

Annual overnight visitor numbers to the region



Uluru, Northern Territory
Credit: Wayoutback Australian Safaris

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
Lasseter	Yulara
	Kings Canyon
	Erlunda



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

Tourism numbers in the Lasseter region?

Lasseter overnight visitor numbers, three year average YE June 2016 – 2018*

Origin	Intra-Territory	Interstate	Domestic ^a	International	Total ^b
Visitors (000s)	39	171	209	162	372
Visitor nights (000s)	73	642	715	473	1,188
ALOS ^c	1.9	3.8	3.4	2.9	3.2
Expenditure (\$M)	-	-	234	174	408

a: Domestic = Intra-Territory and Interstate

b: Total = Domestic and International

c: ALOS – Average Length of Stay

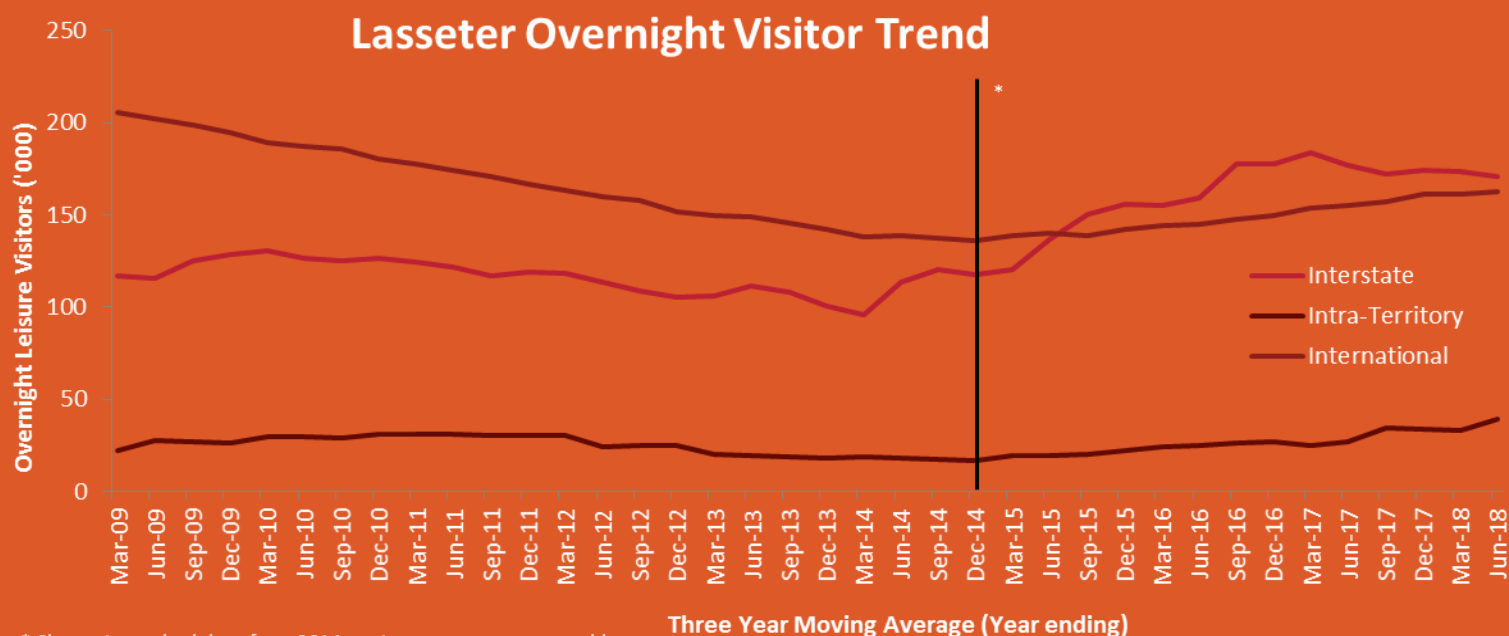
*Three year averages have been provided to reduce sampling error

The majority (46%) were interstate visitors, followed closely by international visitors (44%)

Visitors stayed an average of 3.2 nights

Average spend per visit was \$1,098

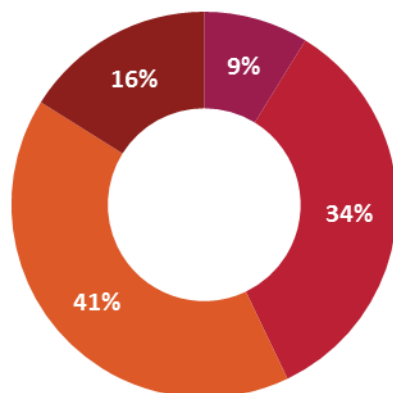
Curtin Springs Station Credit: Curtin Springs Station/Tourism NT



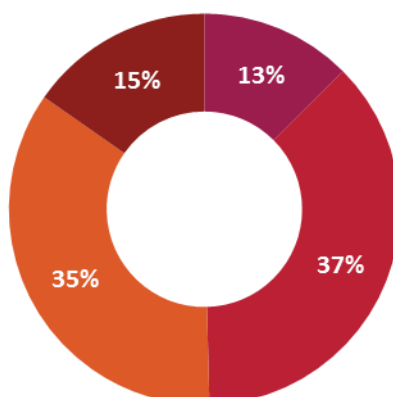
WHAT time of year do tourists visit?

Visitation by quarter, three year average YE June 2016 – 2018

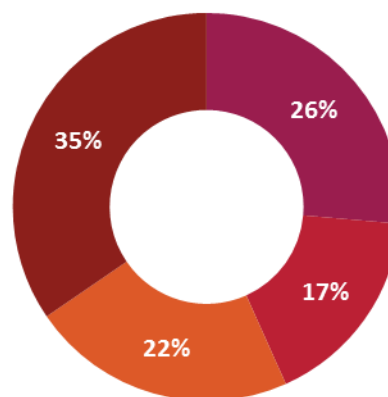
Interstate



Intra-Territory



International



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

WHERE do our visitors come from?

Domestic and international visitors source markets

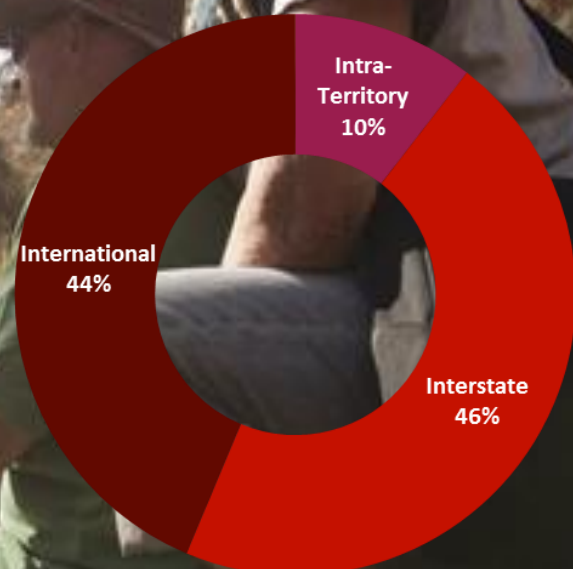
Three year average YE June 2016 – 2018

Domestic source market overnight visitor numbers

State of origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
Intra-Territory	39	73	1.9
Interstate	171	642	3.8
NSW - ACT	68	249	3.6
Vic - Tas	49	201	4.1
Western Australia	11	28	2.5
Queensland	21	95	4.5
South Australia	20	68	3.4

International source market overnight visitor numbers

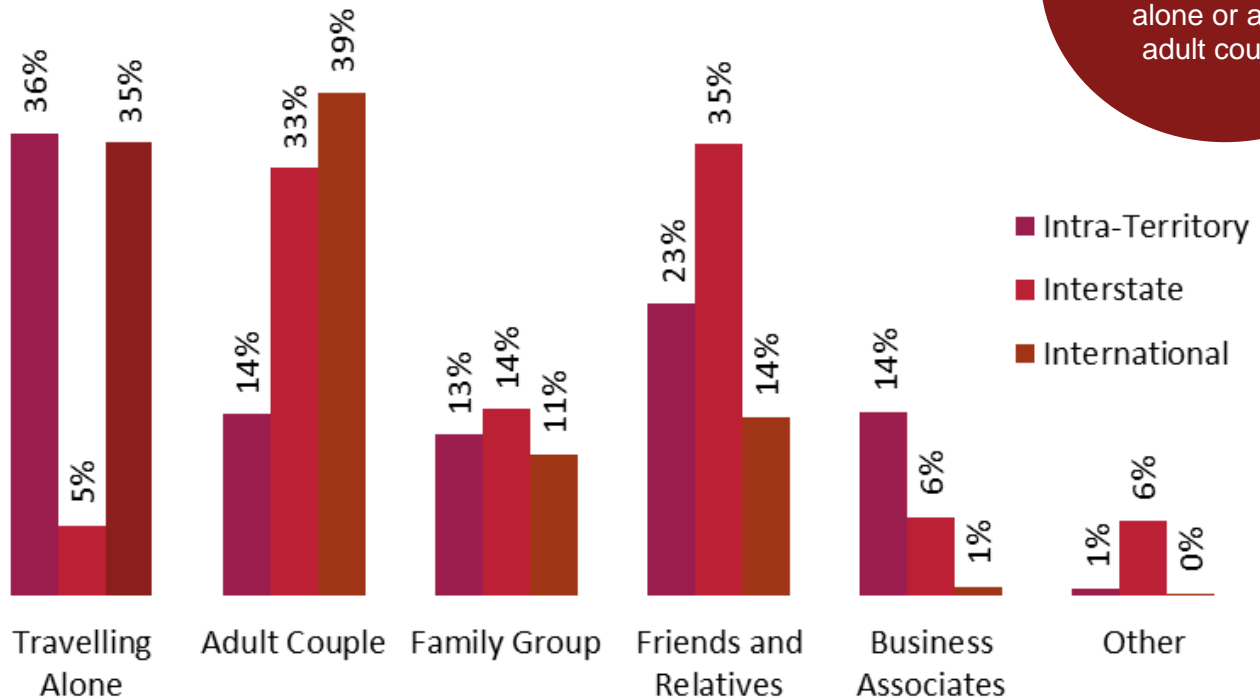
Country of Origin	Visitors ('000)	Visitor nights ('000)	ALOS (nights)
International	162	473	2.9
USA	30	71	2.3
United Kingdom	25	63	2.6
Japan	19	35	1.9
Germany	17	44	2.6
Italy	9	29	3.1
France	8	27	3.4
China	6	18	2.9
Canada	6	14	2.4
Switzerland	6	15	2.7
Scandinavia	5	13	2.5



Creek walk, Kings Canyon, Credit: Shaana McNaught/Tourism NT

WHO are our visitors travelling with?

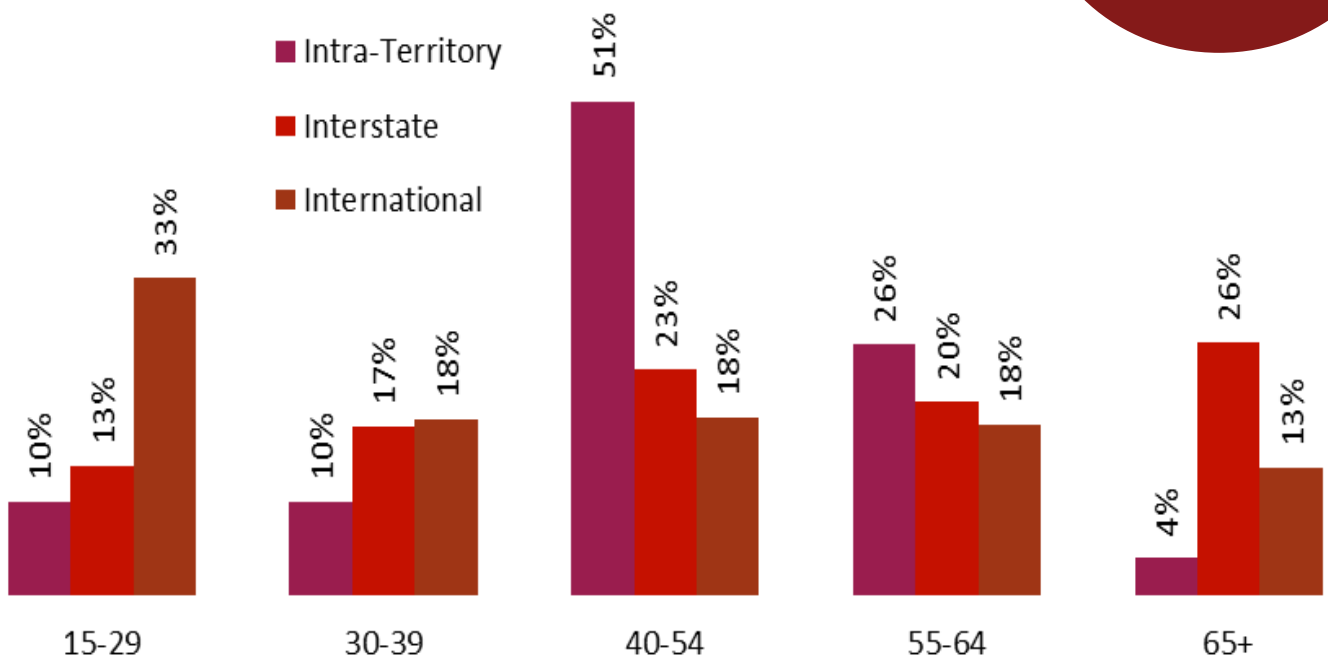
Visitation by travel party type, three year average YE March 2016 – 2018



Three quarters (74%) of **International** visitors travel alone or as an adult couple.

WHAT age are our visitors?

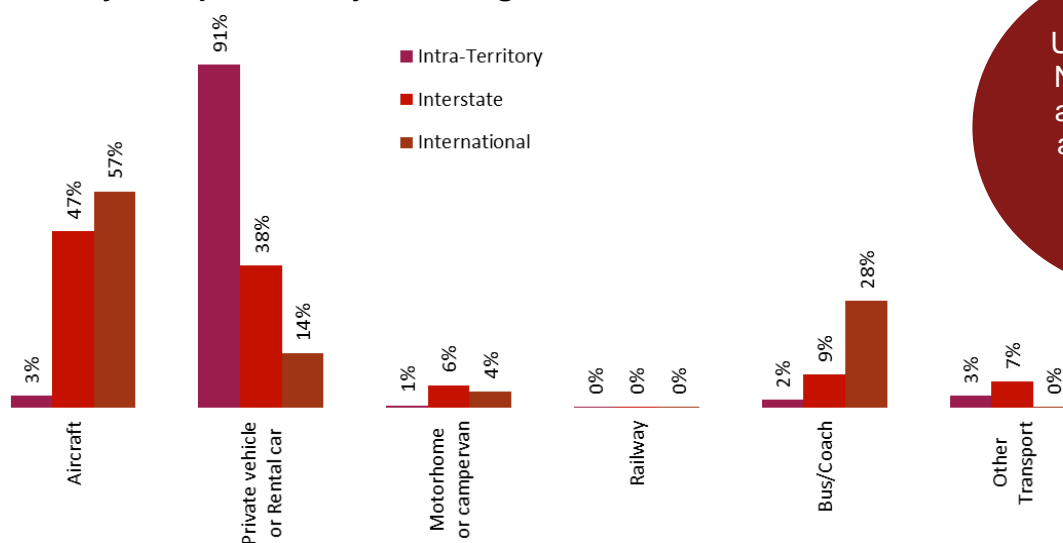
Visitation by age, three year average YE June 2016 – 2018



The iconic region attracts **international** visitors across all age groups.

WHAT transport did they use to get here and around?

Visitation by transport, three year average YE June 2016 – 2018



Uluru Kata Tjuta National Park is about 460km or a six hour drive southwest of Alice Springs

The domestic leisure* drive market in focus

Around four in ten (42%) of domestic visitors to the region were self-drive leisure travellers over the last three years, which was an estimated 87,000 visitors per year.

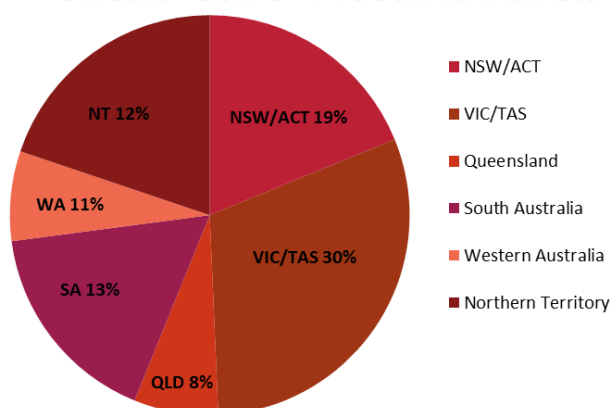
Domestic Source Markets

This location is not regularly visited by NT residents on a leisure trip. The key domestic source markets were Victoria/Tasmania (30%) and New South Wales/ACT (19%).

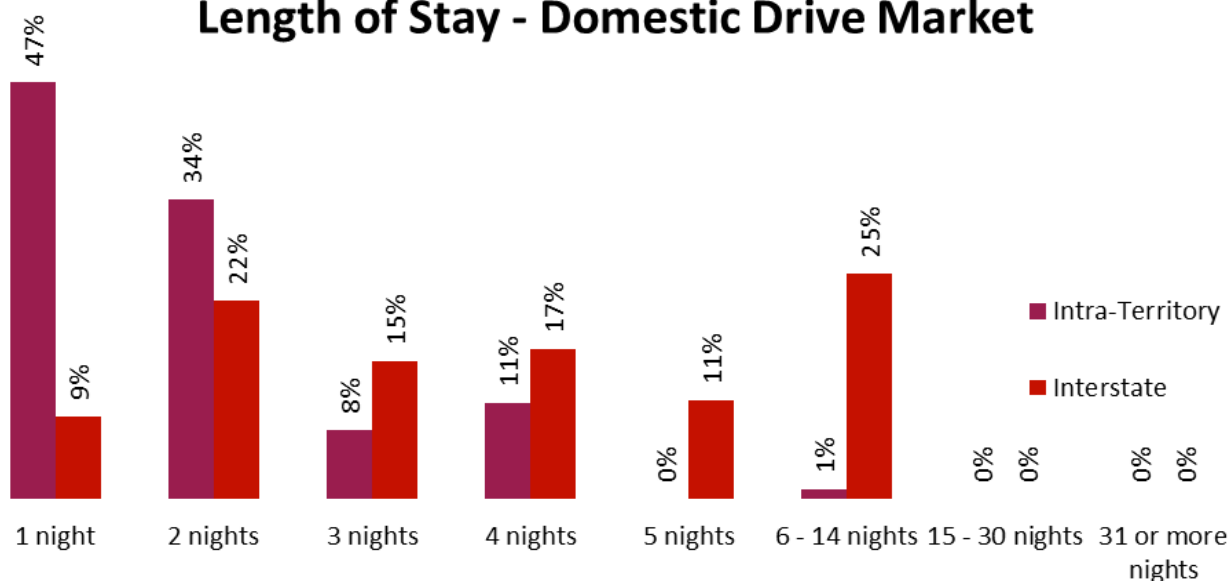
Length of Stay

Approximately 55% of domestic leisure drive visitors stayed for three or less nights.

Domestic Leisure Drive Source Markets



Length of Stay - Domestic Drive Market

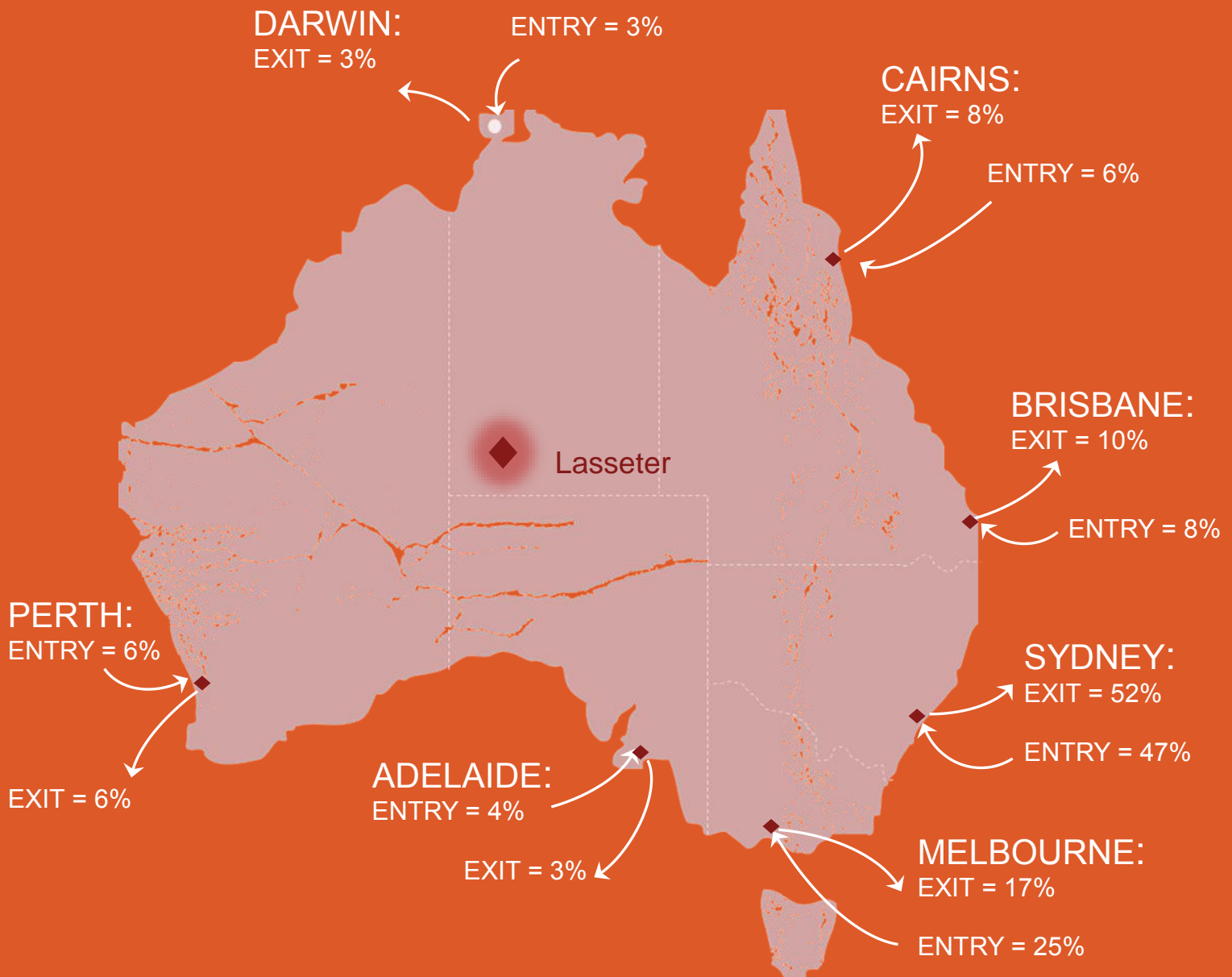


*Leisure visitors are on a holiday and/or visiting friends and family

HOW do internationals get here?

The majority of international visitors entered the country through capital cities on the east coast, especially Sydney (52%), before making their way to Uluru.

Ports of entry/exit used by international visitors who visited Lasseter three year average YE June 2016 – 2018



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

WHERE else do they go in the Territory?

Lasseter holidaymakers also visited:

Three year average YE June 2016 – 2018

GREATER DARWIN

Domestic – 13%
International – 19%

KAKADU & ARNHEM LAND

Domestic – 7%
International – 10%

KATHERINE & DALY

Domestic – 14%
International – 9%

BARKLY

Domestic – 14%
International – 6%

ALICE SPRINGS MACDONNELL

Domestic – 45%
International – 52%

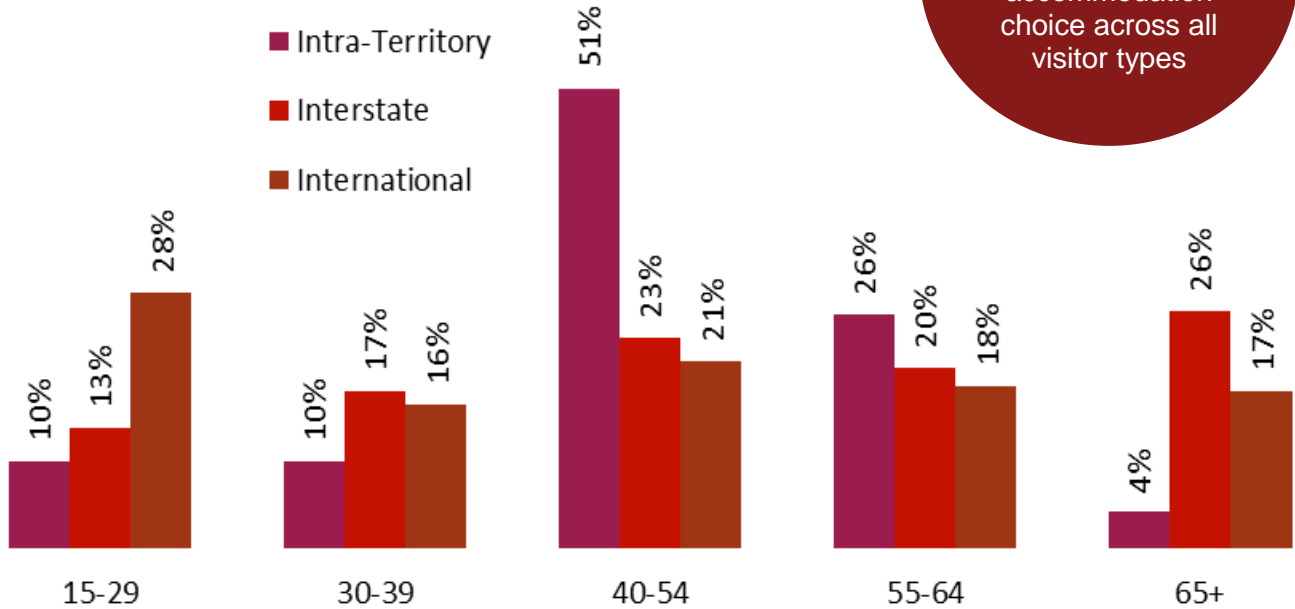
LASSETER

— INTERNATIONAL
- - - DOMESTIC

WHERE did they stay?

Visitation by accommodation type used, three year average
YE June 2016 – 2018

Staying at the hotels was the most popular accommodation choice across all visitor types



What activities did they do?

Visiting National Parks Credit: Shaana McNaught



Bushwalking Credit: Shaana McNaught

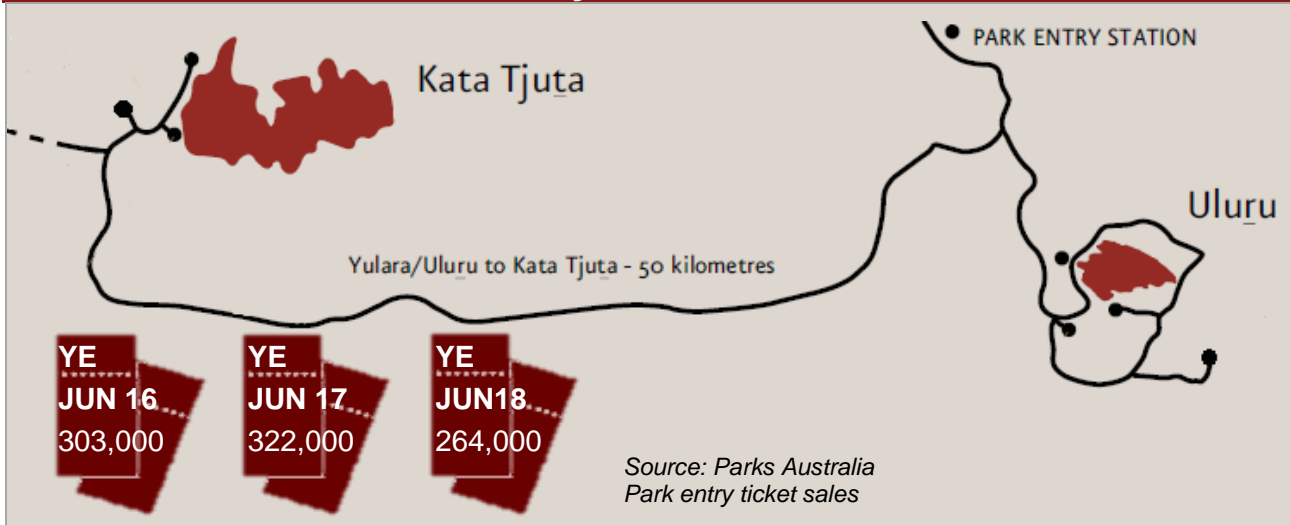
Experience aboriginal art/craft Credit: Shaana McNaught



Guided tours or excursions Credit: Shaana McNaught



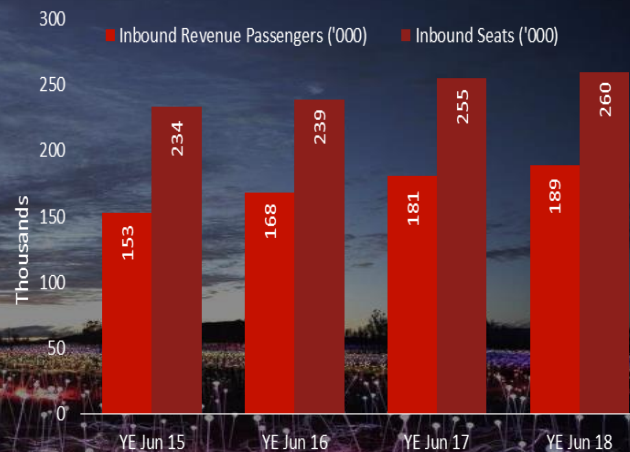
Industry sector news



Field of Light a great success

The award winning Field of Light has had a significant impact on visitation at Uluru Kata Tjuta National Park. After a sell-out success in 2016, this global phenomenon by internationally acclaimed artist Bruce Munro, will continue until 31 December 2020.

Airlines have also increased capacity as the number of passengers has grown. Compared to the previous year, inbound seats to Ayers Rock Airport in year ending June 2018 went up by 1.9% and inbound passenger revenue grew by 4.2%.



Source: Ayers Rock Resort website & Bureau of Infrastructure, Transport and Regional Economics (BITRE) Aviation Statistics.

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. In order to provide more robust estimates for analysis, results provided in this report are based on the average of the past three twelve month periods – confidence intervals and sample for this period are highlighted in the table below.

Year ending (YE) June 16- YE June 18

Three year period	Sample size	95% Confidence Interval	
		Visitors	Visitor nights
Intra-Territory	75	+/-31%	+/-69%
Interstate	257	+/-15%	+/-23%
Domestic total	332	+/-14%	+/-22%
International	2,643	+/-5%	+/-23%

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.