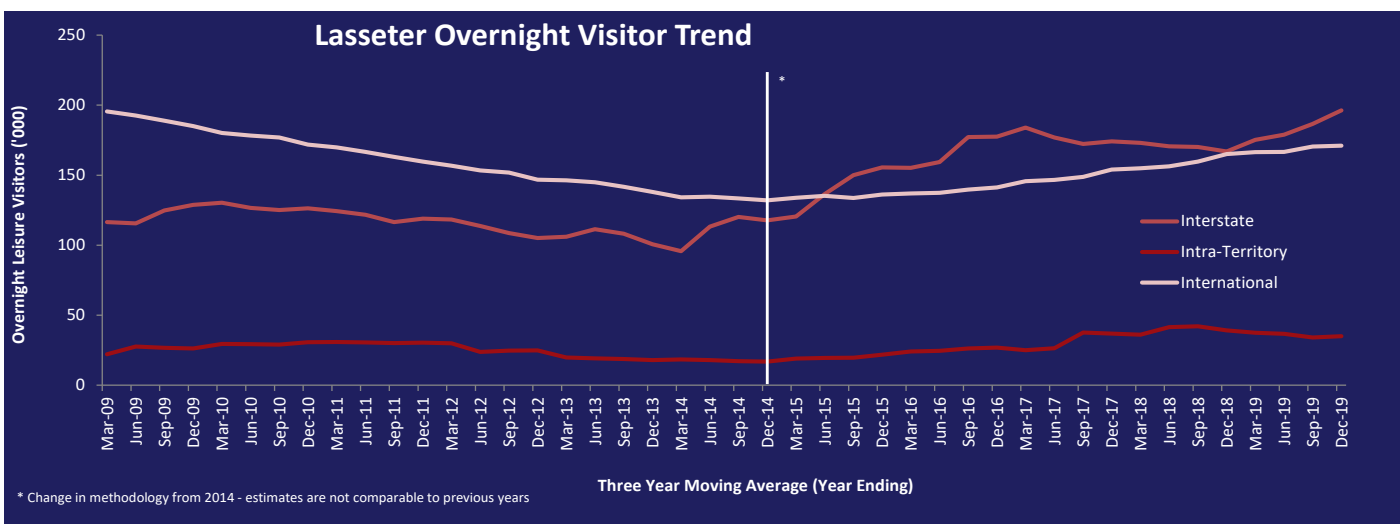


Lasseter Regional Report

Year Ending December 2017-19 (3 year average)

Visitor numbers in Lasseter

Lasseter Overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	35,000	196,000	231,000	171,000	402,000
Visitor nights	69,000	707,000	776,000	500,000	1,276,000
ALOS (average length of stay, nights)	2.0	3.6	3.4	2.9	3.2
Expenditure	-	-	\$294M	\$188M	\$482M
ASPT (average spend per trip)	-	-	\$1,272	\$1,104	\$1,201



Region Definition

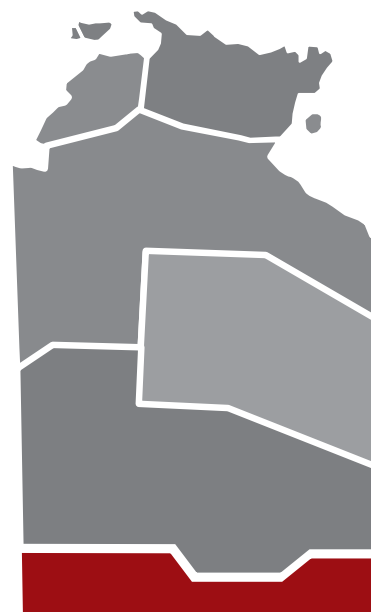
The regional boundaries of the Lasseter tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

What makes up the region:

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

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.



Lasseter Regional Report

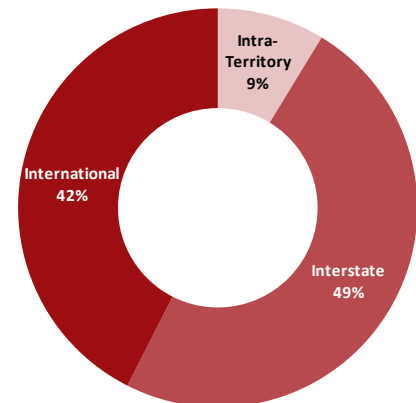
Year Ending December 2017-19 (3 year average)

WHERE do visitors come from and WHY?

Country of Origin	Visitors	Visitor nights	ALOS (nights)
International	171,000	500,000	2.9
Japan	28,000	66,000	2.4
USA	25,000	52,000	2.1
United Kingdom	20,000	47,000	2.4
Germany	16,000	43,000	2.6
Italy	10,000	31,000	3.0
China	10,000	26,000	2.8
France	9,000	29,000	3.3
Canada	6,000	15,000	2.4
Switzerland	6,000	18,000	2.9
Scandinavia	6,000	13,000	2.3

State of Origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	35,000	69,000	2.0
Interstate	196,000	707,000	3.6
NSW	82,000	300,000	3.7
VIC	52,000	186,000	3.6
QLD	26,000	95,000	3.6
SA	23,000	80,000	3.6
TAS	6,000	20,000	3.4
WA	5,000	15,000	2.8
ACT	2,000	9,000	3.9

Lasseter Source Markets

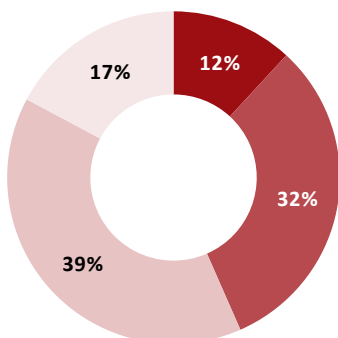


Purpose of Visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	15,000	167,000	182,000	169,000	351,000
Visiting friends and relatives	<1,000	7,000	7,000	<1,000	7,000
Business	20,000	22,000	42,000	1,000	43,000
Other reasons*	<1,000	3,000	3,000	1,000	4,000

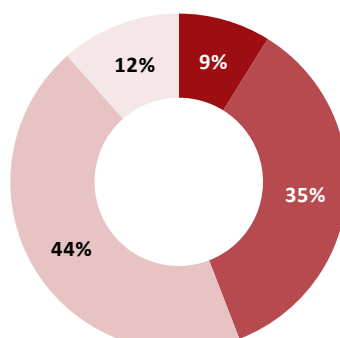
*Includes employment, education, other reason, no other reason and in transit.

WHAT time of year do visitors come?

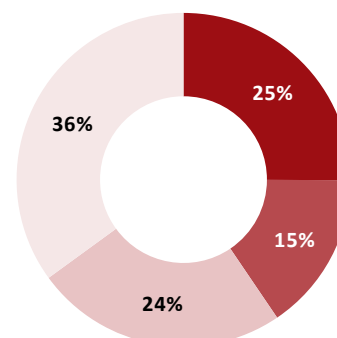
Interstate



Intra-Territory



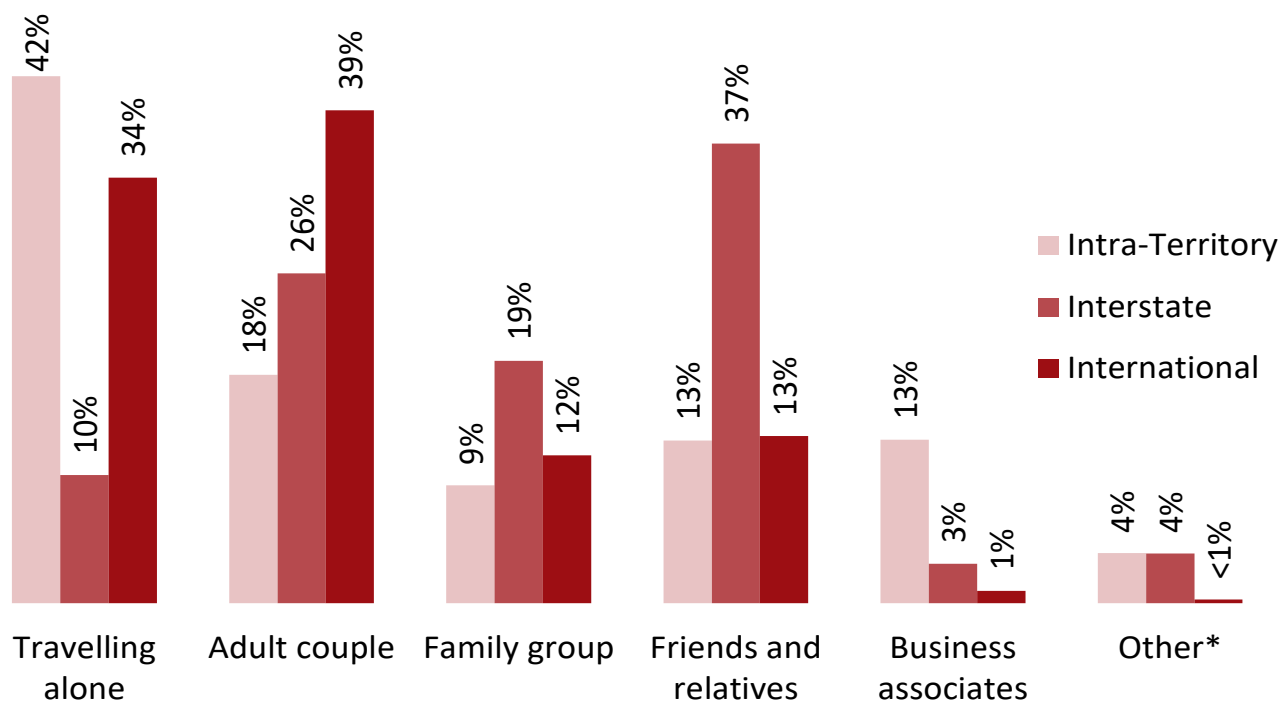
International



Lasseter Regional Report

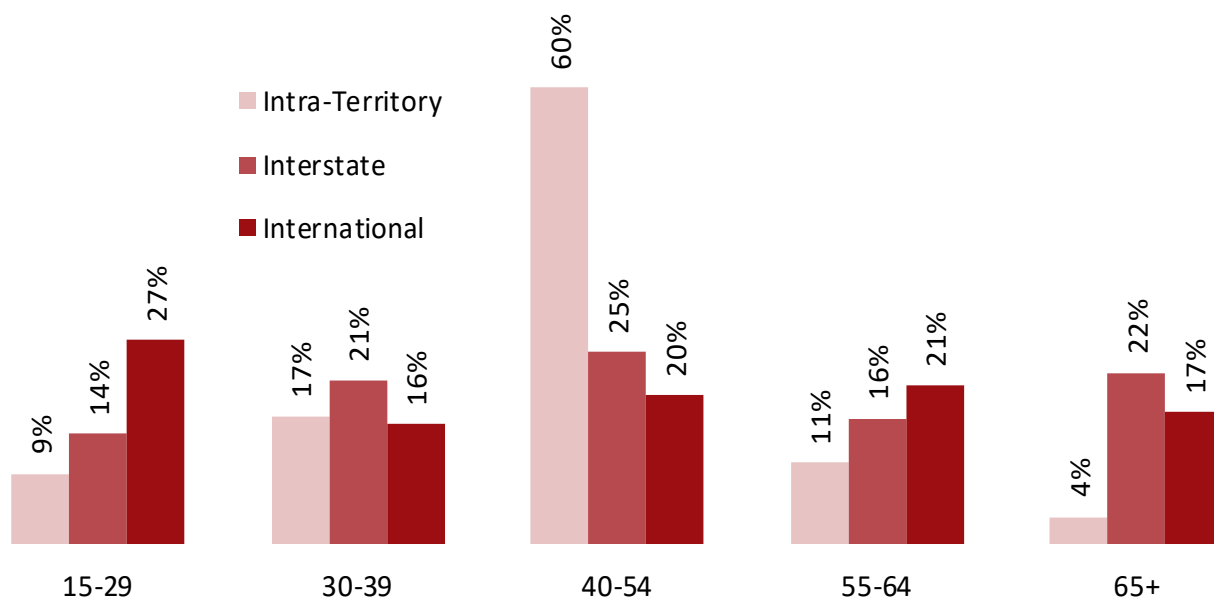
Year Ending December 2017-19 (3 year average)

WHO are our visitors travelling with?



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

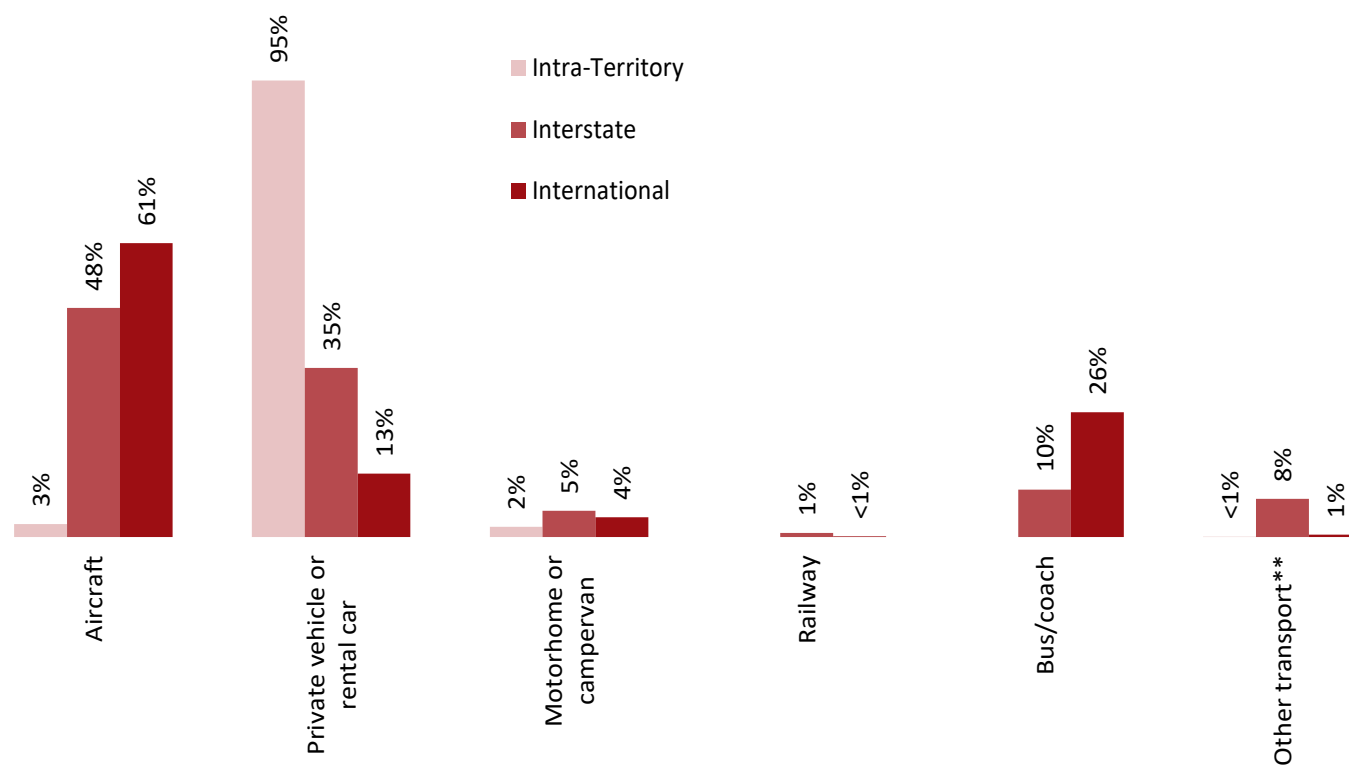
WHAT age are our visitors?



Lasseter Regional Report

Year Ending December 2017-19 (3 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 else did they go in the Territory?

Dispersal	Greater Darwin	Kakadu Arnhem	Katherine Daly	Barkly	Alice Springs MacDonnell
Intra-Territory	<1,000	<1,000	7,000	11,000	19,000
Interstate	82,000	39,000	62,000	60,000	284,000
International	93,000	48,000	41,000	29,000	247,000

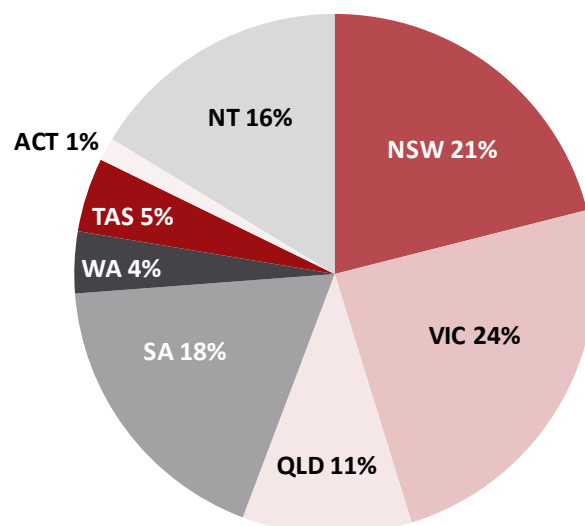
Lasseter Regional Report

Year Ending December 2017-19 (3 year average)

The domestic leisure drive* market in focus

Domestic Leisure Drive	Intra-Territory**	Interstate	Domestic
Visitors	15,000	77,000	92,000
Visitor nights	26,000	293,000	319,000
ALOS (nights)	1.7	3.8	3.5

Domestic Leisure Drive Source Market



**Caution required when interpreting results due to low sample size.

Around 40% of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 92,000 visitors per year.

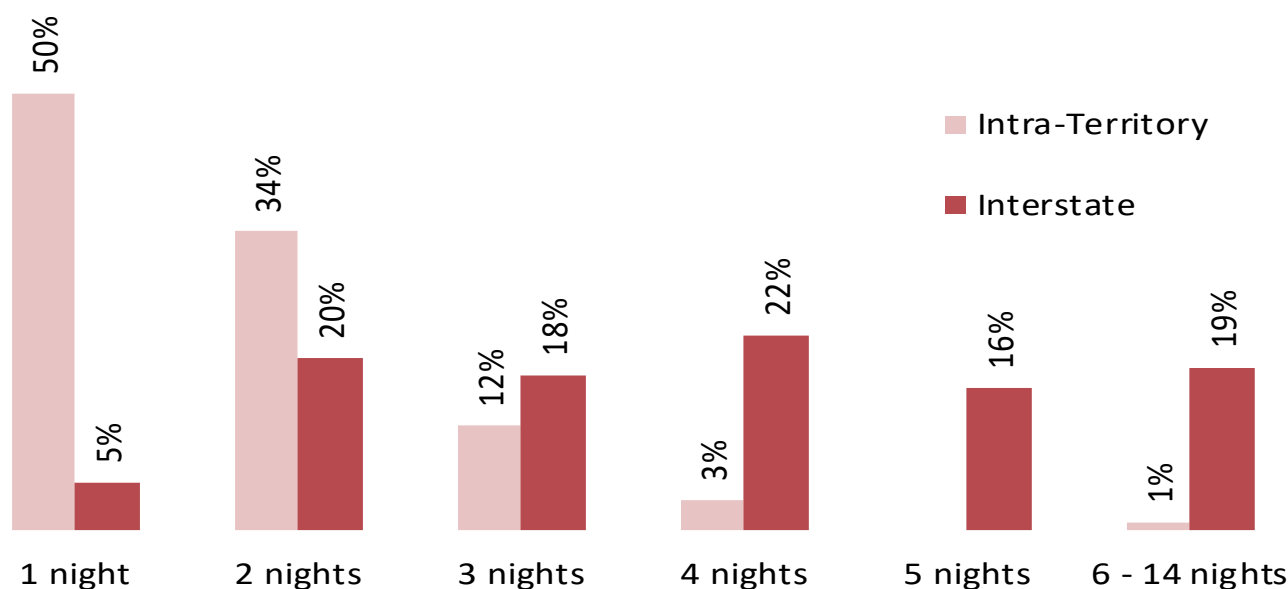
Domestic source markets

NT residents made up 16% of the domestic leisure drive market to the region. Visitors from New South Wales, Victoria and South Australia were contributing a combined 63%.

Length of stay

Approximately 51% of the domestic leisure drive market stayed for three or less nights.

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.

Lasseter Regional Report

Year Ending December 2017-19 (3 year average)

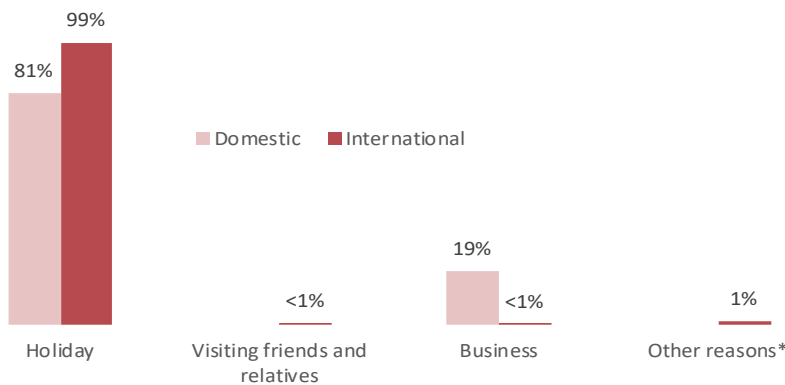
Youth visitation to the region

Youth	Domestic	International	Total
Visitors	23,000	43,000	66,000
Visitor nights	73,000	171,000	244,000
ALOS (nights)	3.1	4.0	3.7

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.

Figures in the table on the left are based on a five year average for Year Ending December 2015-19.

Youth Purpose of Visit



The youth market contributes just under a fifth (17%) of all visitors to the Lasseter region. They also contribute a fifth (20% or 244,000 nights) of all nights in the region.

International youth visitors make up the largest number of youth visitors to the region, representing 65% of the market. Domestic youth make up 35% of the market, and stay for a slightly shorter time period when compared to international youth.

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

Visitors interested in Aboriginal cultural experiences/participation

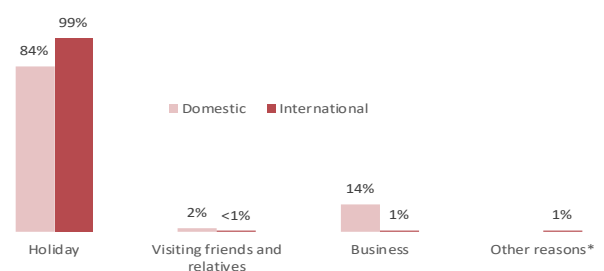
Aboriginal Culture	Domestic	International	Total
Visitors	107,000	147,000	254,000
Visitor nights	294,000	402,000	696,000
ALOS (nights)	2.8	2.7	2.7

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 an important segment for those visiting the Lasseter region, with 63% 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, 99% of international visitors and 84% of domestic 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.

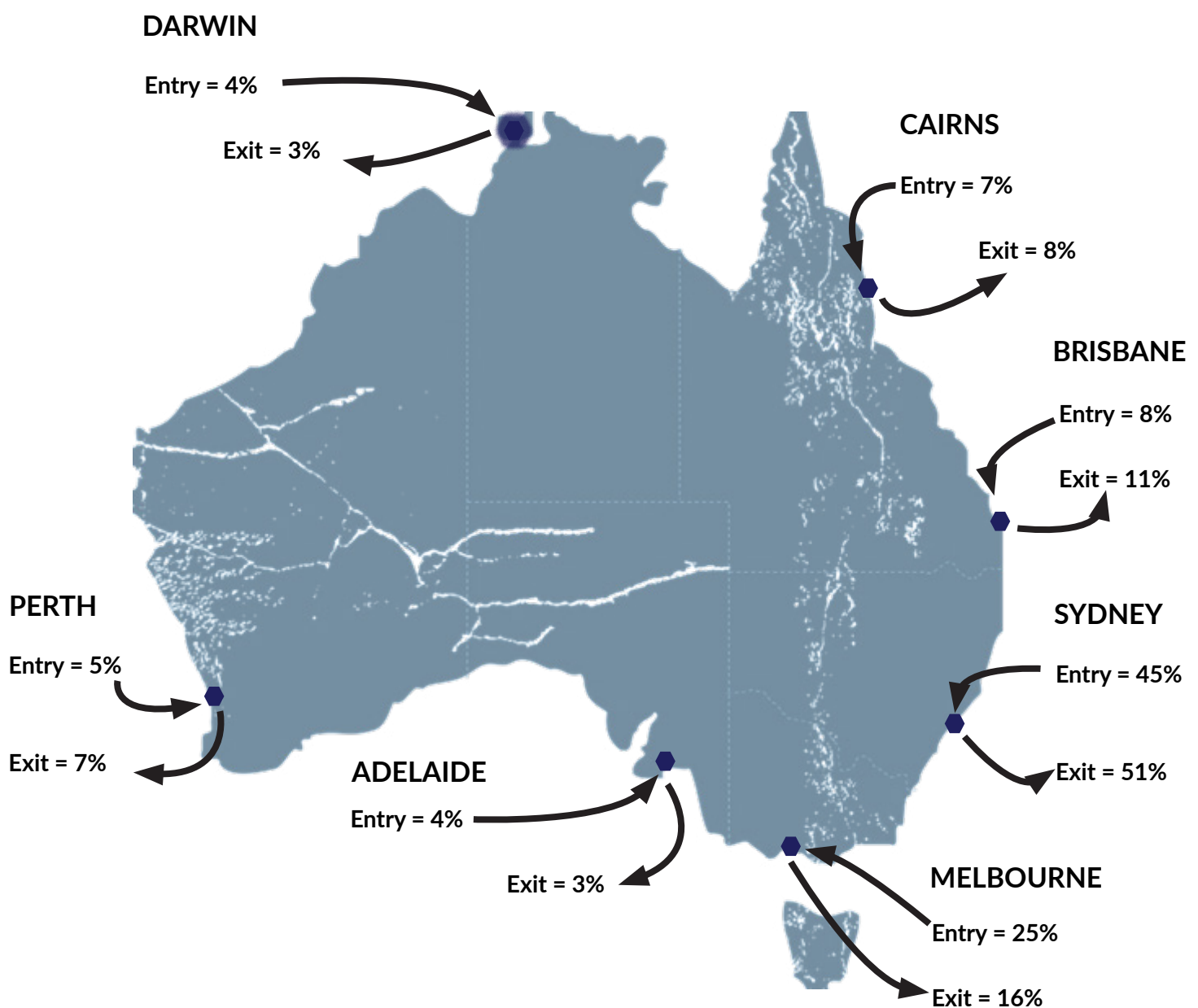
Lasseter Regional Report

Year Ending December 2017-19 (3 year average)

HOW do internationals get here?

Almost 80% of international visitors to the Lasseter region arrived through the east coast ports of Sydney, Melbourne and Brisbane.

Ports of Entry/Exit by International Visitors who Visited Lasseter Three Year Average, Year Ending December 2017-2019

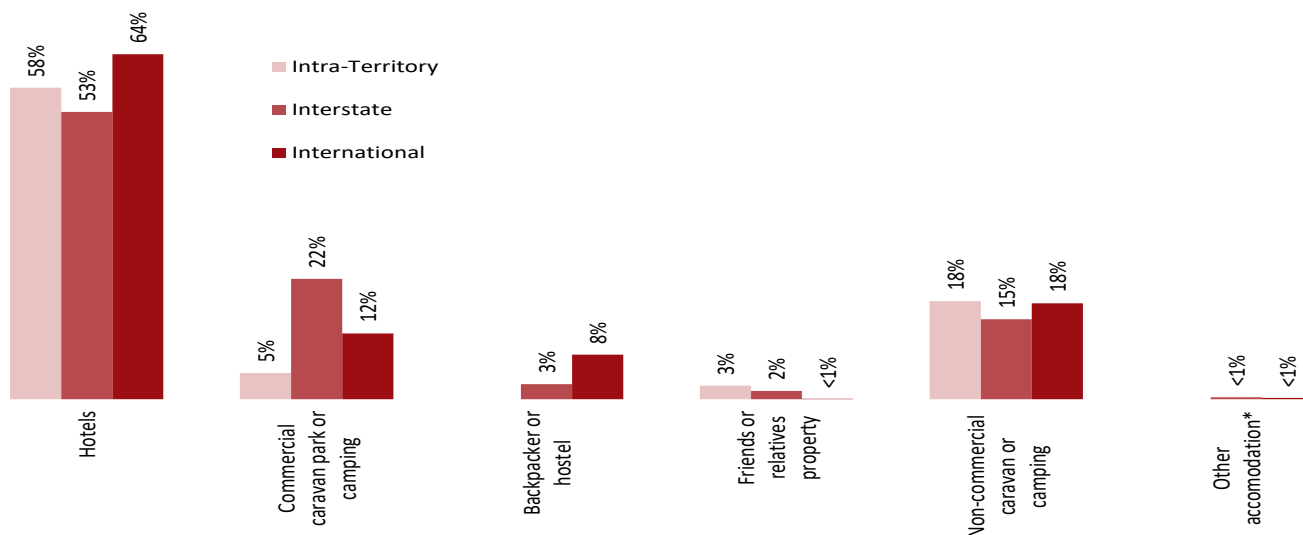


*Note: Other ports of entry and exit, including the Gold Coast, accounted for less than 2%.
East coast ports are defined as Sydney, Melbourne and Brisbane. Percentages may not add to 100% due to rounding.*

Lasseter Regional Report

Year Ending December 2017-19 (3 year average)

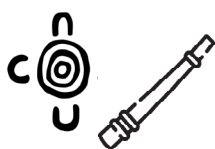
WHERE did they stay?



*Includes guest house/ bed & breakfast, rented house/apartment/flat or unit, 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



63%

Bushwalks



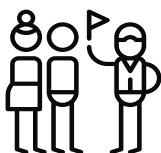
58%

Eat Out and Dining



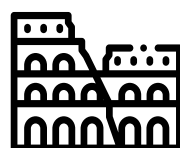
75%

Guided Tours



42%

History and Heritage



49%

Museum Art Galleries



34%

Shopping



43%

Sightseeing



67%

Visit National Parks



74%

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).

Lasseter Regional Report

Year Ending December 2017-19 (3 year average)

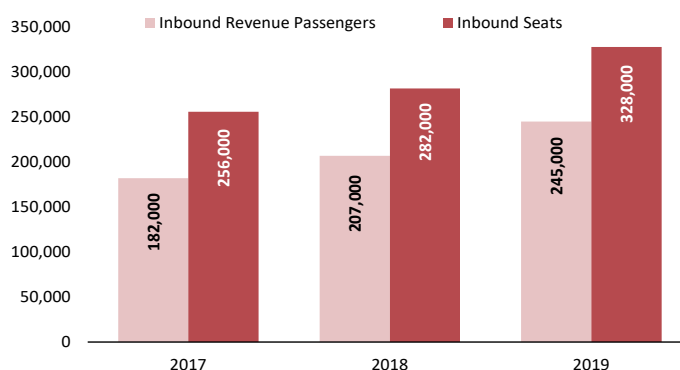
Industry sector news

Park Visitation

Year Ending December 2019	Visitors
Uluru-Kata Tjuta National Park	407,000
Watarrka National Park	290,000

Sources: NT Parks and Wildlife Commission and Parks Australia.

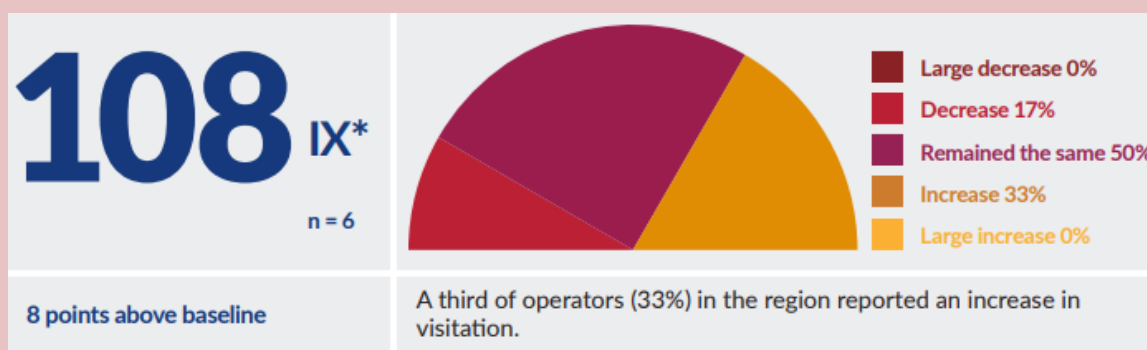
Airport Traffic Data



Source: Bureau of Infrastructure, Transport and Regional Economics.

Industry Sentiment for December Quarter in 2019 Indicates an Increase in Visitation

Operator sentiment in regards to the number of visitors to their business was high for the December quarter 2019 compared to last year. Sentiment is sourced from an online poll conducted each quarter by Tourism NT and is designed to provide a corroborating source of information on visitation to the national surveys. A summary for Central Australia is available on the Tourism NT website.



Using the Index measure: Each index measure is derived by assigning a value of 0 to a 'large decrease' response, 50 to 'decrease', 100 to 'same', 150 to 'increase' and 200 to a 'large increase'. An average value of 100 across operators therefore indicates performance is "on par with the previous year".

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.

Year Ending December 2017-19	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	64	+/-33%	+/-71%
Interstate	270	+/-14%	+/-22%
International	2,485	+/-5%	+/-22%

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.