

# Central Australia regional report

(including Barkly, Alice Springs MacDonnell and Lasseter tourism regions)

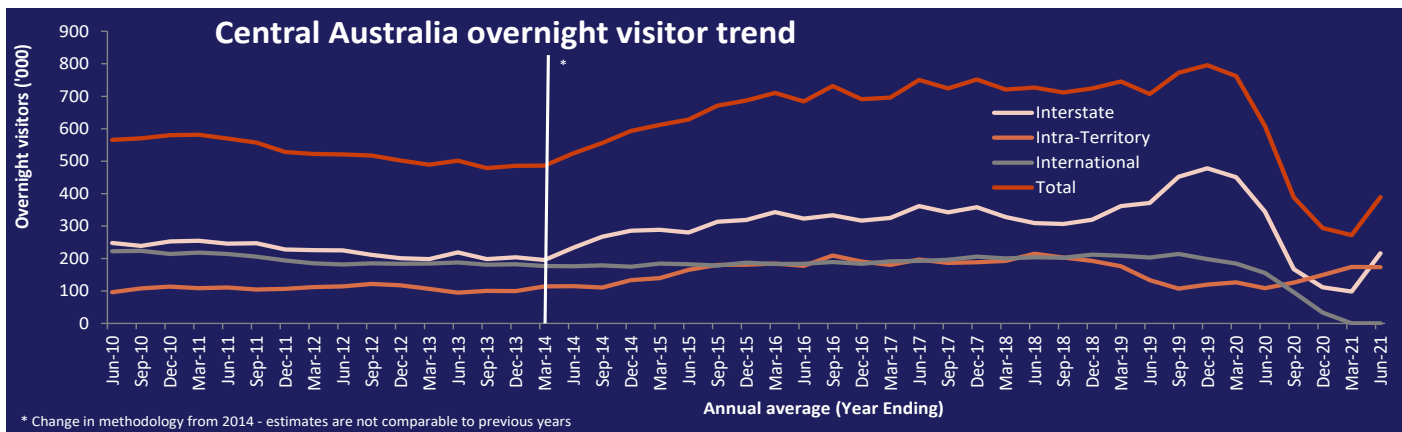
Year Ending (YE) June 2021



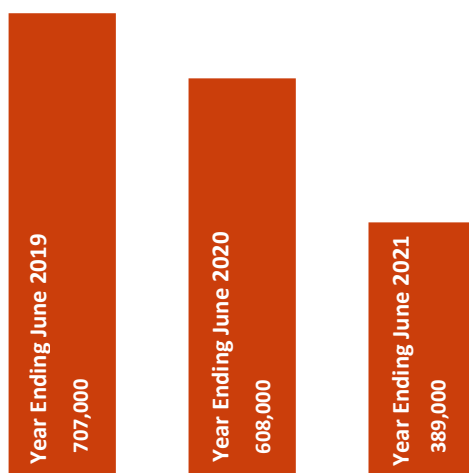
## Visitor numbers in Central Australia

Central Australia overnight	Intra-Territory	Interstate	Domestic	Total
Visitors	173,000	216,000	389,000	389,000
Visitor nights	771,000	1,669,000	2,440,000	2,440,000
ALOS (average length of stay, nights)	4.4	7.7	6.3	6.3
Expenditure	\$140M	\$318M	\$458M	\$458M
ASPT *(average spend per trip)	\$806	\$1,475	\$1,177	\$1,177

Note: International figures are not included in the above table as they equalled zero for YE June 2021 due to COVID-19 restrictions.



### Annual overnight visitor numbers to the region



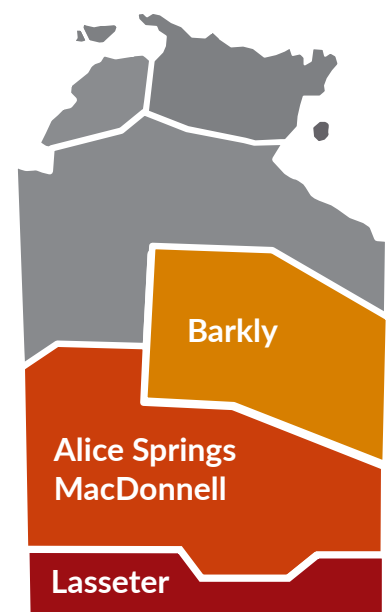
Note: The visitor decrease is due to a reduction in international and interstate visitation to Central Australia due to COVID-19 restrictions.

### Region definition

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

### Source note

All information is derived from Tourism Research Australia's (TRA) National and International Visitor Surveys unless otherwise stated. For more information on the surveys, please refer to TRA's website.



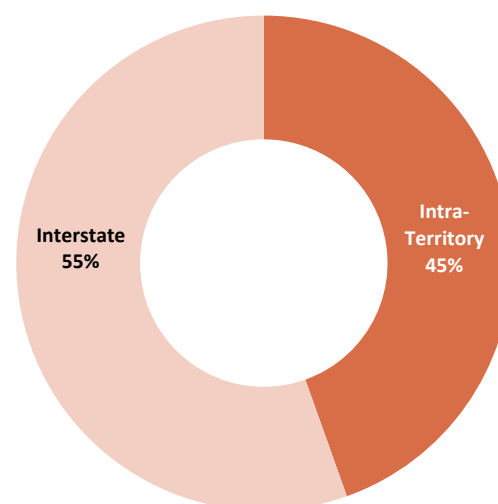
# Central Australia regional report

YE June 2021

## WHERE do visitors come from and WHY?

Place of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	173,000	771,000	4.4
Interstate	216,000	1,669,000	7.7
NSW	31%	19%	4.8
QLD	26%	34%	9.9
SA	21%	14%	5.2
VIC	10%	6%	4.9
WA	7%	9%	10.4
TAS	3%	15%	39.9
ACT	2%	3%	11.2

### Central Australia source markets



Note: The size of interstate markets was impacted by border closures into the Northern Territory (NT).

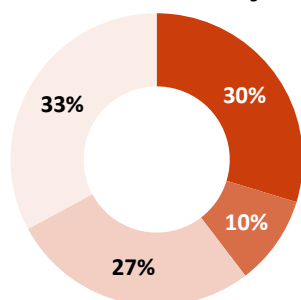
Purpose of visit*	Intra - Territory	Interstate	Domestic
Holiday	42%	52%	47%
Visiting friends and relatives	8%	3%	5%
Business	48%	32%	39%
Other reasons**	6%	13%	10%

\*Purpose of visit figures do not add up to 100% as visitors can visit several places within a region for different purposes.

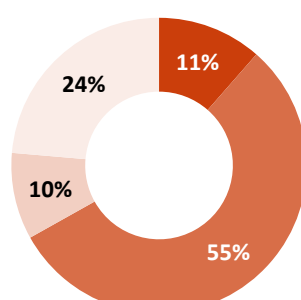
\*\*Includes employment, education, other reason, no other reason and in transit.

## WHAT time of year do visitors come?

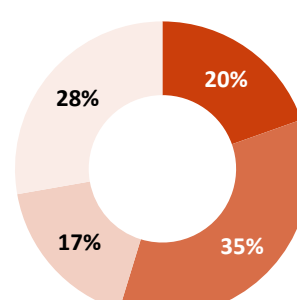
### Intra-Territory



### Interstate



### Total



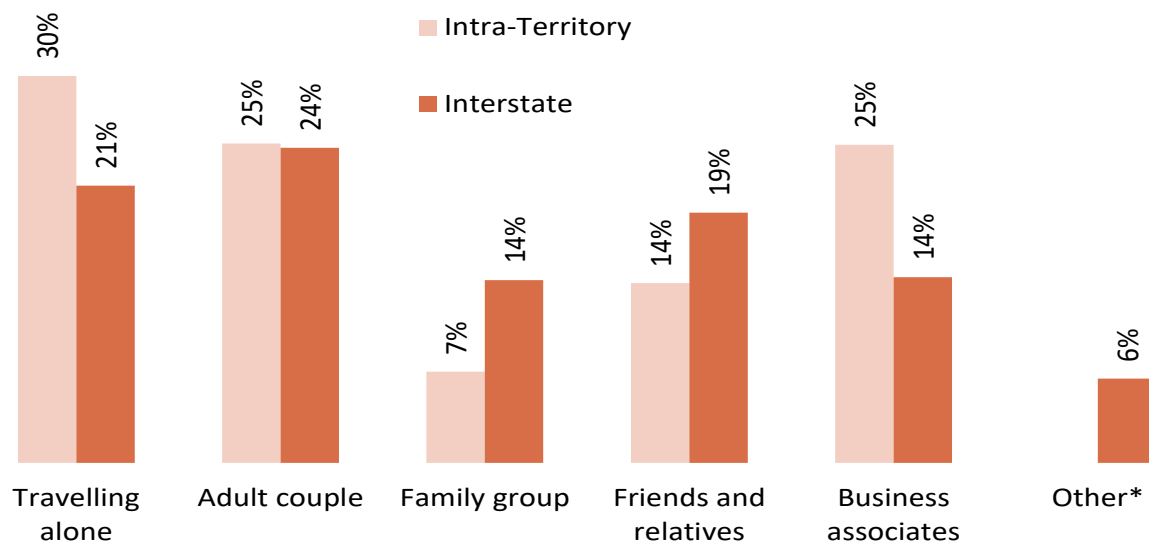
- March quarter
- June quarter
- September quarter
- December quarter

Note: The timing of visit was impacted by border closures into the NT due to COVID-19, as well as normal seasonal variations.

# Central Australia regional report

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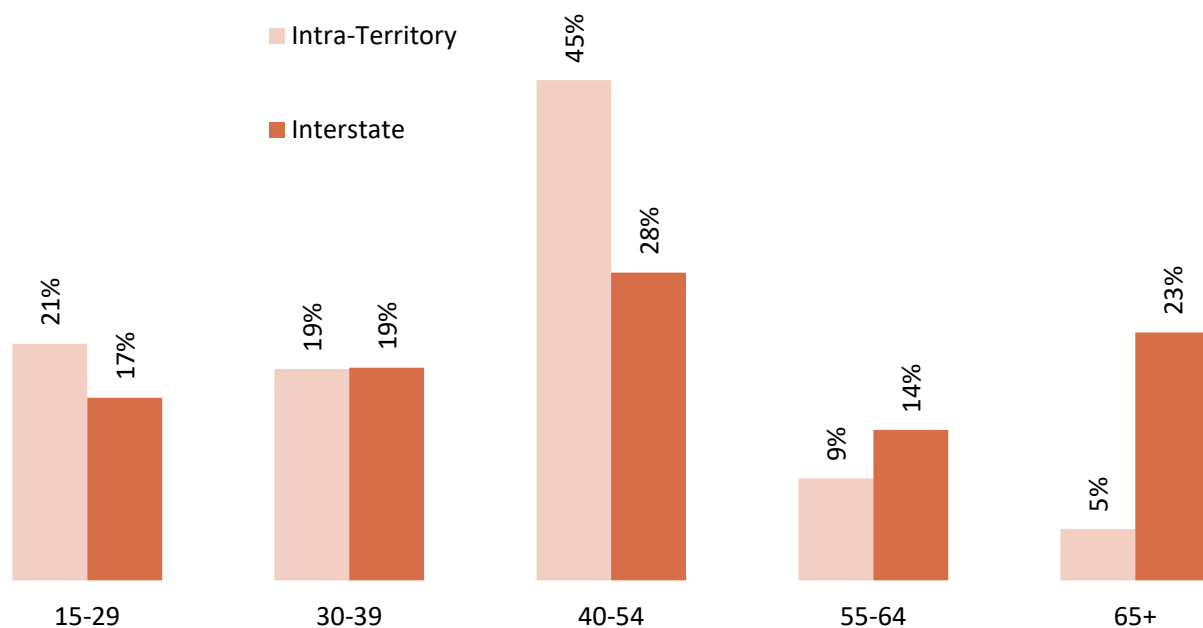
## WHO are our visitors travelling with?



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

Note: Year on year percentage change from YE June 2020 to YE June 2021 for interstate travel was down for most travel party types, including business, with COVID-19 restrictions impacting interstate corporate traffic and business events. Intra-Territory travel was up for most travel types in the same period except for "Friends and relatives", "Family group" and "Other" with COVID-19 restrictions contributing to this result.

## WHAT age are our visitors?

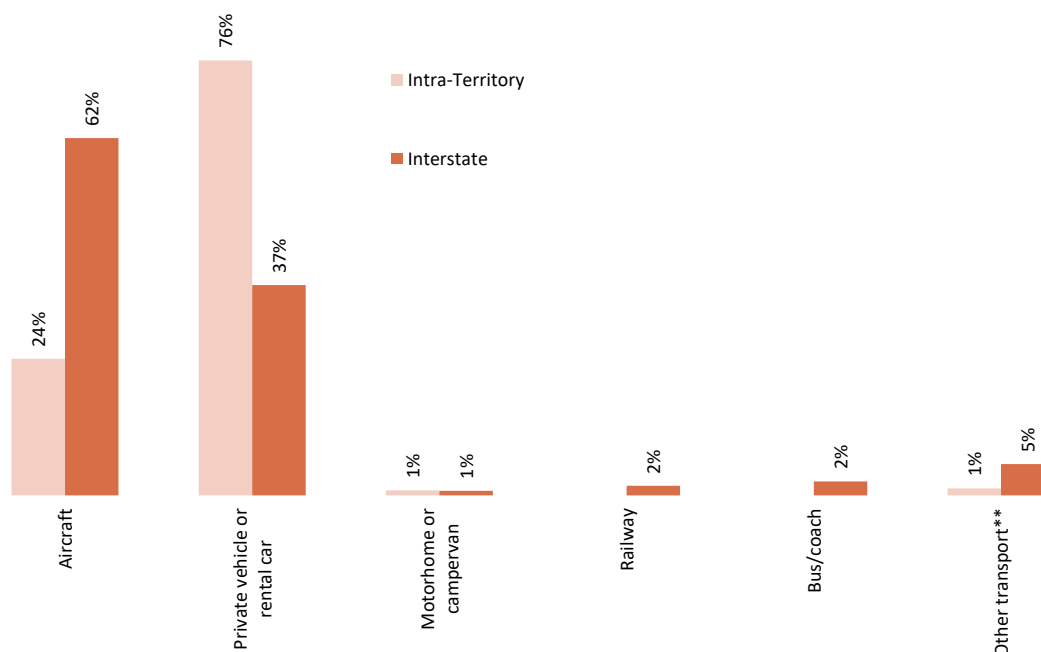


Note: Year on year percentage change from YE June 2020 to YE June 2021 for interstate travel was down for most age groups, while intra-Territory travel was up for most age groups in the same period. COVID-19 border restrictions would have contributed to this result, with people substituting outbound travel with holidays in the NT.

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## Proportion of transportation\* used by intra-Territory and interstate travellers



\*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.

Note: Year on year percentage change from YE June 2020 to YE June 2021 shows Aircraft transport mode increased for interstate travel, while private vehicle or rental car was up for intra-Territory travel, possibly as more people substitute outbound travel from the NT with holidays in the NT due to COVID-19.

## WHO also went to the Top End?

Dispersal	Intra-Territory	Interstate	Domestic
Central Australia visitors who also went to the Top End	17%	14%	15%

## WHERE did they go in Central Australia?

Statistical Area Level [SA2 group]	Proportion of Central Australia visitors
Alice Springs	47%
Sandover - Plenty	6%
Tanami	17%
Yuendumu - Anmatjere	3%
Petermann - Simpson	37%
Barkly	17%
Tennant Creek	1%

# Central Australia regional report

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## The domestic leisure drive\* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	65%	35%	119,000
Visitor nights	56%	44%	470,000
ALOS (nights)	3.4	5.0	4.0

Domestic leisure drive visitors accounted for approximately 31% (or 119,000 visitors) of all domestic visitors to the region.

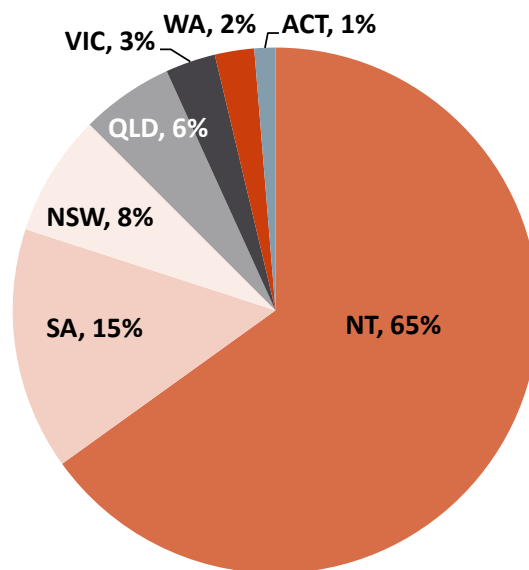
### Domestic source markets

NT residents made up 65% of the domestic leisure drive market for Central Australia. South Australia and New South Wales were the largest interstate drive markets making up 15% and 8% of visitors respectively. They were closely followed by Queensland at 6%.

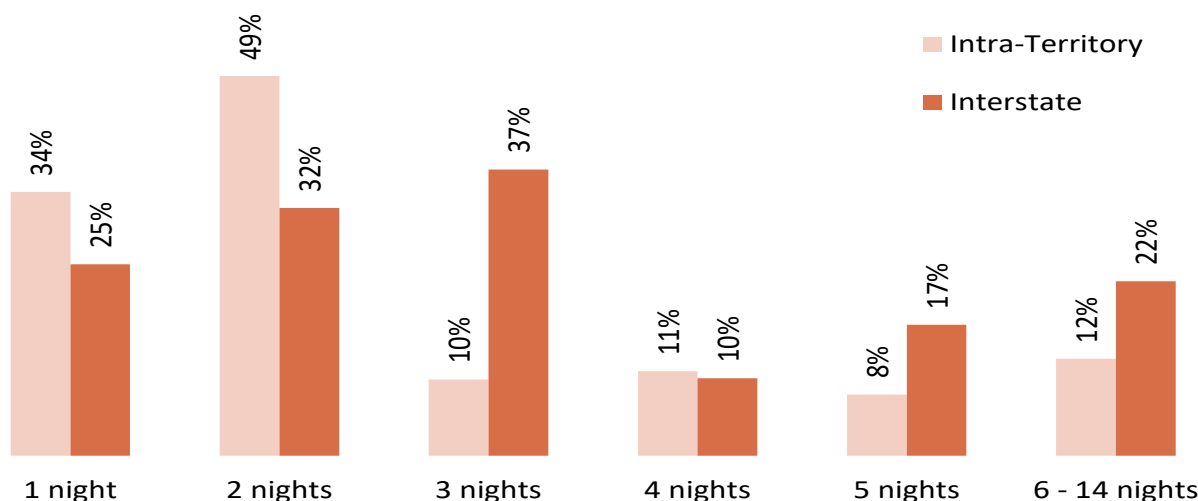
### Length of stay

Approximately 93% of domestic leisure drive visitors stayed for three nights or less. Influencing this result is the high proportion of Territorians travelling for two or fewer nights.

### 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.

Year on year percentage change from YE June 2020 to YE June 2021 suggests interstate visitors will spend more nights in the Territory than intra-Territory visitors on leisure drive holidays. Results are impacted by COVID-19.

# Central Australia regional report

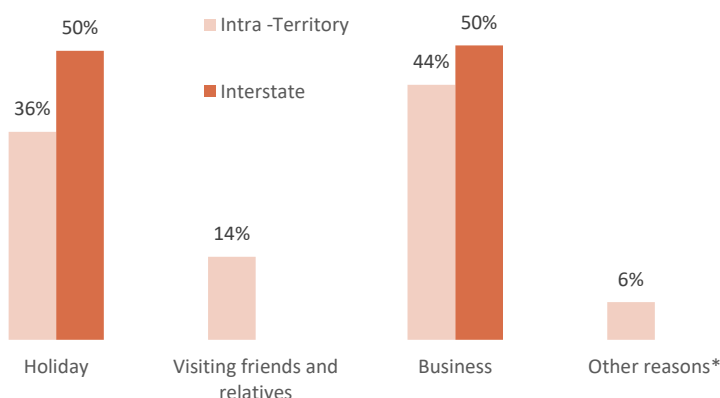
YE June 2021

## Youth visitation to the region

Youth	Intra-Territory	Interstate	Domestic
Visitors	67%	33%	48,000
Visitor nights	75%	25%	419,000*
ALOS (nights)	9.7	6.7	8.7

*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 contributes 12% of all domestic visitors to the Central Australia region. They also contribute a significant number of nights with 419,000 nights or 17% of all nights in the region.

Intra-Territory youth makes up two thirds (67%) of the youth market in Central Australia. Interstate youth make up the remaining one third (33%) of the market.

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

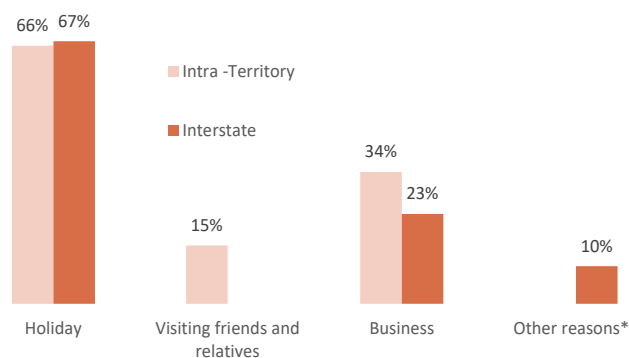
## Visitors interested in Aboriginal cultural experiences/participation

Aboriginal culture	Intra-Territory	Interstate	Domestic
Visitors	18%	82%	99,000
Visitor nights	27%	73%	745,000
ALOS (nights)	11.6	6.7	7.6

Aboriginal culture is a niche segment for those visiting the Central Australia region, with approximately one in four (25%) 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, 66% of intra-Territory visitors and 67% of interstate visitors who participated in Aboriginal cultural activities were on a holiday.

### Aboriginal culture purpose of visit



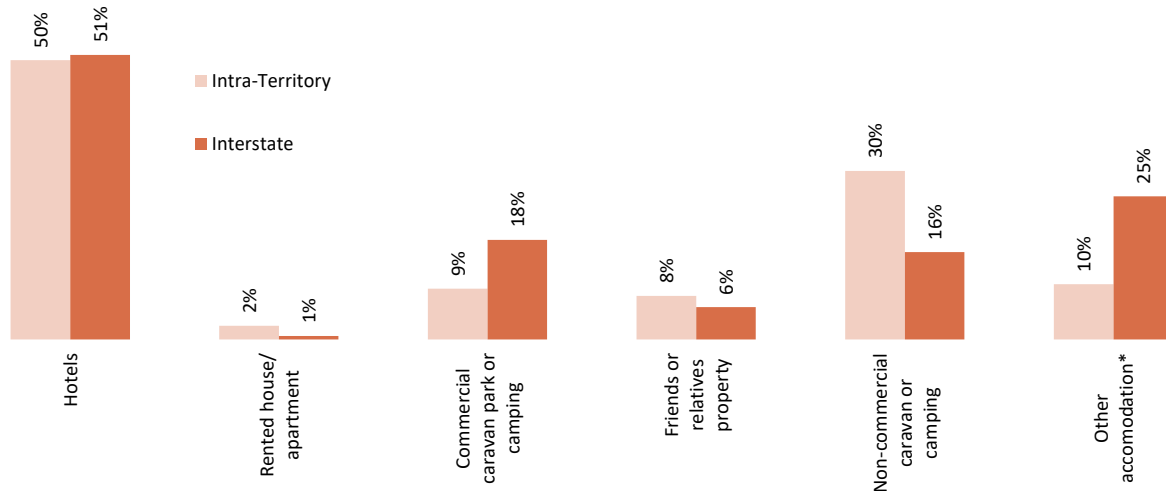
*Aboriginal cultural experiences include: experience Aboriginal art/ craft and cultural displays, visit an Aboriginal site/ community, and/or attend an Aboriginal performance.*

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

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## 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. Note: short term letting could come under a number of accommodation types.

Note: Year on year percentage change from YE June 2020 to YE June 2021 for interstate travel was down for VFR accommodation. COVID-19 border restrictions would have contributed to this result, along with intra-Territory visitors choosing non-commercial accommodation over commercial accommodation and hotels over the same period.

## WHAT activities did they do?

### Eat out and dining



52%

### Bushwalks



32%

### Sightseeing



32%

### Visit national parks



32%

### Visit Aboriginal sites



19%

### Pubs clubs disco



18%

### Museums and art galleries



17%

### Aboriginal art and cultural displays



15%

### History and heritage buildings, sites or monuments



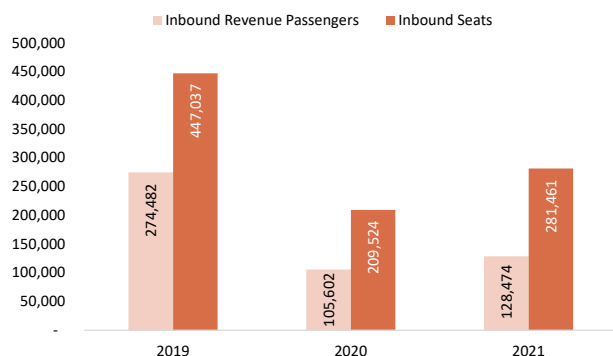
15%

Note: Activities include domestic overnight visitors only. Activities reported would have taken place in the NT.

# Central Australia regional report

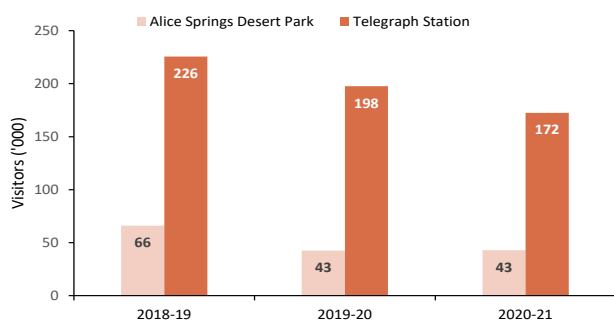
## Industry sector news

### Airport Traffic Data Alice Springs



Source: Bureau of Infrastructure, Transport and Regional Economics.  
Note: The decrease/ increase in figures was impacted by COVID-19 restrictions, including closure of international borders.

### Desert Park and Telegraph Station



Source: NT Parks and Wildlife Commission.

#### 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.

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.

CENTRAL AUSTRALIA Year Ending June 2021	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	68	+/-26%	+/-37%
Interstate	86	+/-23%	+/-25%
International	np	np	np

np = not publishable

### Alice Springs Accommodation

**845  
ROOMS  
IN  
ALICE SPRINGS  
At Year Ending  
December 2021**

**58%  
AVERAGE  
OCCUPANCY**

**\$153  
AVERAGE  
ROOM RATE**

**\$89  
REVENUE PER  
AVAILABLE ROOM**

ALICE SPRINGS MONTHLY OCCUPANCY RATE

Source: STR Destination Report YE December 2021, 2020 and 2019. Alice Springs hotel accommodation with 10+ rooms.

Note: When compared to YE December 2019, average occupancy went down -16 percentage points, average room rate went up +26% and revenue per available room went down -2.5%. Room supply went down 146 rooms.

### Park Visitation

Park	YE June 2020	YE June 2021	Change
Alice Springs Telegraph Station Historical Reserve	198,000	172,000	-13%
Karlu Karlu/ Devils Marbles	105,000	113,000	8.2%
Tjoritja/ West MacDonnell National Park	130,000	107,000	-18%
Watarrka National Park	192,000	96,000	-50%
Alice Springs Desert Park	43,000	43,000	0.8%
Trephina/ East MacDonnell National Park	21,000	24,000	15%

Source: NT Parks and Wildlife Commission.