WHAT time of year do visitors come?



WHO are our visitors travelling with?



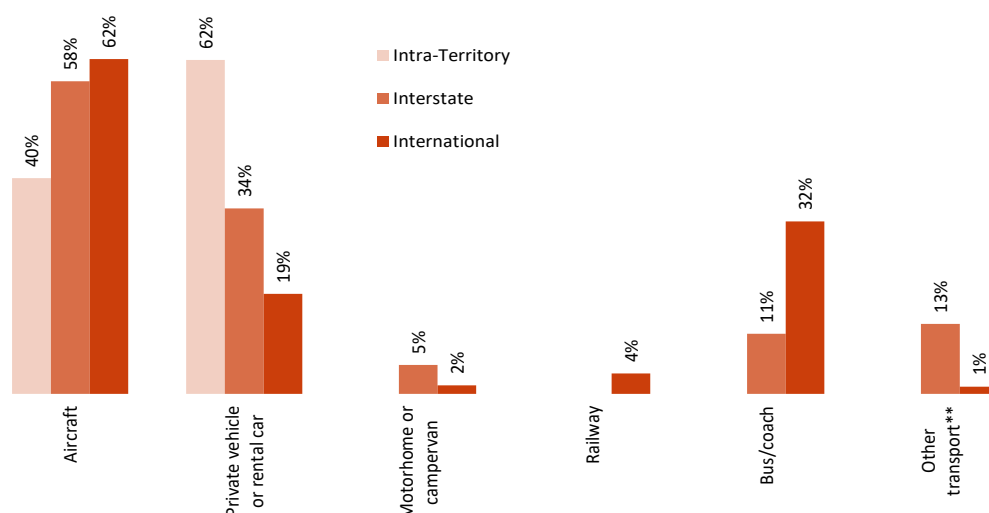
WHAT age are our visitors?



Alice Springs MacDonnell Regional Report

Year Ending December 2022

WHAT transportation* did they use to get here and around?



- Interstate visitors primarily travel using aircraft (fly), although other land transport (rail, bus, other) and private vehicle or company car (self drive) are the next most transport types used.
- Intra-Territory visitors, on the other hand, primarily travel using self drive.
- International visitors primarily travel using fly, with bus/coach and self drive the next most popular transport types used.

*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.

WHERE else did they go in the Territory?

Dispersal	Greater Darwin	Kakadu Arnhem	Katherine Daly	Barkly	Lasseter
Intra-Territory	<1,000	0	5,000	4,000	2,000
Interstate	46,000	20,000	33,000	32,000	97,000
International	6,000	1,000	2,000	1,000	7,000

- Interstate visitors are most likely to disperse to Lasseter and Greater Darwin, although some visitors are also likely to visit Katherine Daly, Barkly and Kakadu Arnhem as part of a wider NT trip.
- Intra-Territory visitors are likely to disperse to Katherine Daly, with a very small proportion visiting Barkly and Lasseter.
- International visitors tend not to disperse widely with visitation to Lasseter and Greater Darwin being the primary destinations for international visitors.

WHERE did they go in the Alice Springs MacDonnell region?

Statistical Area Level	Annual visit (2 year average)	Proportion of region
Alice Springs (SA2)	216,000	76%
Sandover - Plenty [SA2 group]	37,000	13%
Tanami (SA2)	67,000	24%
Yuendumu - Anmatjere [SA2 group]	6,000	2%
MacDonnell Region not fully defined (SA2)	<1,000	0%
Alice Springs MacDonnell Total	285,000	-

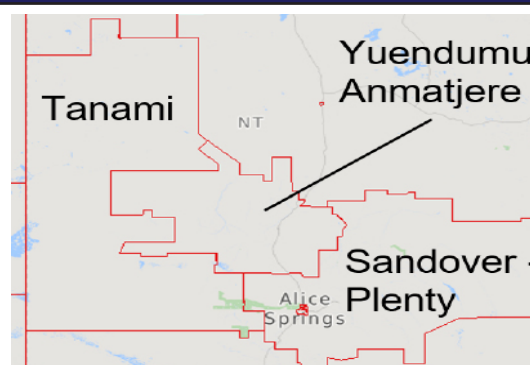


Image source: Australian Bureau of Statistics.

Alice Springs MacDonnell Regional Report

Year Ending December 2022

The domestic leisure drive* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	31,000	65,000	95,000
Visitor nights	103,000	326,000	429,000
ALOS (nights)	3.4	5.0	4.5

Domestic leisure drive travellers accounted for one third (33% or 95,000) of all domestic visitors to the Alice Springs MacDonnell region, as at year ending December 2022.

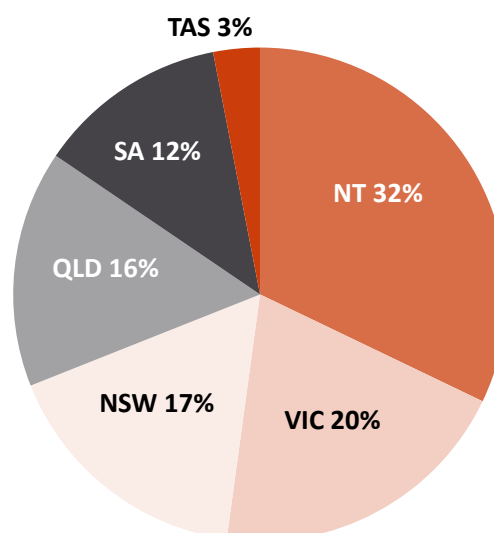
Domestic source markets

NT residents made up 32% of the domestic leisure drive market for Alice Springs MacDonnell. Victoria is the largest interstate drive market to the region, making up 20% of visitors, followed by New South Wales at 17%.

Length of stay

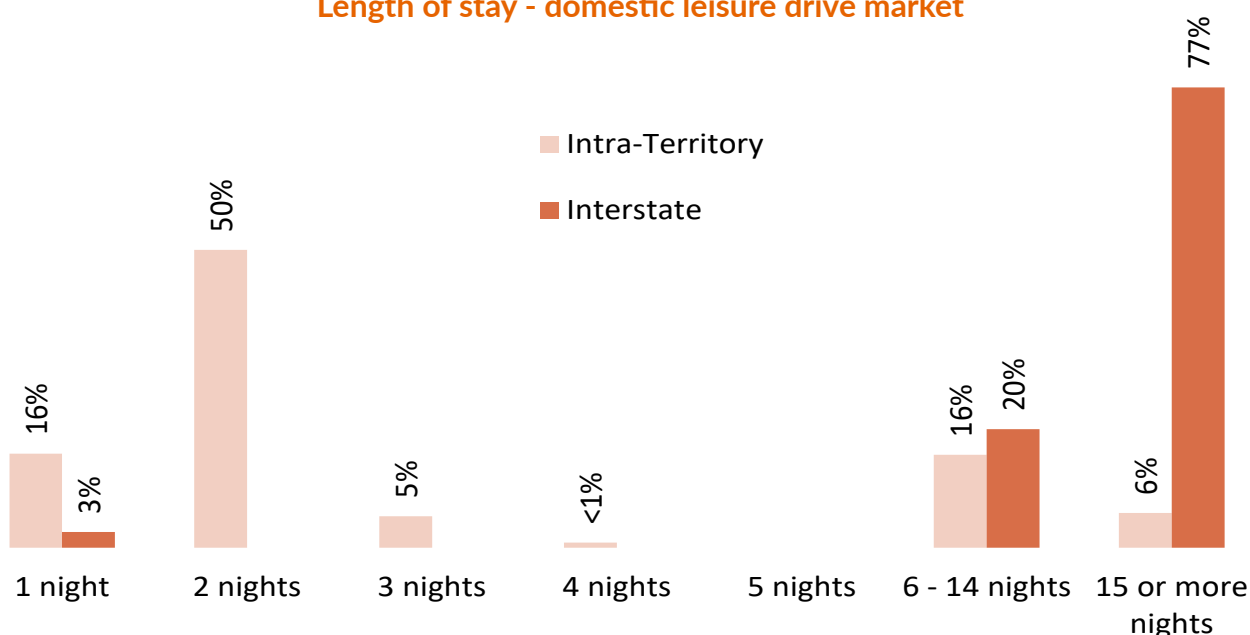
Approximately 25% of domestic leisure drive visitors stayed for three nights or less, with most of these being intra-Territory travellers. The majority of domestic leisure drive visitors (57%) stayed for 15 or more nights, with most of these being interstate travellers.

Domestic leisure drive source market



- Most interstate leisure drive visitors tend to visit the Lasseter region (69%) as part of their NT trip. A smaller number also visit Barkly 35%, Greater Darwin 32%, Katherine Daly 31% and Kakadu Arnhem 21%.
- Intra-Territory leisure drive visitors did not tend to disperse outside of the Alice MacDonnell area, with 8% visiting the Barkly and Katherine Daly region, and 7% visiting the Lasseter region.

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.

Alice Springs MacDonnell Regional Report

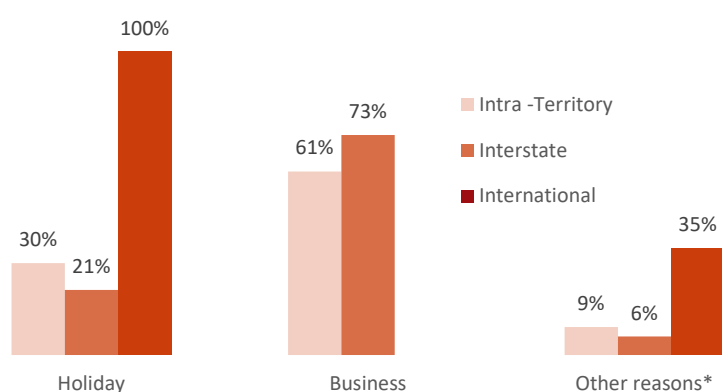
Year Ending December 2022

Youth visitation to the region

Youth	Intra-Territory	Interstate	Domestic	International	Total
Visitors	11,000	24,000	35,000	3,000	38,000
Visitor nights	54,000	239,000	293,000	10,000	303,000
ALOS (nights)	4.8	9.8	8.3	3.6	7.9

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



While the youth market constitutes 13% of all visitors to the Alice Springs MacDonnell region, they contribute a significant number of nights in the region with 303,000 or 18% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up almost two thirds (64%) of the youth market, and intra-Territory youth making up just under one third (29%). International youth make up 8% of the market.

**Includes employment, education, other reason and in transit.*

Visitors interested in Aboriginal cultural experiences/participation

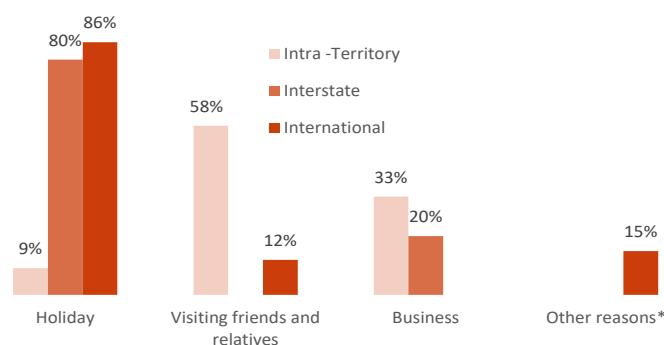
Aboriginal culture	Intra-Territory	Interstate	Domestic	International	Total
Visitors	14,000	40,000	54,000	8,000	62,000
Visitor nights	88,000	203,000	291,000	97,000	388,000
ALOS (nights)	6.1	5.1	5.4	12.4	6.3

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.

Aboriginal culture is a niche segment for those visiting the Alice Springs MacDonnell region, with one fifth (20%) of visitors participating in these activities.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 86% of international visitors and 80% of interstate visitors who participated in Aboriginal cultural activities were on a holiday.

Aboriginal culture purpose of visit

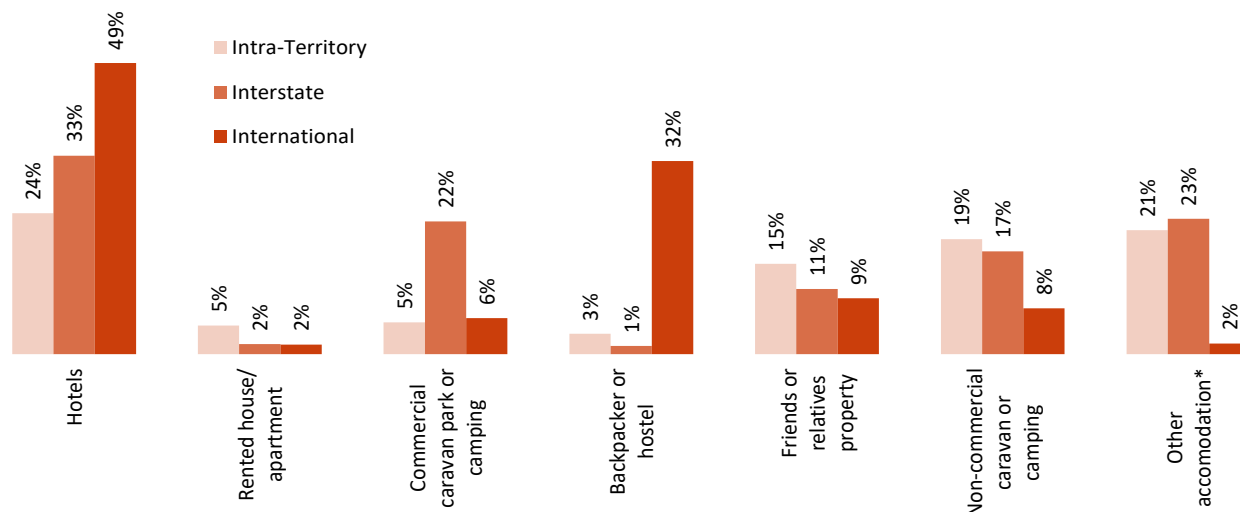


**Includes employment, education, other reason and in transit.*

Alice Springs MacDonnell Regional Report

Year Ending December 2022

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.

WHAT activities did they do?

Eat out and dining



47%

Visit National Parks



37%

Bushwalks



33%

Pubs clubs disco



28%

Sightseeing



26%

Museum Art galleries



23%

Aboriginal art and culture



20%

Shopping



13%

Botanical and public garden



12%

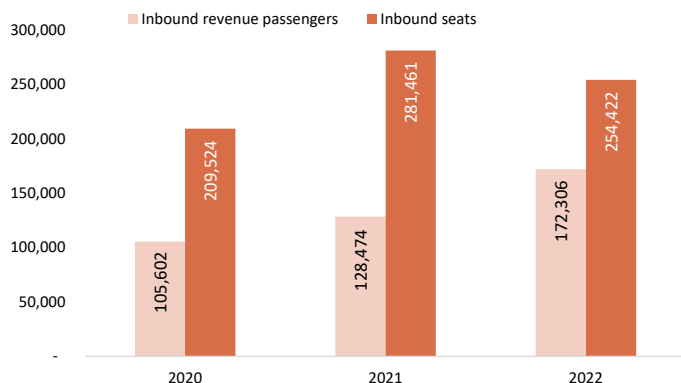
Note: Activities include both international and domestic overnight visitors. Activities reported for domestic visitors took place in the NT, while activities for international visitors could have taken place anywhere within Australia (including the NT).

Alice Springs MacDonnell Regional Report

Year Ending December 2022

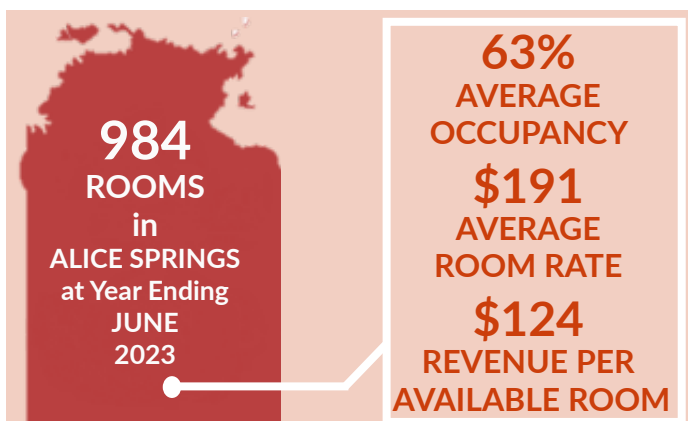
Industry sector news

Airport traffic data Alice Springs



Source: Bureau of Infrastructure, Transport and Regional Economics.

Alice Springs accommodation

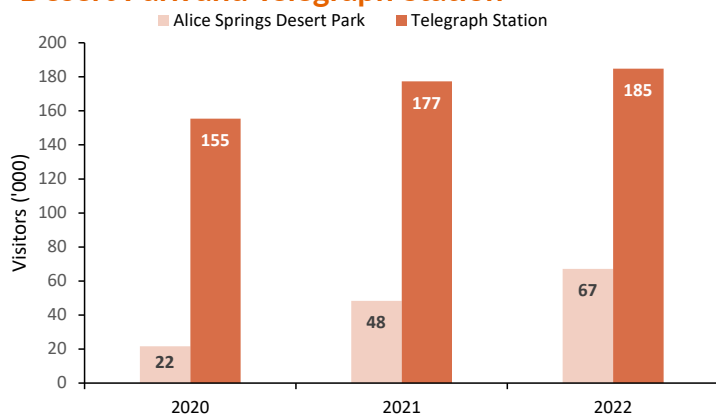


Park visitation

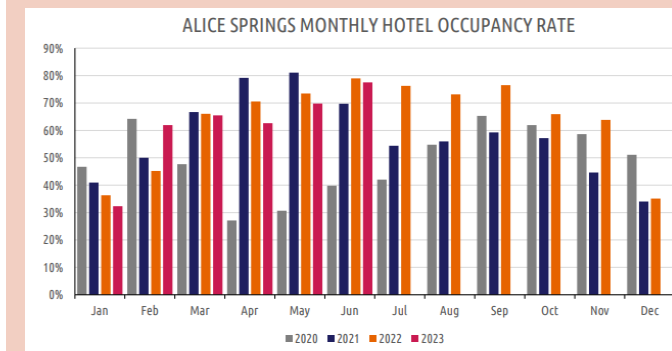
Year Ending December 2022	Visitors
Alice Springs Telegraph Station Historical Reserve	185,000
Tjoritja/ West MacDonnell National Park	171,000
Alice Springs Desert Park	67,000
Trephina/ East MacDonnell National Park	26,000
Finke Gorge National Park	18,000

Source: NT Parks and Wildlife Commission.

Desert Park and Telegraph Station



Source: NT Parks and Wildlife Commission.



Source: STR Destination Report from January 2020 to June 2023.
Alice Springs hotel accommodation with 10+ rooms.

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.

Alice Springs MacDonnell Year Ending December 2022	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	59	+/-38%	+/-48%
Interstate	63	+/-23%	+/-31%
International	np	np	np

np = not publishable

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.