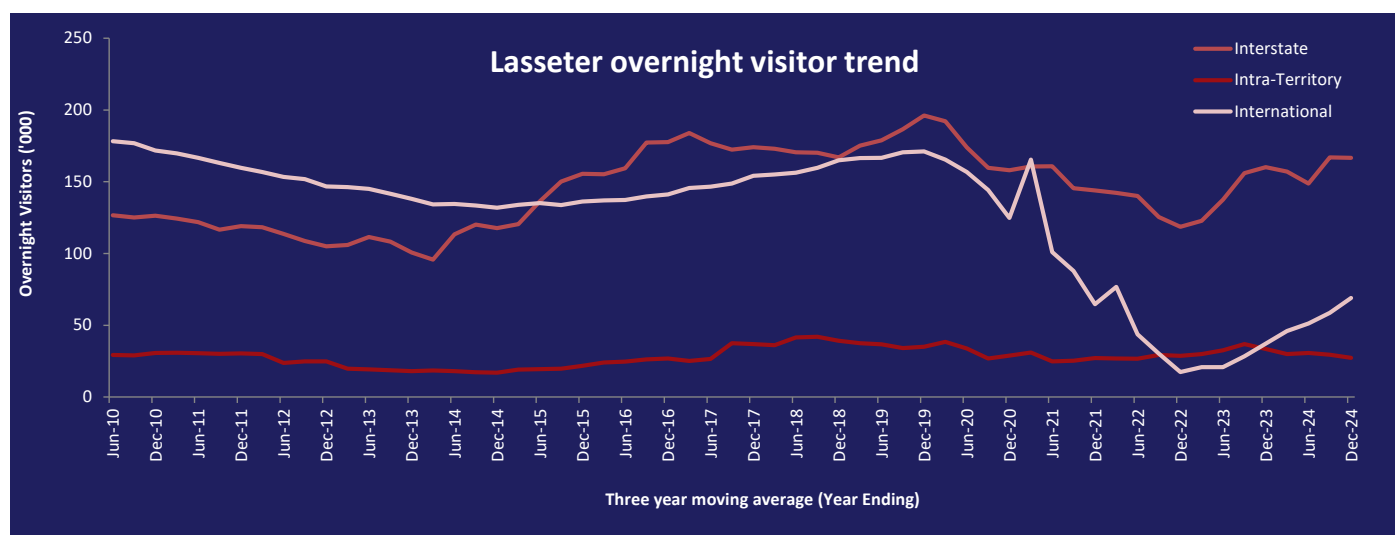


Lasseter Regional Report

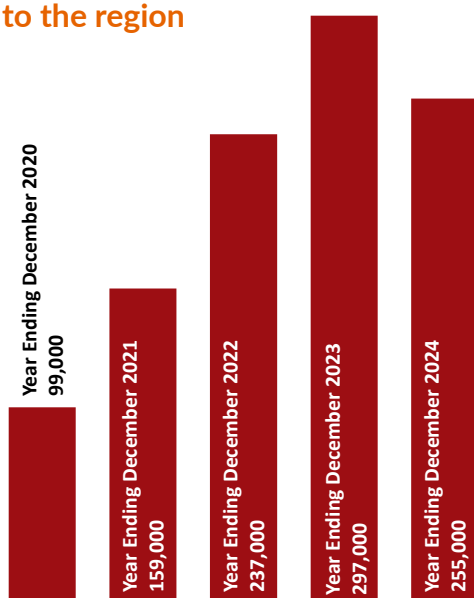
Year Ending December 2020-24 (5 year average)

Visitor numbers in Lasseter

| Overnight Visitation | Intra-Territory | Interstate | Domestic | International | Total |
|---------------------------------------|-----------------|------------|----------|---------------|---------|
| Visitors | 30,000 | 133,000 | 162,000 | 47,000 | 209,000 |
| Visitor nights | 94,000 | 551,000 | 645,000 | 230,000 | 876,000 |
| ALOS (average length of stay, nights) | 3.2 | 4.2 | 4.0 | 4.9 | 4.2 |
| Expenditure | *np | *np | \$251M | \$65M | \$316M |
| ASPT (average spend per trip) | *np | *np | \$1,543 | \$1,390 | \$1,509 |



Annual overnight visitor numbers to the region



*np - data not publishable

Region definition

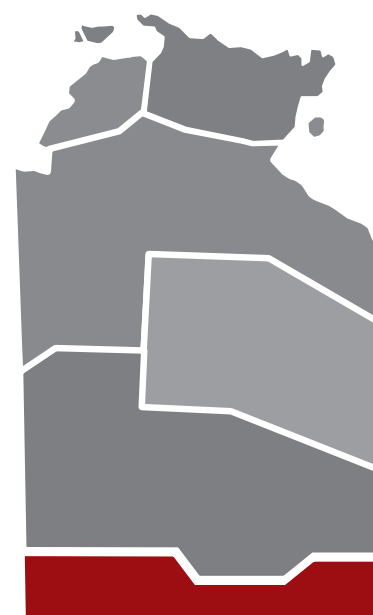
The regional boundaries of the Lasseter tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

What makes up the region:

Uluru-Kata Tjuta National Park, Watarrka National Park, Yulara, Kings Canyon and Eildunda.

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 result over this period. Data is rounded and may affect some totals.



Lasseter Regional Report

Year Ending December 2020-24 (5 year average)

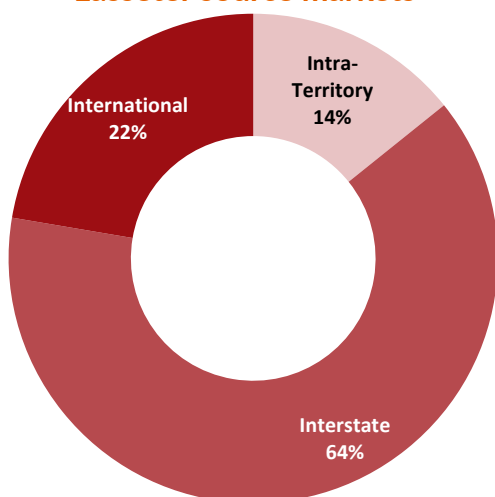
WHERE do visitors come from and WHY?

| Purpose of visit | Intra-Territory | Interstate | Domestic | International | Total |
|--------------------------------|-----------------|------------|----------|---------------|---------|
| Holiday | *np | *np | 125,000 | 46,000 | 171,000 |
| Visiting friends and relatives | *np | *np | 5,000 | *np | 5,000 |
| Business | *np | *np | 27,000 | *np | 28,000 |
| Other reasons* | *np | *np | 6,000 | 1,000 | 7,000 |

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

- Holiday visitation remains the primary purpose of visitation to the Lasseter region, with business being second.
- The largest visitor market is the interstate visitor market for holiday purposes.
- Visitors from New South Wales are the main source market for interstate visitation, followed by visitation from Victoria and Queensland.
- The largest international visitor market is the United States of America, followed by the United Kingdom and Germany.

Lasseter source markets



Top 3 international markets



United States of America



United Kingdom



Germany

| State of origin | Visitors | Visitor nights | ALOS (nights) |
|-------------------|----------|----------------|---------------|
| Intra-Territory | 30,000 | 94,000 | 3.2 |
| Interstate | 133,000 | 551,000 | 4.2 |
| New South Wales | 46,000 | 173,000 | 3.7 |
| Victoria | 34,000 | 159,000 | 4.6 |
| Queensland | 28,000 | 130,000 | 4.6 |
| South Australia | 15,000 | 59,000 | 3.8 |
| Tasmania | 4,000 | 16,000 | 4.5 |
| Western Australia | 3,000 | 8,000 | 2.6 |
| ACT | 2,000 | 7,000 | 3.4 |

*np - data not publishable

Lasseter Regional Report

Year Ending December 2020-24 (5 year average)

WHERE else did they go in the Territory?

- Visitors to the Lasseter region are most likely to disperse to the Alice Springs MacDonnell region, with this destination being the most popular place to disperse for intra-Territory, interstate and international visitors alike.
- International visitors are also likely to disperse to the Greater Darwin region. Smaller numbers of international visitors are dispersing to Katherine Daly, Kakadu Arnhem and Barkly.
- Interstate visitors, similar to international visitors, are likely to disperse to Greater Darwin. Interstate visitors also visit the Katherine Daly and Barkly regions, with smaller numbers dispersing to Kakadu Arnhem.
- Intra-Territory visitors are unlikely to disperse outside of the Alice Springs MacDonnell region.

OVERNIGHT DISPERSAL TO GREATER DARWIN



| | |
|-----------------|-----|
| INTRA-TERRITORY | 1% |
| INTERSTATE | 10% |
| INTERNATIONAL | 15% |

OVERNIGHT DISPERSAL TO KATHERINE DALY



| | |
|-----------------|-----|
| INTRA-TERRITORY | 4% |
| INTERSTATE | 10% |
| INTERNATIONAL | 6% |

OVERNIGHT DISPERSAL TO KAKADU ARNHEM



| | |
|-----------------|-----|
| INTRA-TERRITORY | <1% |
| INTERSTATE | 5% |
| INTERNATIONAL | 7% |

OVERNIGHT DISPERSAL TO BARKLY



| | |
|-----------------|----|
| INTRA-TERRITORY | 6% |
| INTERSTATE | 9% |
| INTERNATIONAL | 6% |

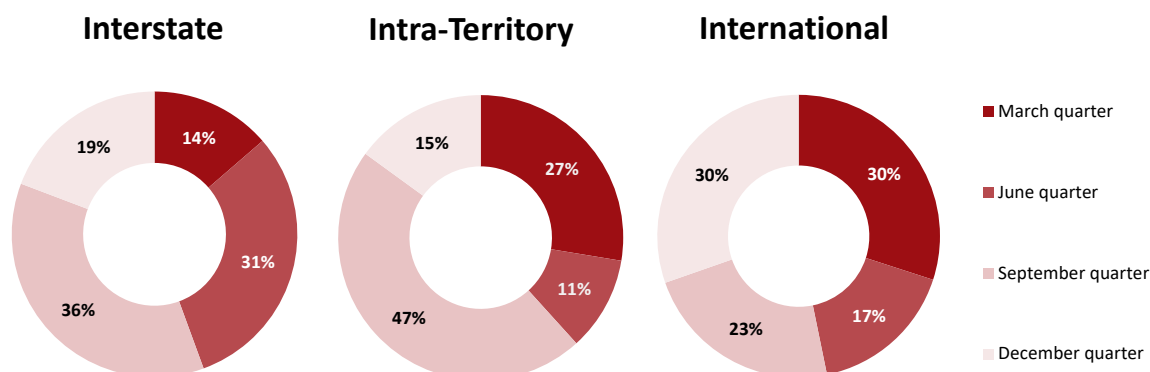
OVERNIGHT DISPERSAL TO ALICE SPRINGS MACDONNELL



| | |
|-----------------|-----|
| INTRA-TERRITORY | 21% |
| INTERSTATE | 39% |
| INTERNATIONAL | 34% |



WHAT time of year do visitors come?



Lasseter Regional Report

Year Ending December 2020-24 (5 year average)

WHAT activities did they do?

Eat out and dining



68%

Visit national parks



66%

Bushwalks



59%

Sightseeing



53%

Aboriginal art and culture



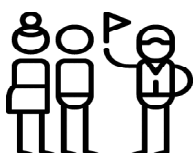
52%

Museums and art galleries



33%

Guided tours



32%

Shopping



30%

Pubs, clubs, disco



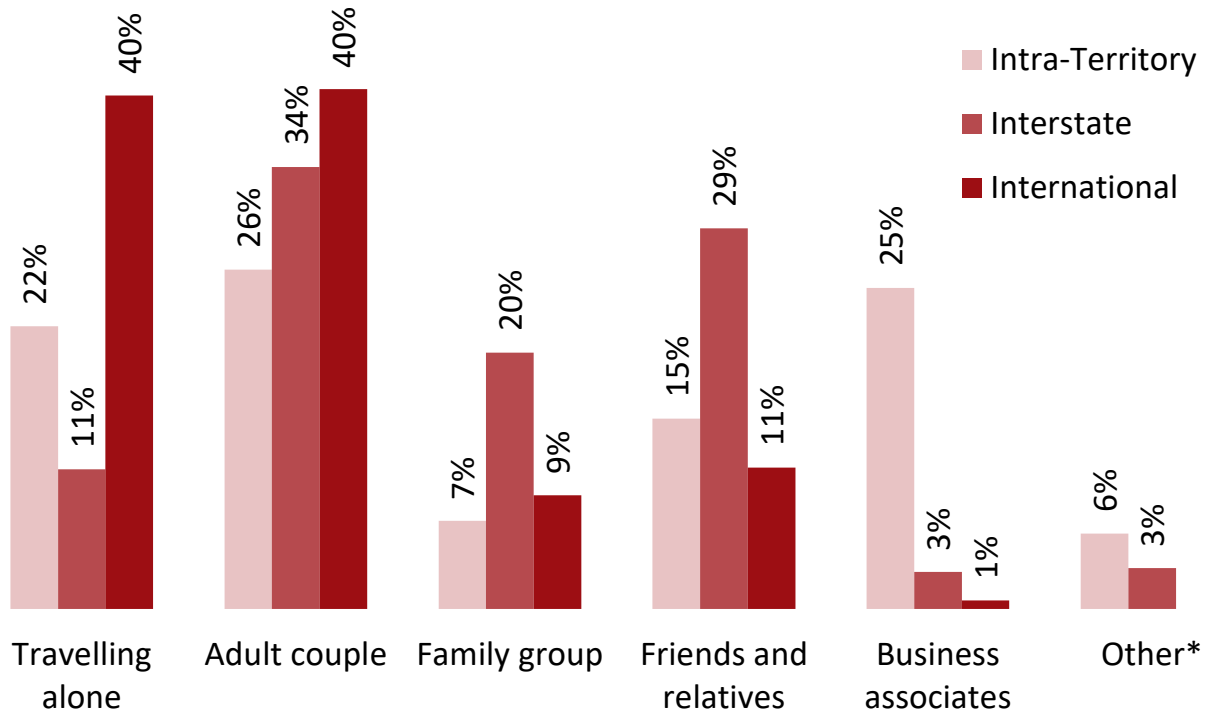
27%

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).

Lasseter Regional Report

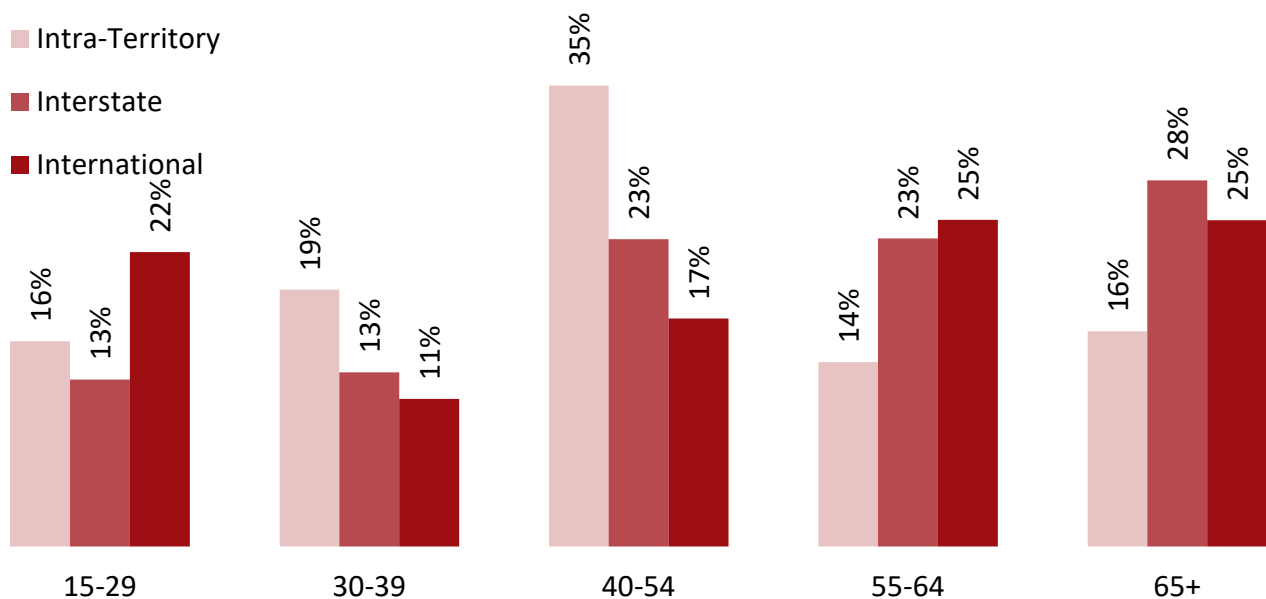
Year Ending December 2020-24 (5 year average)

WHO are our visitors travelling with?



*Includes school/uni/college group, non-school sporting group/community group or club and other.

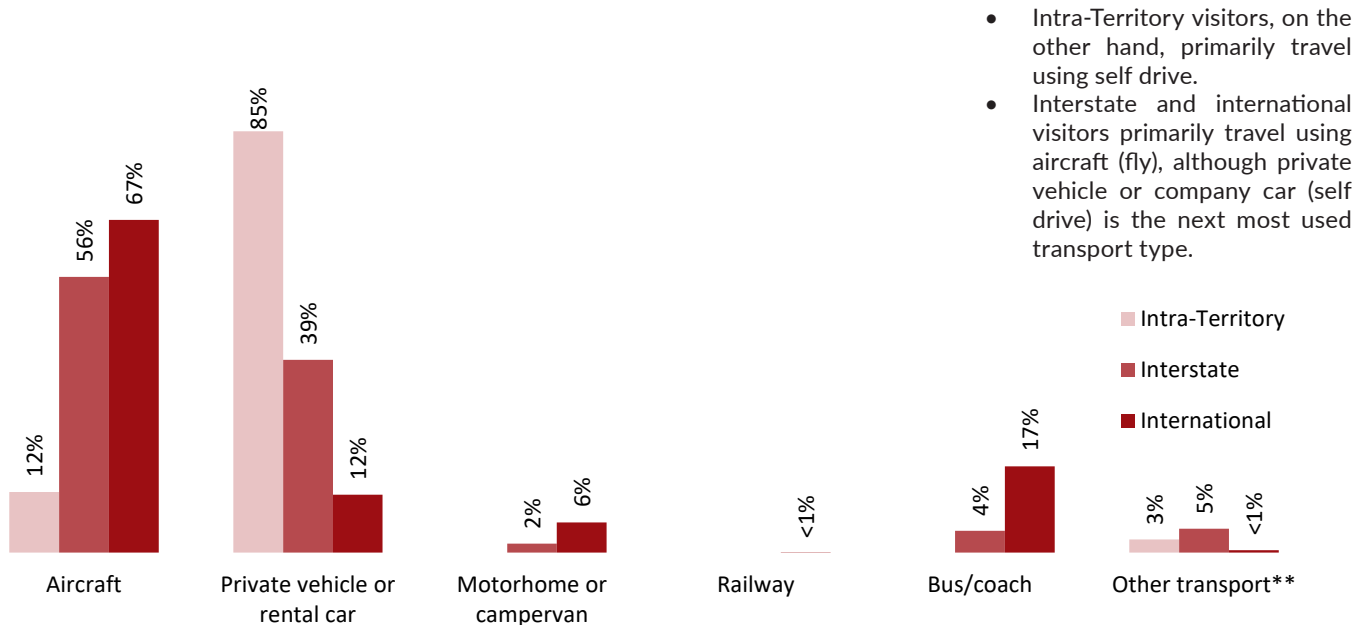
WHAT age are our visitors?



Lasseter Regional Report

Year Ending December 2020-24 (5 year average)

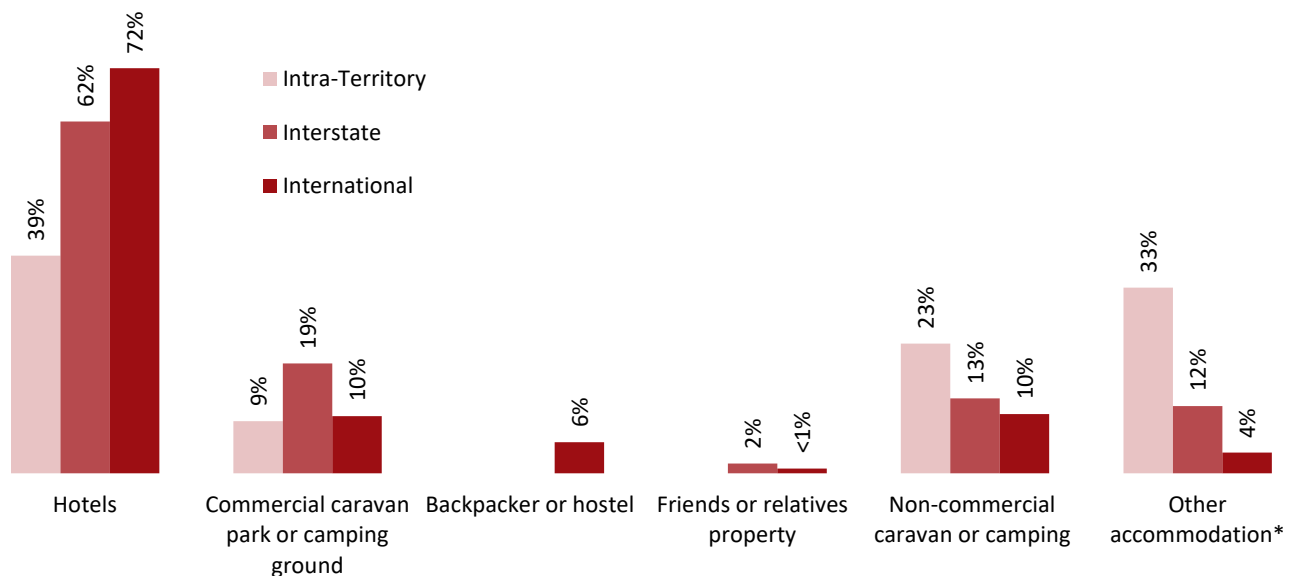
WHAT transportation* did they use to get here and around?



*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 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.

Lasseter Regional Report

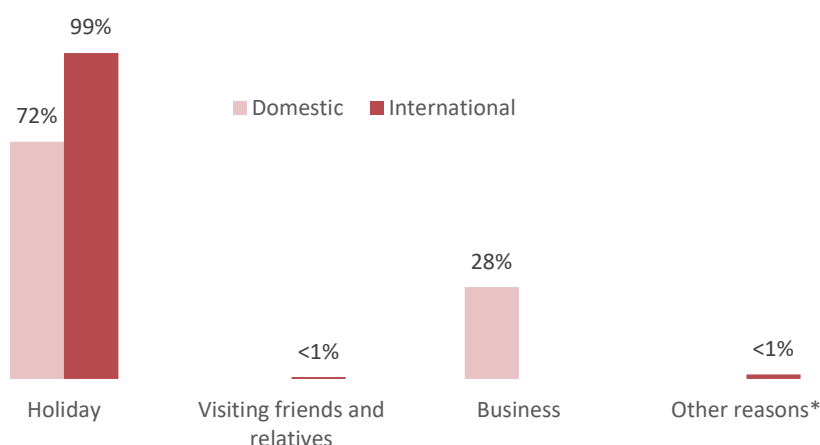
Year Ending December 2020-24 (5 year average)

Youth visitation to the region

| Youth | Domestic | International | Total |
|----------------|----------|---------------|---------|
| Visitors | 15,000 | 10,000 | 25,000 |
| Visitor nights | 69,000 | 72,000 | 141,000 |
| ALOS (nights) | 4.7 | 7.1 | 5.7 |

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 constitutes 12% visitors to the Lasseter region. They contribute a significant number of nights in the region, with 141,000 or 16% of nights.

Domestic youth visitors represent 59% of the total youth market in the region, while international youth make up the remaining 41% of the market.

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

Visitors interested in Aboriginal cultural experiences/participation

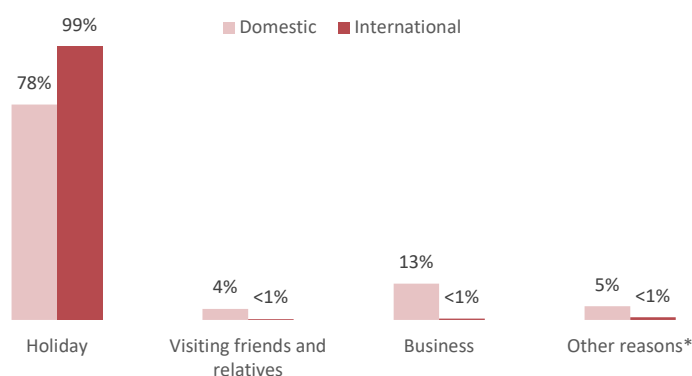
| Aboriginal culture | Domestic | International | Total |
|--------------------|----------|---------------|---------|
| Visitors | 70,000 | 38,000 | 108,000 |
| Visitor nights | 269,000 | 185,000 | 454,000 |
| ALOS (nights) | 3.8 | 4.9 | 4.2 |

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 prominent segment for those visiting the Lasseter region, with 52% 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, 99% of international visitors and 78% of domestic visitors who participated in Aboriginal cultural activities were on a holiday.

Aboriginal culture purpose of visit



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

Lasseter Regional Report

Year Ending December 2020-24 (5 year average)

The domestic leisure drive* market in focus

| Domestic leisure drive | Intra-Territory | Interstate | Domestic |
|------------------------|-----------------|------------|----------|
| Visitors | 14,000 | 43,000 | 56,000 |
| Visitor nights | 26,000 | 172,000 | 198,000 |
| ALOS (nights) | 1.9 | 4.0 | 3.5 |

Just over a third (35%) of all domestic visitors to the region over the five year period were leisure drive travellers, which is an average of 56,000 visitors per year.

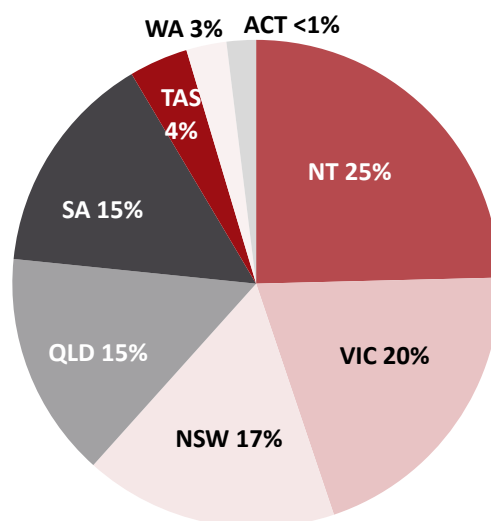
Domestic source markets

NT residents made up 25% of the domestic leisure drive market to the region. Visitors from New South Wales, Victoria and Queensland contributed a combined 47%.

Length of stay

While the majority (76%) of intra-Territory leisure drive market stayed for 3 or less nights, the interstate leisure drive visitors experienced a moderately distributed range of duration preferences, with 50% opting for over 4 nights.

Domestic leisure drive source 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.*

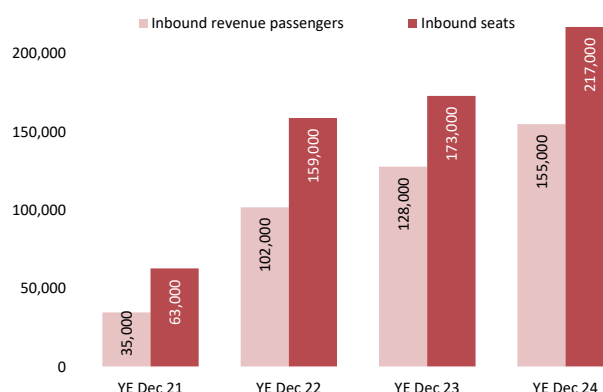
Other regional tourism indicators

Park visitation

| Year Ending December 2024 | Visitors |
|--------------------------------|----------|
| Uluru-Kata Tjuta National Park | 258,000 |
| Watarrka National Park | 194,000 |

Sources: NT Parks and Wildlife Commission and Parks Australia.

Airport traffic data



Sources: Bureau of Infrastructure, Transport and Regional Economics.

Sample sizes and confidence intervals

| Year Ending December 2020-24 | Sample size | 95% Confidence interval | |
|------------------------------|-------------|-------------------------|----------------|
| | | Visitors | Visitor nights |
| Intra-Territory | 48 | +/-28% | +/-47% |
| Interstate | 195 | +/-13% | +/-20% |
| International | 3,202 | +/-7% | +/-25% |

More information on the surveys:

Visitor number, night 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.