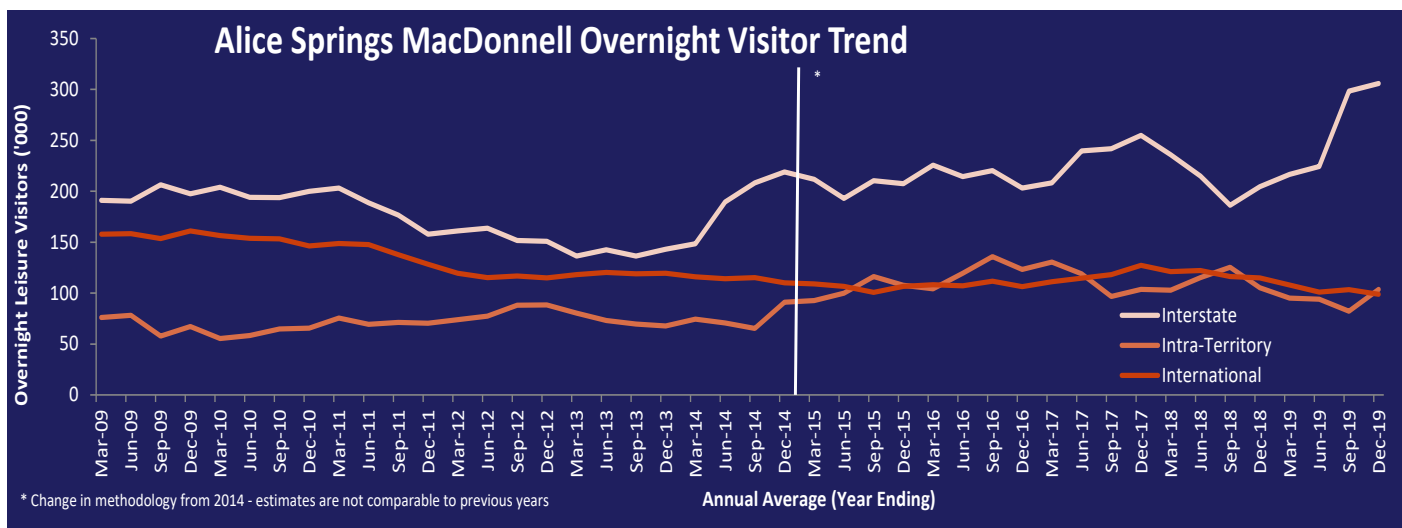


Alice Springs MacDonnell Regional Report

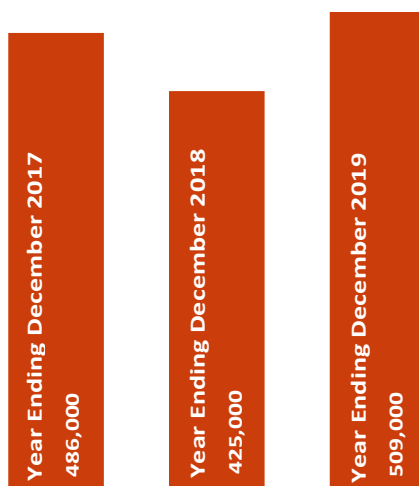
Year Ending December 2019

Visitor numbers in Alice Springs MacDonnell

Alice Springs MacDonnell Overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	104,000	306,000	410,000	99,000	509,000
Visitor nights	256,000	1,295,000	1,551,000	573,000	2,124,000
ALOS (average length of stay, nights)	2.5	4.2	3.8	5.8	4.2
Expenditure	-	-	\$410M	\$72M	\$482M
ASPT (average spend per trip)	-	-	\$1,001	\$731	\$949



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.



Alice Springs MacDonnell Regional Report

Year Ending December 2019

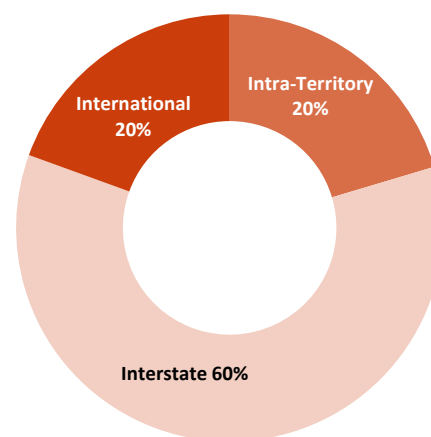
WHERE do visitors come from and WHY?

Country of Origin	Visitors	Visitor nights	ALOS (nights)
International	99,000	573,000	5.8
Germany	16,000	63,000	4.0
USA	16,000	175,000	11.0
United Kingdom	12,000	52,000	4.4
France	8,000	25,000	3.3
Canada	6,000	13,000	2.2
Netherlands	5,000	16,000	3.0
Switzerland	5,000	13,000	2.4
New Zealand	4,000	13,000	3.7
Italy	4,000	9,000	2.4
India	2,000	52,000	21.7

State of Origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	104,000	256,000	2.5
Interstate	306,000	1,295,000	4.2
VIC	104,000	479,000	4.6
NSW	66,000	291,000	4.4
WA	62,000	196,000	3.2
QLD	49,000	208,000	4.3
SA	16,000	82,000	5.0
TAS	5,000	17,000	3.8
ACT	4,000	22,000	5.5

Alice Springs MacDonnell Source Markets

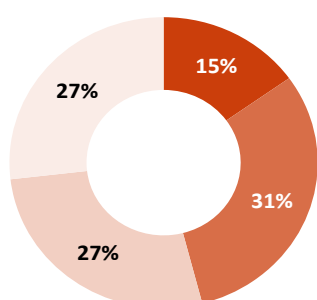
Purpose of Visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	31,000	167,000	198,000	93,000	291,000
Visiting friends and relatives	4,000	25,000	29,000	2,000	31,000
Business	56,000	93,000	149,000	1,000	150,000
Other reasons*	13,000	26,000	38,000	2,000	41,000



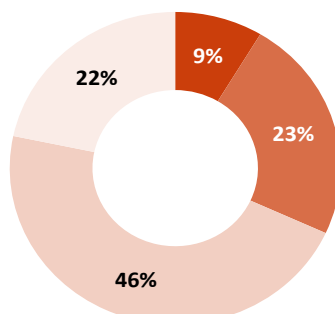
*Includes employment, education, other reason, no other reason and in transit.

WHAT time of year do visitors come?

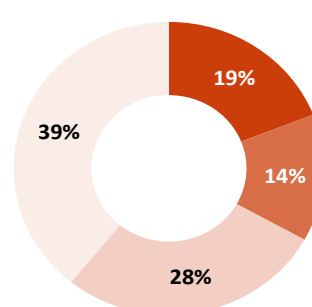
Intra-Territory



Interstate



International

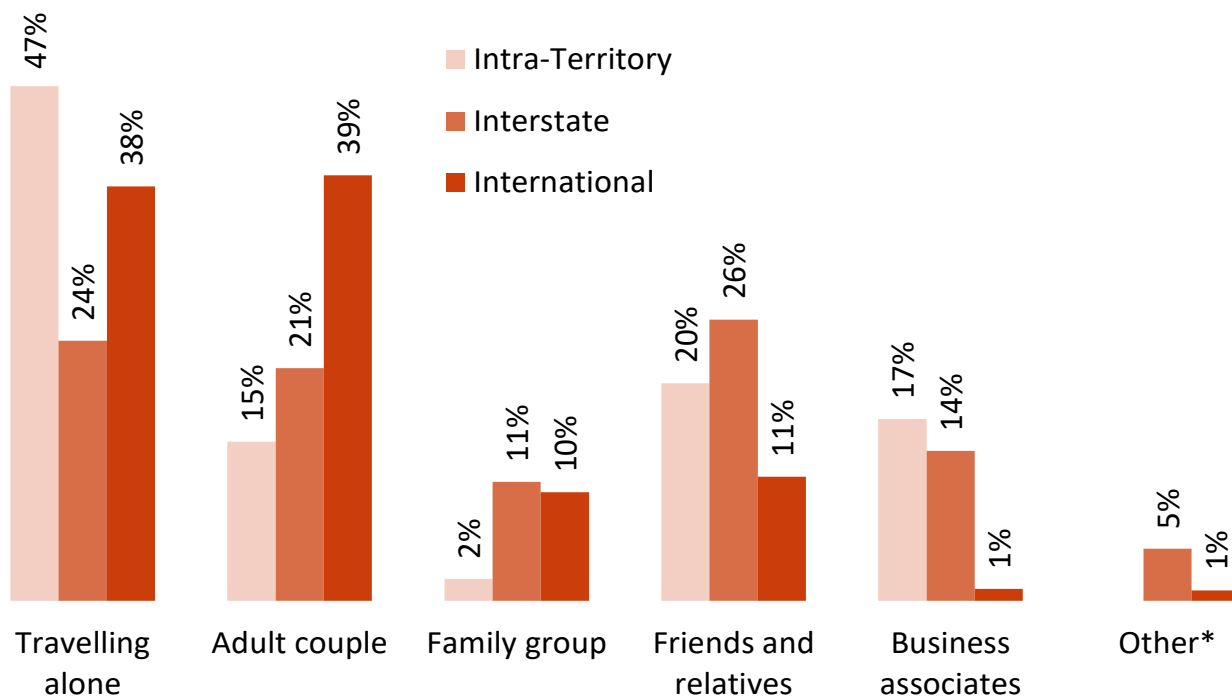


- March quarter
- June quarter
- September quarter
- December quarter

Alice Springs MacDonnell Regional Report

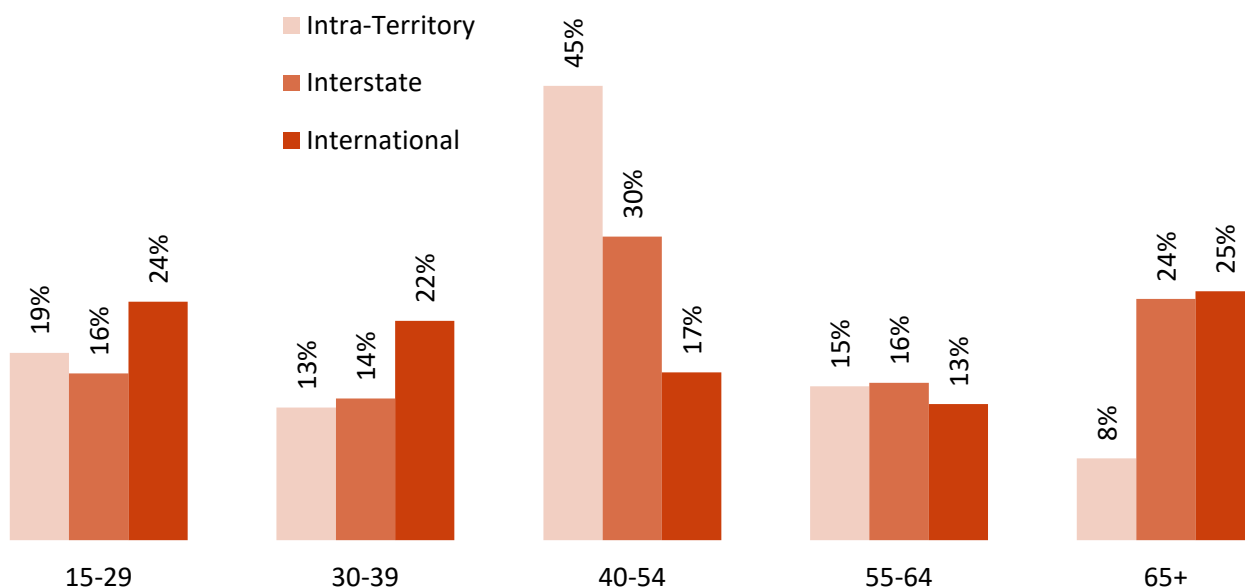
Year Ending December 2019

WHO are our visitors travelling with?



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

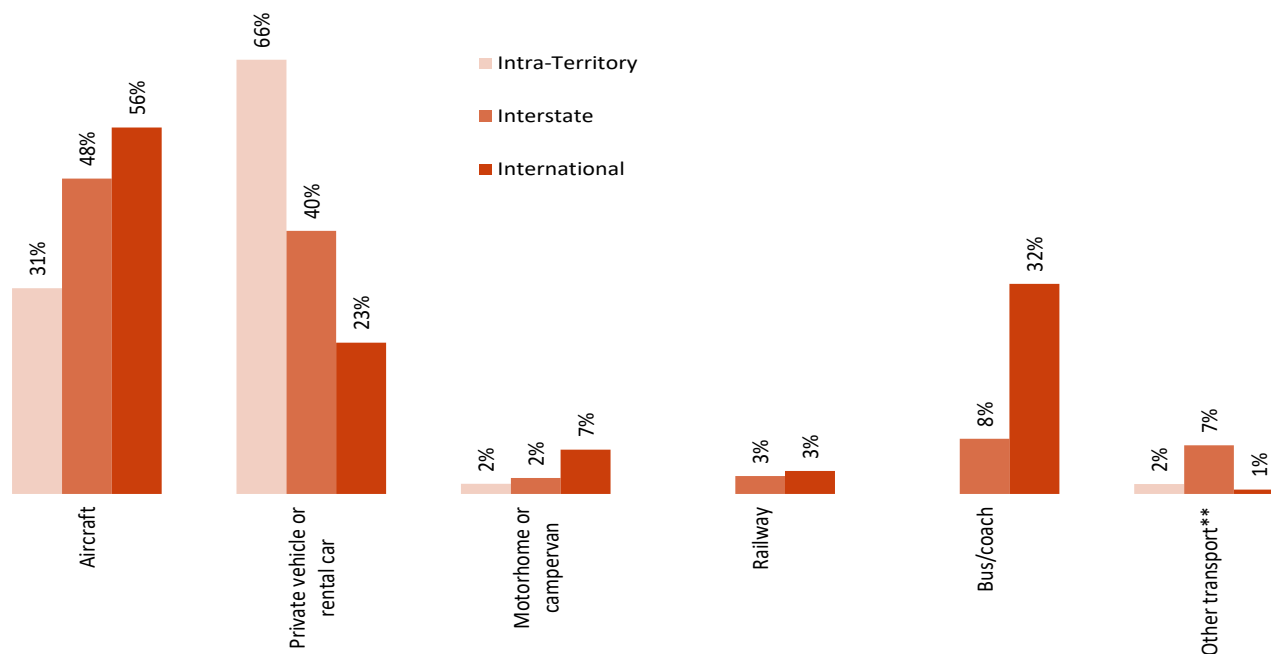
WHAT age are our visitors?



Alice Springs MacDonnell Regional Report

Year Ending December 2019

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 else did they go in the Territory?

Dispersal	Greater Darwin	Kakadu Arnhem	Katherine Daly	Barkly	Lasseter
Intra-Territory	<1,000	<1,000	7,000	8,000	8,000
Interstate	71,000	18,000	40,000	52,000	124,000
International	32,000	13,000	14,000	9,000	71,000

WHERE did they go in the Alice Springs MacDonnell region?

Statistical Area Level	Annual visit (2 year average)	Proportion of region
Alice Springs (SA2)	419,000	90%
Sandover - Plenty [SA2 group]	40,000	9%
Tanami (SA2)	40,000	9%
Yuendumu - Anmatjere [SA2 group]	17,000	4%
MacDonnell Region not fully defined (SA2)	1,000	0%
Alice Springs MacDonnell Total	467,000	-

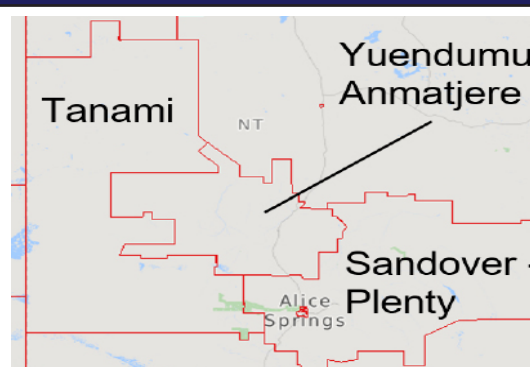


Image source: Australian Bureau of Statistics.

Alice Springs MacDonnell Regional Report

Year Ending December 2019

The domestic leisure drive* market in focus

Domestic Leisure Drive	Intra-Territory	Interstate	Domestic
Visitors	35,000	103,000	138,000
Visitor nights	47,000	462,000	509,000
ALOS (nights)	1.3	4.5	3.7

Domestic leisure drive travellers accounted for approximately 34% (or 138,000) of all domestic visitors to the Alice Springs MacDonnell region, as at Year Ending December 2019.

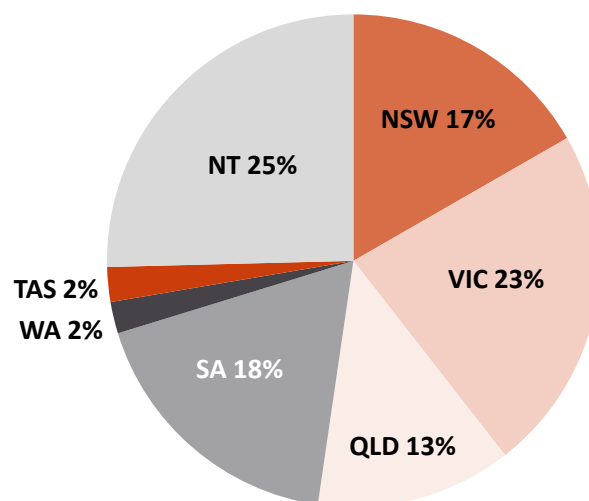
Domestic source markets

NT residents made up 25% of the domestic leisure drive market for Alice Springs MacDonnell. Victoria is the largest interstate drive market to the region, making up 23% of visitors followed by South Australia at 18%.

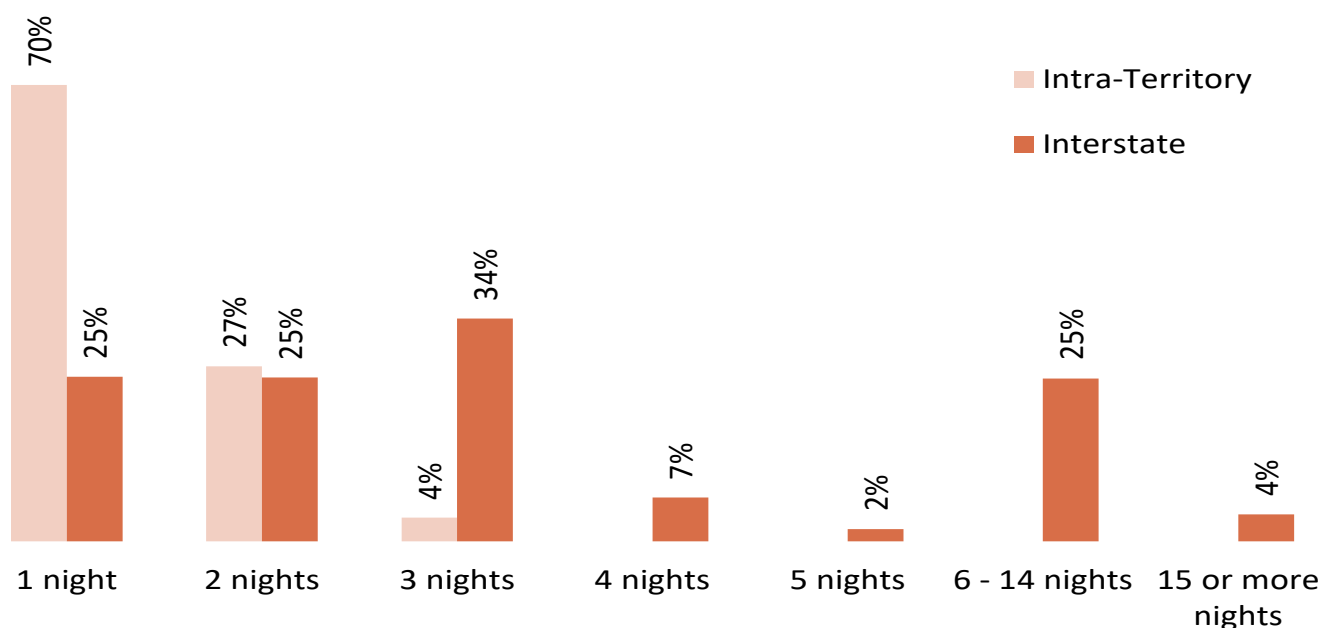
Length of stay

Approximately 88% (or 121,000) of domestic leisure drive visitors stayed for three nights or less. Influencing this result is the high proportion of Territorians travelling for one night.

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.

Note: Expenditure data is not available by type of transportation used.

Alice Springs MacDonnell Regional Report

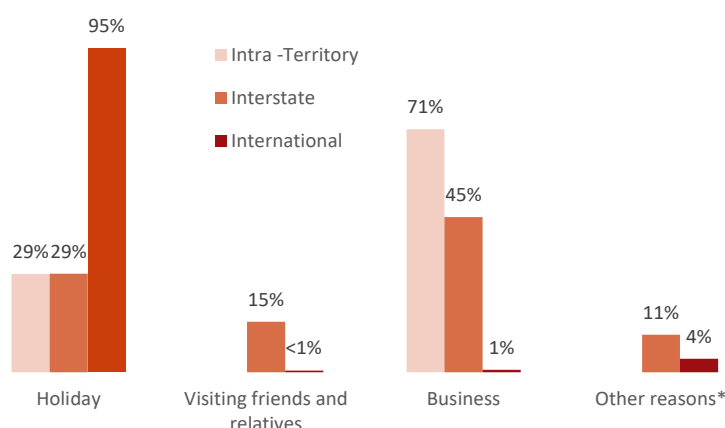
Year Ending December 2019

Youth visitation to the region

Youth	Intra-Territory	Interstate	Domestic	International	Total
Visitors	19,000	32,000	51,000	23,000	74,000
Visitor nights	44,000	172,000	216,000	193,000	409,000
ALOS (nights)	2.3	5.3	4.2	8.4	5.5

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 15% of all visitors to the Alice Springs MacDonnell region, they contribute a significant number of nights in the region with 409,000 nights or 19% of nights in the region.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up over two fifths (44%) of the youth market, and Intra-Territory youth making up over a quarter (26%). International youth make up 31% of the market, however they stay twice as long as domestic youth.

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

Visitors interested in Aboriginal cultural experiences/participation

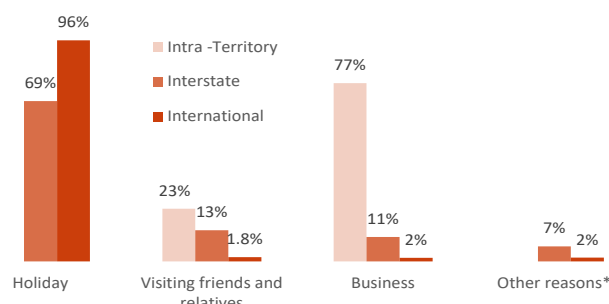
Aboriginal Culture	Intra-Territory	Interstate	Domestic	International	Total
Visitors	9,000	55,000	64,000	83,000	147,000
Visitor nights	15,000	304,000	319,000	338,000	657,000
ALOS (nights)	1.8	5.6	5.0	4.1	4.5

Domestic Aboriginal cultural experiences include: experience Aboriginal art/ craft and cultural displays, and visit an Aboriginal site/ community. International Aboriginal cultural experiences include: experience Aboriginal art/ craft and cultural displays, visit an Aboriginal site/ community, and attend an Aboriginal performance.

Aboriginal culture is a niche segment for those visiting the Alice Springs MacDonnell region, with almost a third (29%) of visitors participating in these activities.

The majority of those who were interested in Aboriginal culture were in the region for the purpose of a holiday. More specifically, 96% of international visitors and 69% of interstate visitors who participated in Aboriginal cultural activities were on a holiday.

Aboriginal Culture Purpose of Visit



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

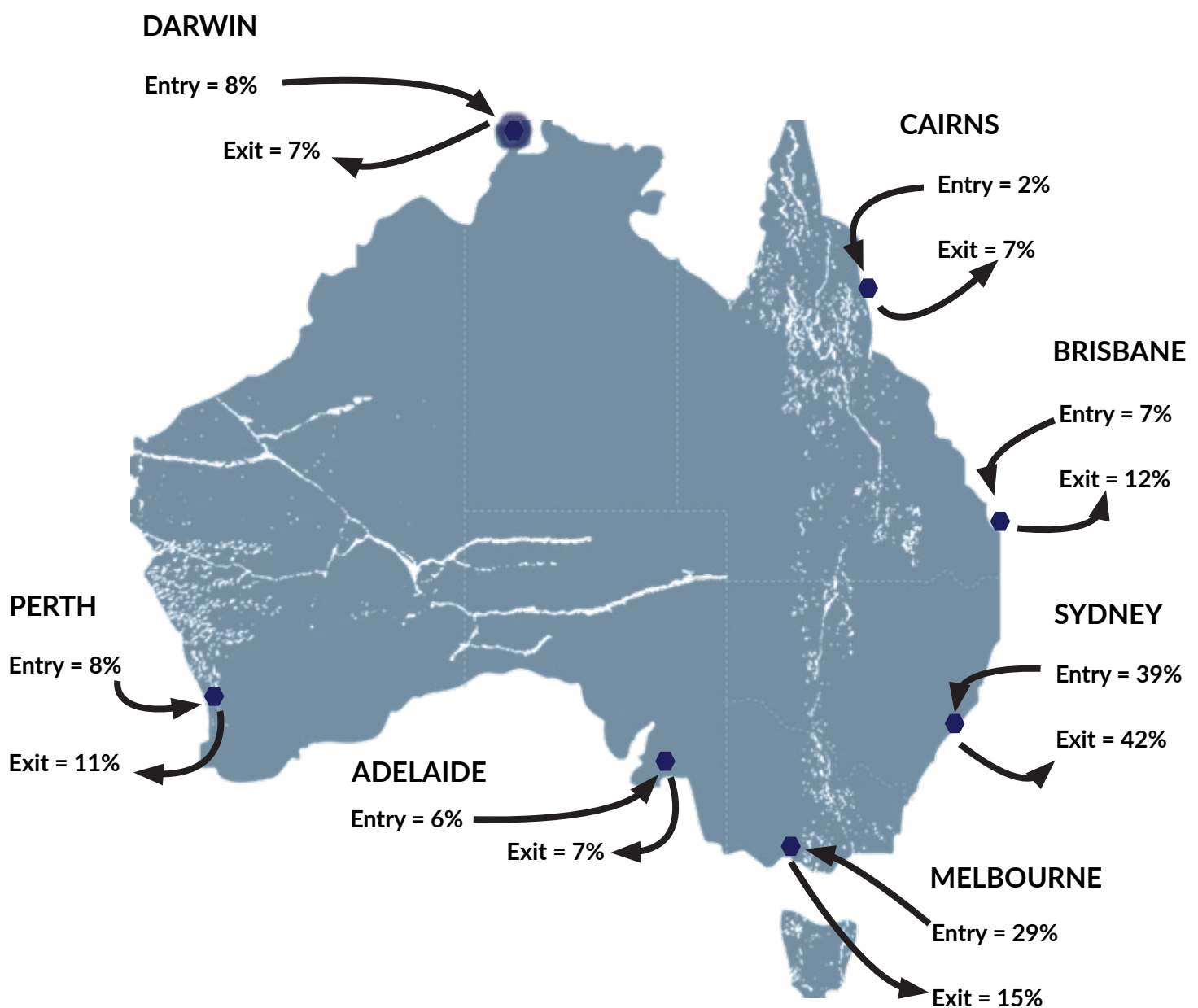
Alice Springs MacDonnell Regional Report

Year Ending December 2019

HOW do internationals get here?

Approximately three quarters (75%) of international visitors to the Alice Springs MacDonnell region arrived through the east coast ports of Sydney, Melbourne and Brisbane.

Ports of Entry/Exit by International Visitors who Visited Alice Springs MacDonnell Year Ending December 2019



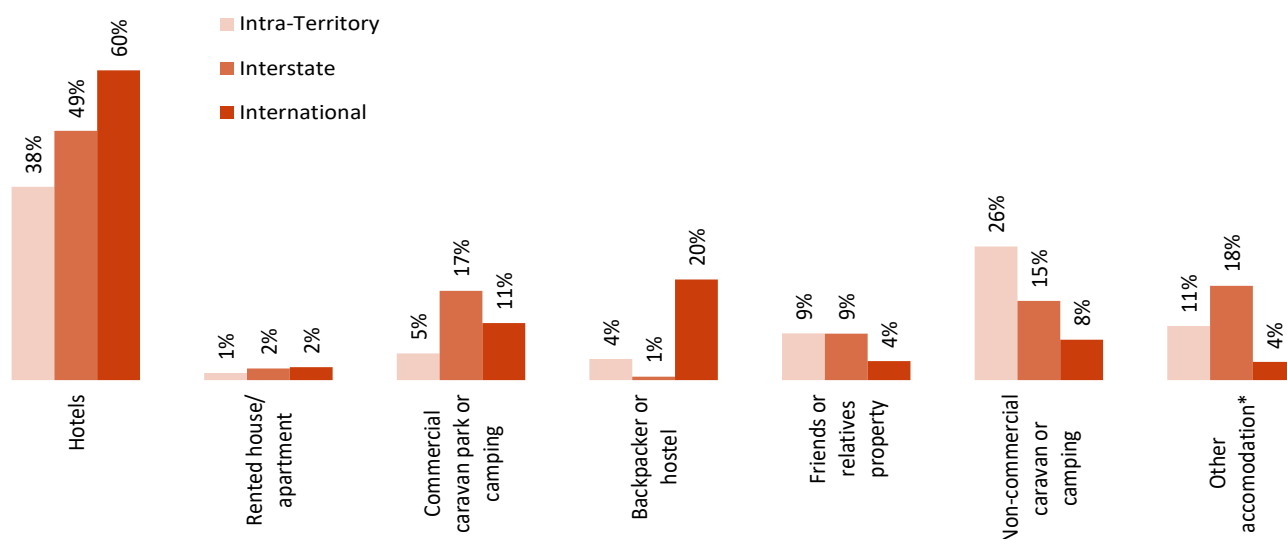
Note: Other ports of entry and exit, including the Gold Coast, accounted for less than 1%.

East coast ports are defined as Sydney, Melbourne and Brisbane. Percentages may not add up to 100% due to rounding.

Alice Springs MacDonnell Regional Report

Year Ending December 2019

WHERE did they stay?



*Includes guest house/ bed & breakfast, other commercial accommodation (e.g. boat, glamping, other), own property, other private accommodation, other accommodation, in transit and not stated/asked. Note: short term letting could come under any number of accommodation types.

WHAT activities did they do?

Aboriginal Art and Culture



Bushwalks



Eat Out and Dining



History and Heritage



Museum Art Galleries



Pubs Clubs Disco



Shopping



Sightseeing



Visit National Parks



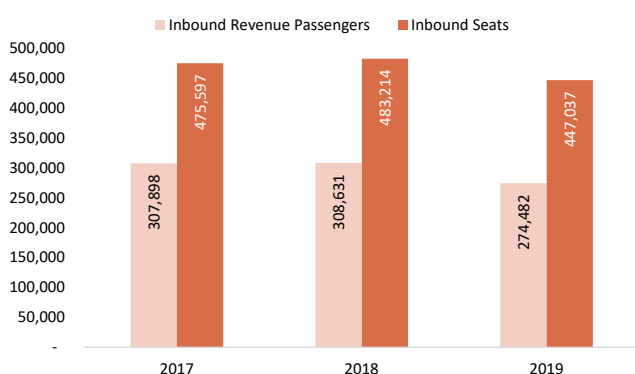
Note: Activities include both international and domestic overnight visitors. Activities reported for domestic visitors would have taken place in the NT, while activities for international visitors could have taken place anywhere within Australia (including the NT).

Alice Springs MacDonnell Regional Report

Year Ending December 2019

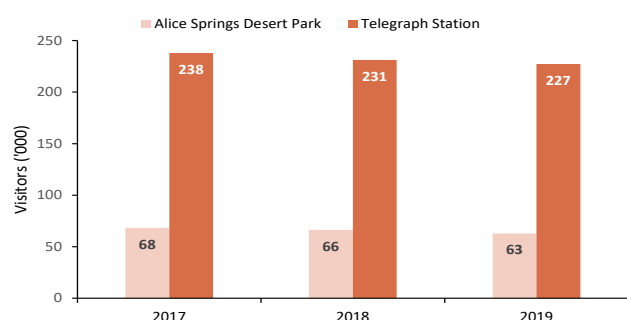
Industry sector news

Airport Traffic Data



Source: Bureau of Infrastructure, Transport and Regional Economics.

Desert Park and Telegraph Station



Source: NT Parks and Wildlife Commission.

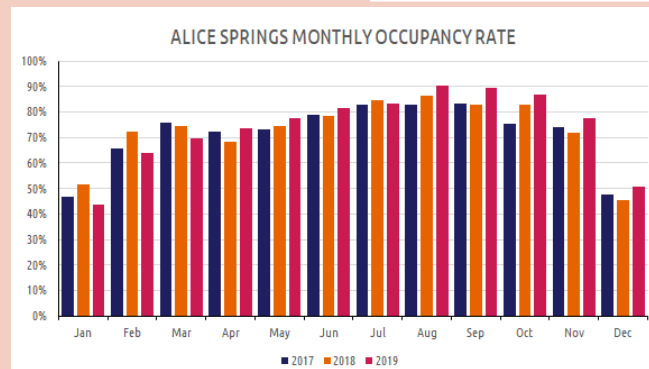
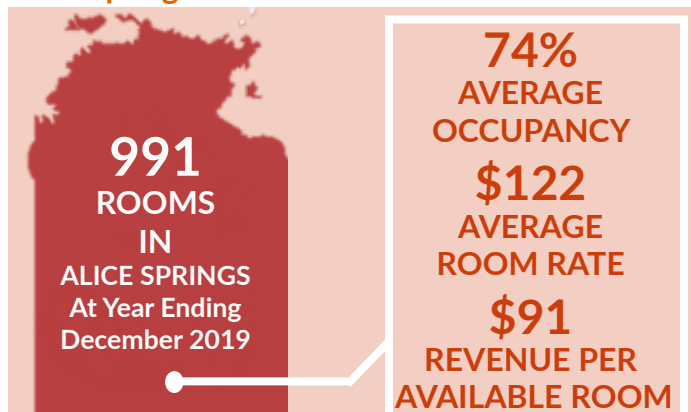
More information on the surveys:

Visitor 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. 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.

Year Ending December 2019	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	46	+/-33%	+/-64%
Interstate	127	+/-19%	+/-29%
International	478	+/-9%	+/-22%

Alice Springs Accommodation



Source: STR Destination Accommodation Report Year Ending December 2019; Alice Springs hotel accommodation with 10+ rooms.

Park Visitation

Year Ending December 2019	Visitors
Alice Springs Telegraph Station Historical Reserve	227,000
Tjoritja/ West MacDonnell National Park	166,000
Alice Springs Desert Park	63,000
Emily Gap	27,000
Trephina Gorge	27,000
Finke Gorge National Park	23,000

Source: NT Parks and Wildlife Commission.