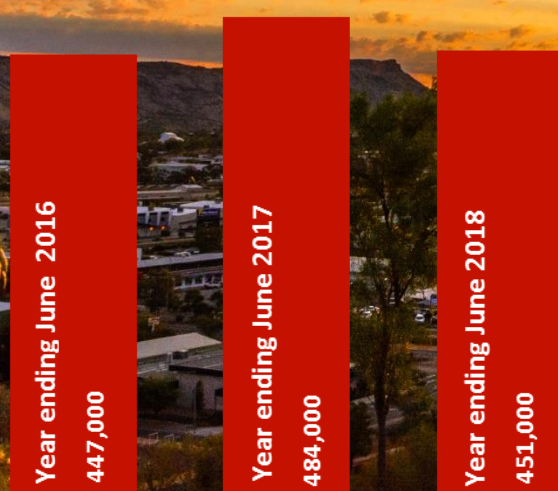


Alice Springs and MacDonnell

Report Period:
Year Ending June 2018

Annual overnight visitor numbers to the region



Alice Springs sunset, Credit: Paul and Debra Hoyt/Tourism NT

REGION DEFINITION

The Alice Springs – MacDonnell tourism region comprises the Alice Springs tourism region and the MacDonnell tourism region.

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.

What makes up the region

Alice Springs Alice Springs Town Council

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



Source note: All information is derived from Tourism Research Australia's National and International Visitor Surveys unless otherwise stated.

Tourist numbers in Alice Springs - MacDonnell

Alice Springs – MacDonnell overnight visitor numbers – Year Ending June 2018

Origin	Intra-Territory	Interstate	Domestic ^a	International	Total ^b
Visitors (000s)	119	211	329	122	451
Visitor nights (000s)	427	1,745	2,171	611	2,782
ALOS ^c	3.6	8.3	6.6	5.0	6.2
Expenditure (\$M)	-	-	287	75	362

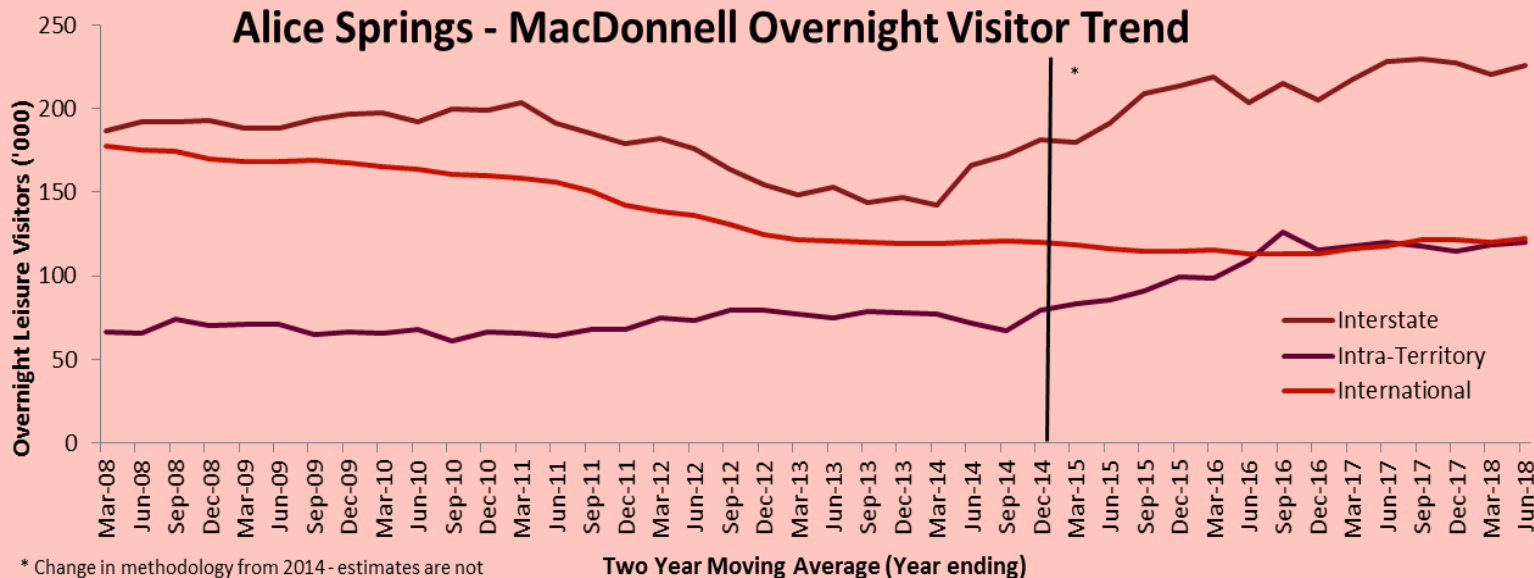
a: Domestic = Intra-Territory and Interstate

b: Total = Domestic and International

c: ALOS – Average Length of Stay



Alice Springs - MacDonnell Overnight Visitor Trend

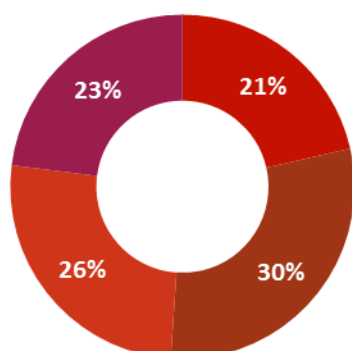


* Change in methodology from 2014 - estimates are not comparable to previous years

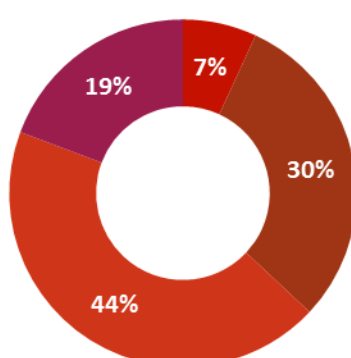
WHAT time of year do tourists visit?

Visitation by quarter – Year Ending June 2018

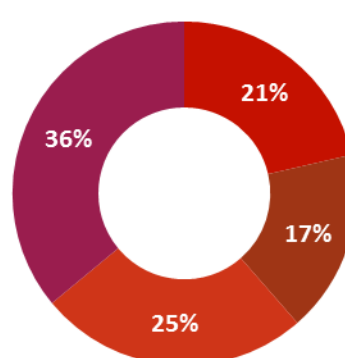
Intra-Territory



Interstate



International



■ March quarter
■ June quarter
■ September quarter
■ December quarter

WHERE do our visitors come from?

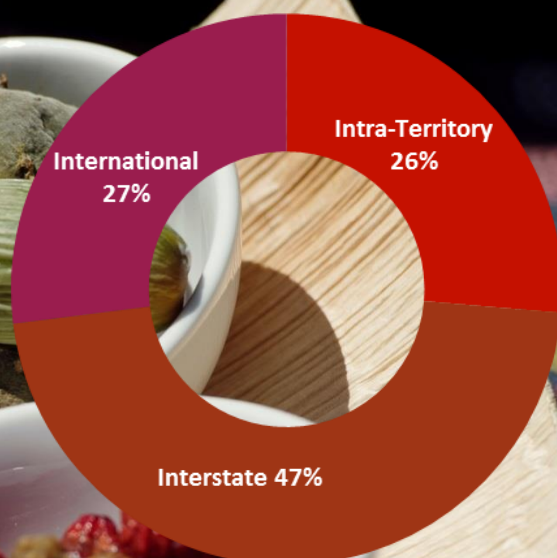
Domestic and international source markets Year Ending June 2018

Domestic source market overnight visitor numbers

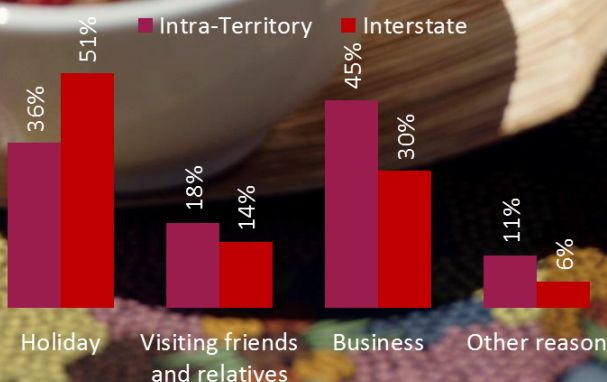
State of origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
Intra-Territory	119	427	3.6
Interstate	211	1,745	8.3
NSW - ACT	39	166	4.3
Vic - Tas	62	686	11.1
Western Australia	21	306	14.4
Queensland	38	319	8.5
South Australia	51	266	5.2

International source market overnight visitor numbers

Country of Origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
International	122	611	5.0
United Kingdom	22	84	3.9
Germany	16	50	3.1
USA	16	103	6.6
France	9	42	4.8
Switzerland	6	15	2.4
Scandinavia	6	17	2.8
Italy	6	14	2.4
Netherlands	5	15	2.9
Canada	4	8	2.4
Taiwan	3	25	8.0



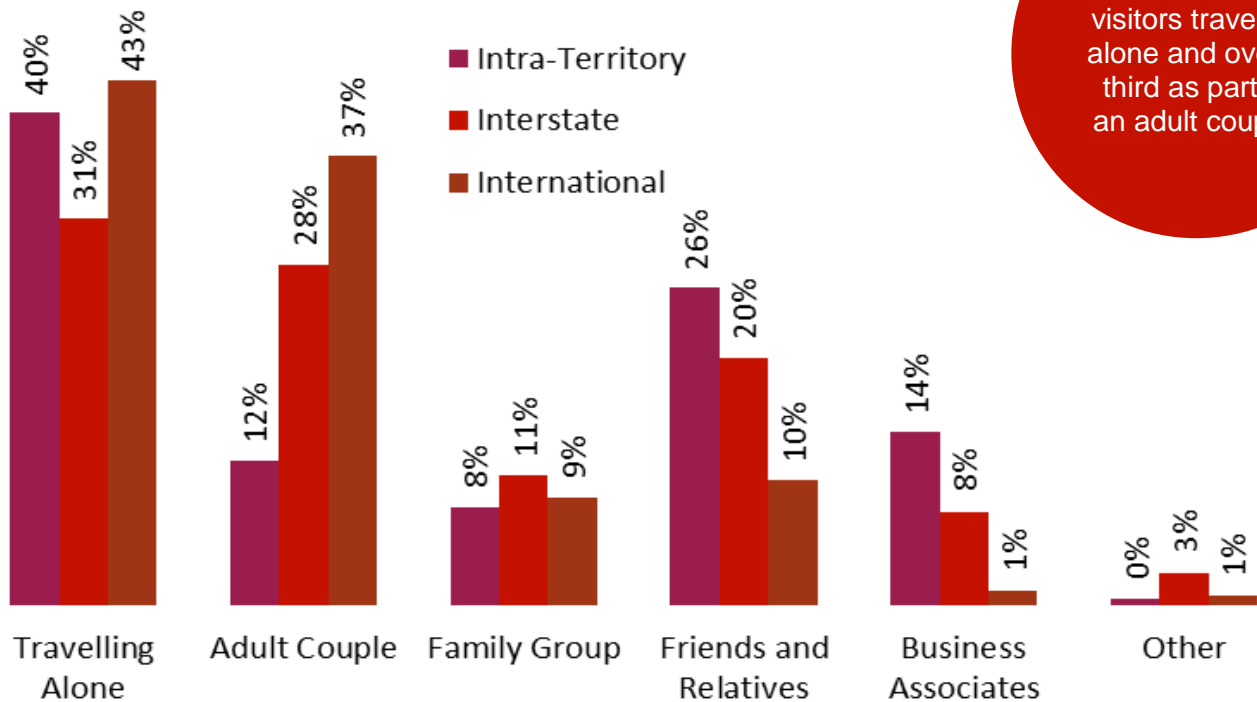
Domestic Purpose of Visitation – Year ending June 2018



Bush tucker with rt tours, Credit: Shaana McNaught/Tourism NT

WHO are our visitors travelling with?

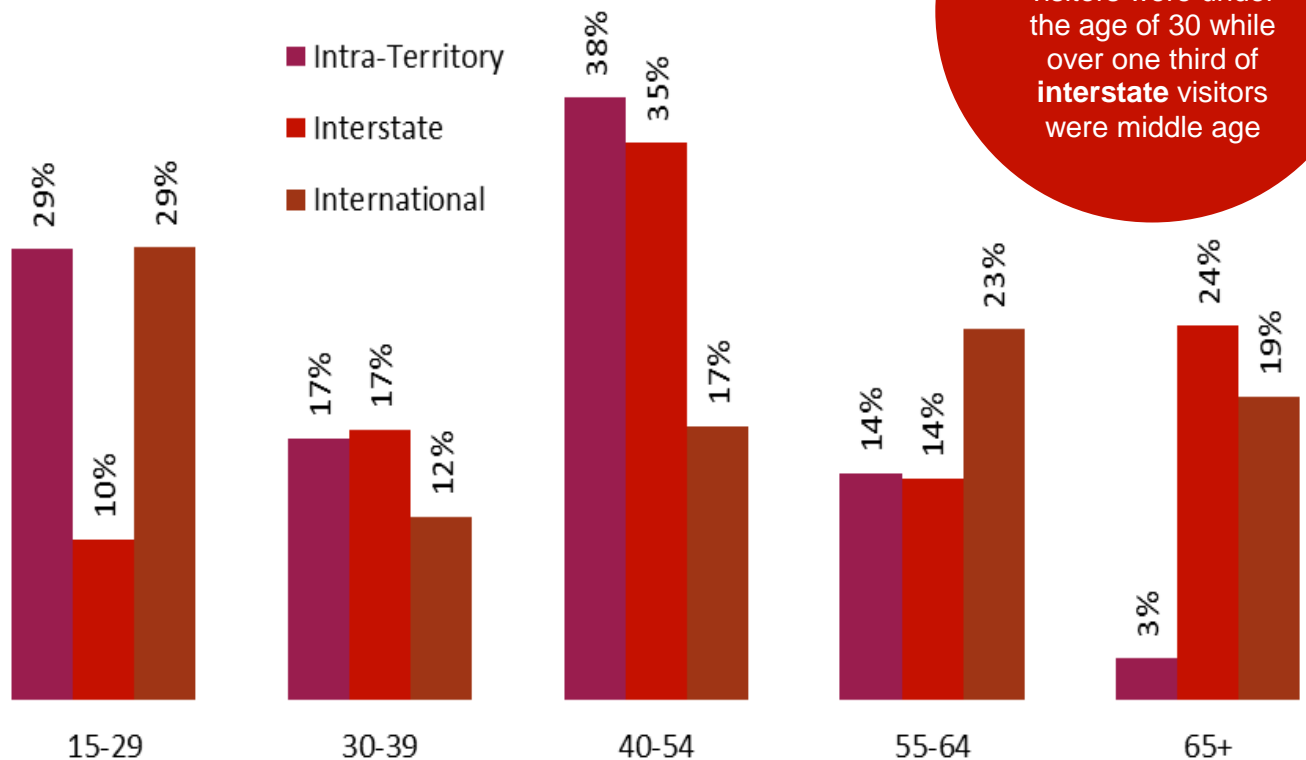
Visitation by travel party type – Year Ending June 2018



Close to half of **international** visitors travelled alone and over a third as part of an adult couple.

WHAT age are our visitors?

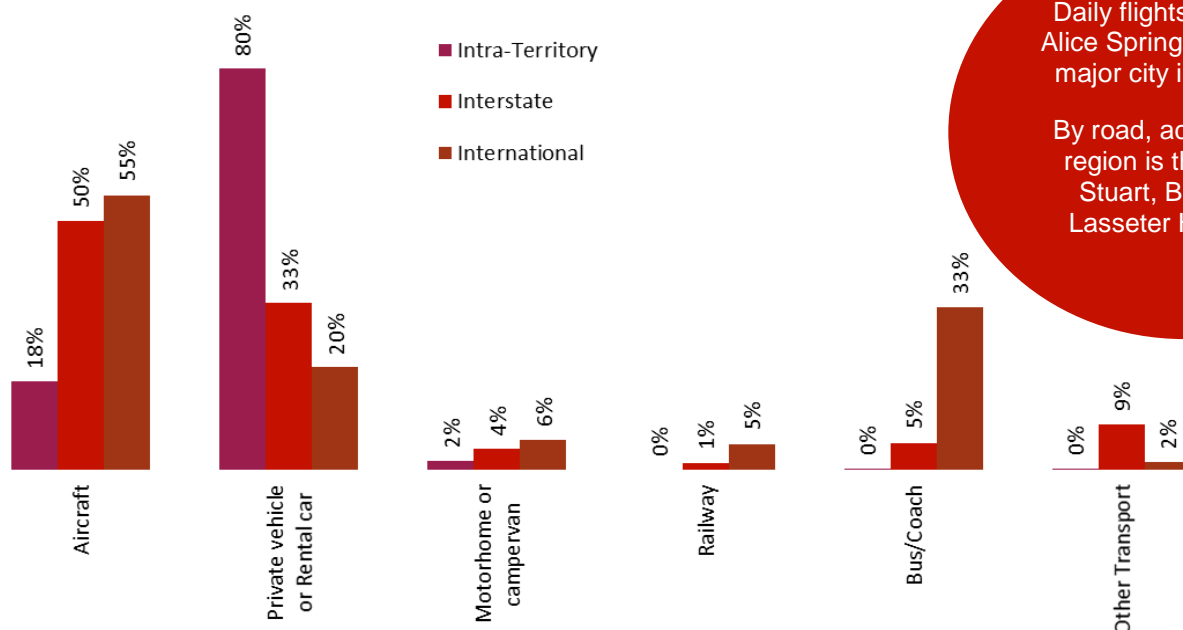
Visitation by age – Year Ending June 2018



One third each of **intra-Territory** and **international** visitors were under the age of 30 while over one third of **interstate** visitors were middle age

WHAT transport did they use to get here and around?

Visitation by transport – Year Ending June 2018



Daily flights operate to Alice Springs from every major city in Australia.

By road, access to the region is through the Stuart, Barkly and Lasseter Highways.

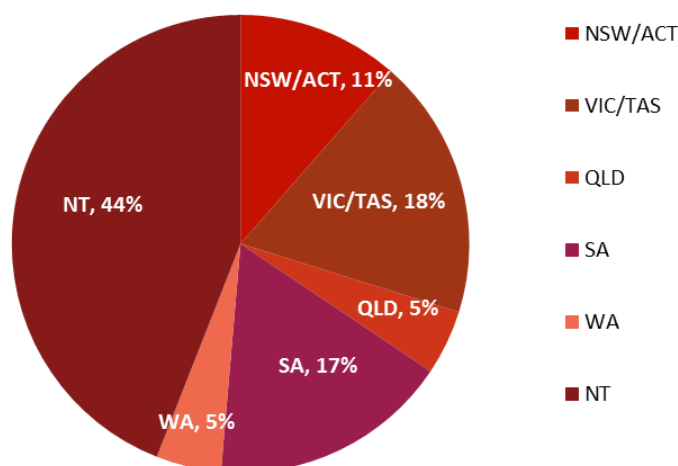
The domestic leisure* drive market in focus

Over a third (37%) of all domestic visitors to the region were self-drive leisure travellers in YE June 2018, which was an estimated 122,000 visitors.

Domestic Leisure Drive Source Markets

Domestic Source Markets

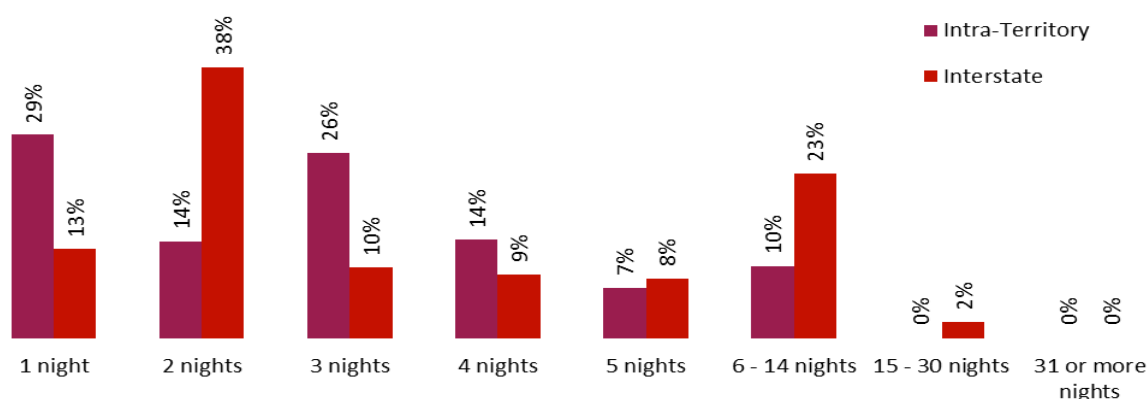
NT residents made up 44% of the domestic leisure drive market for Alice Springs - MacDonnell, with Victoria/ Tasmania representing 18% of this market. Visitors from South Australia and New South Wales/ ACT accounted for 28% of the market.



Length of Stay

Just under two thirds (64%) of the domestic leisure drive market stayed for three or less nights.

Length of Stay - Domestic Leisure Drive Market



HOW do Internationals get here?

The majority of international visitors entered Australia through Sydney (41%) before making their way to the region. The next most popular port of entry was Melbourne, with accounted for 28% of visitors.

Ports of entry/exit used by international visitors who visited Alice Springs - MacDonnell
year ending June 2018

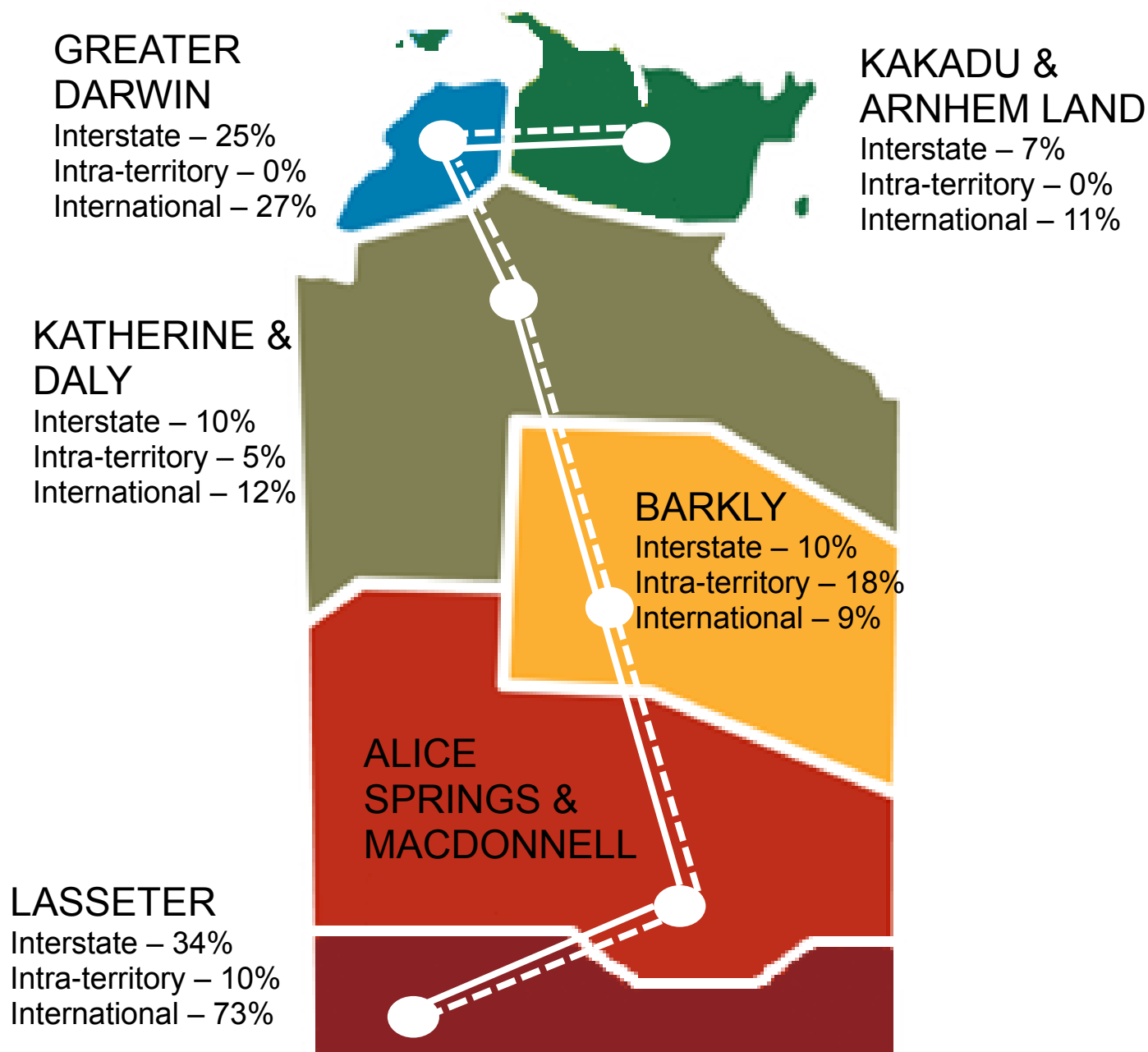


Other ports of entry and exit include the Gold Coast which accounted for less than 1%.

WHERE else do they stay overnight in the Territory?

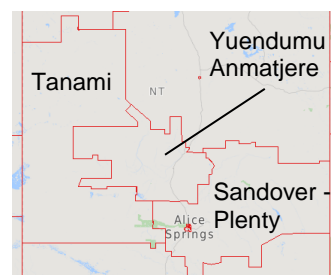
Alice Springs MacDonnell travellers visiting the regions

Year Ending June 2018



WHERE did they go in the Region?

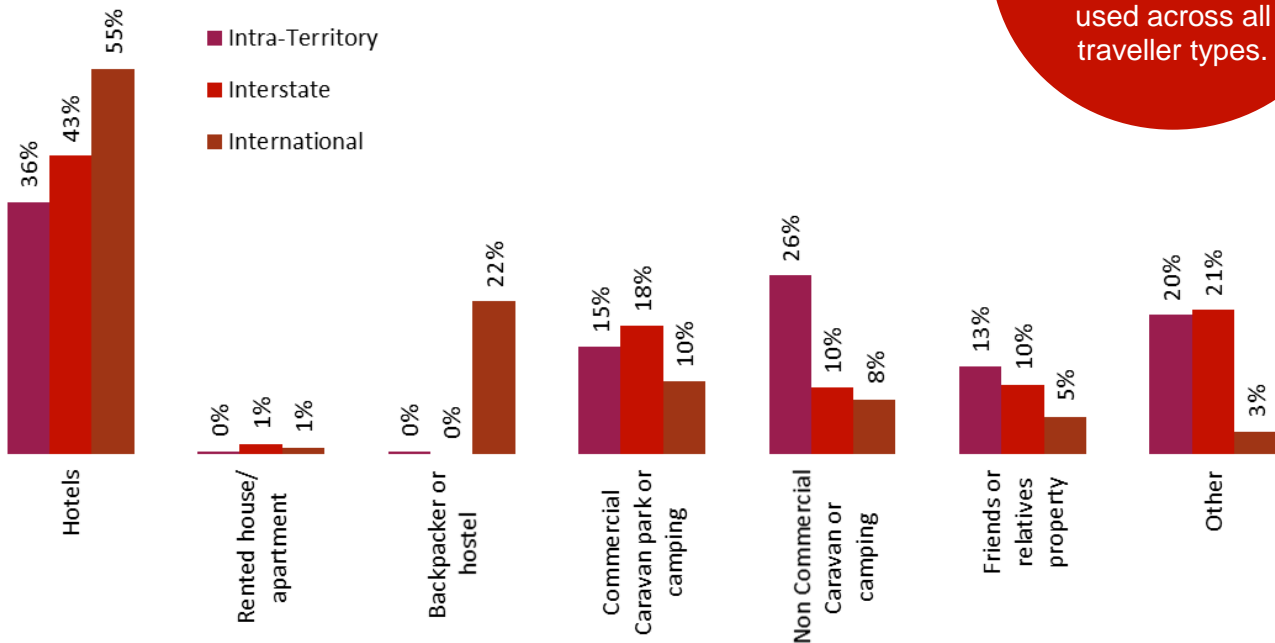
Statistical Area Level (SA)	Annual visit (2 year average)	Proportion of region
Alice Springs (SA1)	413,000	88%
Sandover - Plenty (SA2)	31,000	7%
Tanami (SA2)	48,000	10%
Yuendumu – Anmatjere (SA2)	22,000	5%
Alice Springs MacDonnell Total	468,000	-



WHERE did they stay?

Visitation by accommodation type used – Year Ending June 2018

Hotels account for almost half (44%) of accommodation used across all traveller types.



*Other accommodation includes other non-commercial properties such as free camping or roadside reststops and not stated.

What activities did they do?

Bushwalking, Credit: Allan Dixon/Tourism NT



Visiting national parks, Credit: Sarena Hyland/Tourism NT



History and Heritage, Credit: Shaana McNaught/Tourism NT



Experience Aboriginal art/craft and cultural displays, Credit: Shaana McNaught/Tourism NT



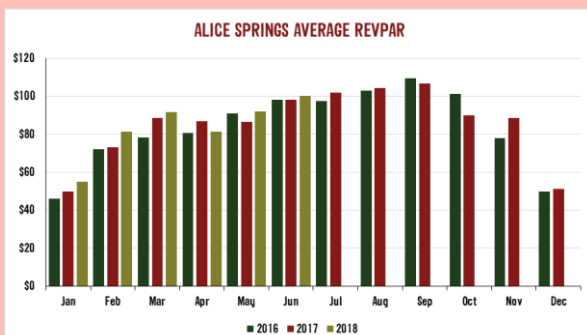
Industry sector news

Alice Springs Accommodation

**1,157
ROOMS
IN ALICE
SPRINGS**

**At Year Ending
June 18**

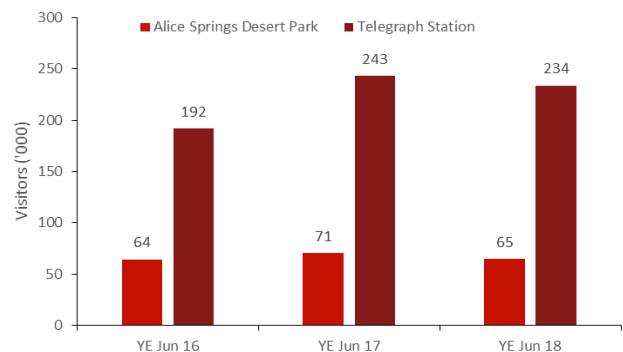
72%
AVERAGE
OCCUPANCY
\$119
AVERAGE
ROOM RATE
\$87
REVENUE PER
AVAILABLE
ROOM



Source: STR Global Destination Reports Accommodation Year Ending June 2018; Alice Springs Hotel accommodation with 10+ rooms.

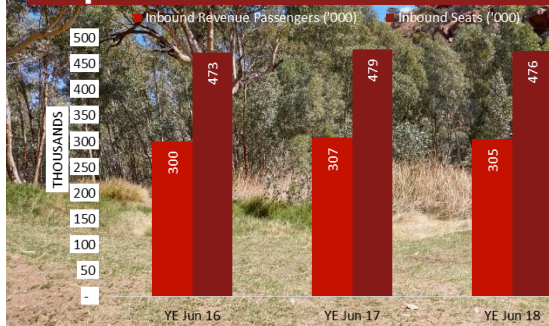
Alice Springs Attractions

Attractions in Alice Springs & MacDonnell showcase the region's pioneering history, natural wonders, amazing wildlife and Aboriginal culture and are quintessential to any visit to the area. Attractions including the Alice Springs Desert Park and Alice Springs Telegraph Station have experienced minor decreases in visitor numbers in the year ending June 2018 compared to the previous year.



Source: NT Parks and Wildlife Commission, Alice Springs Desert Park and Alice Springs Telegraph Station Visitors figures Year Ending June 2018.

Airport traffic data shows a decrease in inbound passengers and seats



Source: Bureau of Infrastructure, Transport and Regional Economics
Image credit: Peter Eve/Tourism NT

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 (YE) June 18

	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	132	+/-31%	+/-49%
Interstate	117	+/-23%	+/-25%
International	632	+/-9%	+/-34%

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.

PLEASE NOTE: Change in methodology for the NVS from 2014 – estimates are not directly comparable to previous years. More information on the change to the NVS methodology is available on Tourism Research Australia's website.