

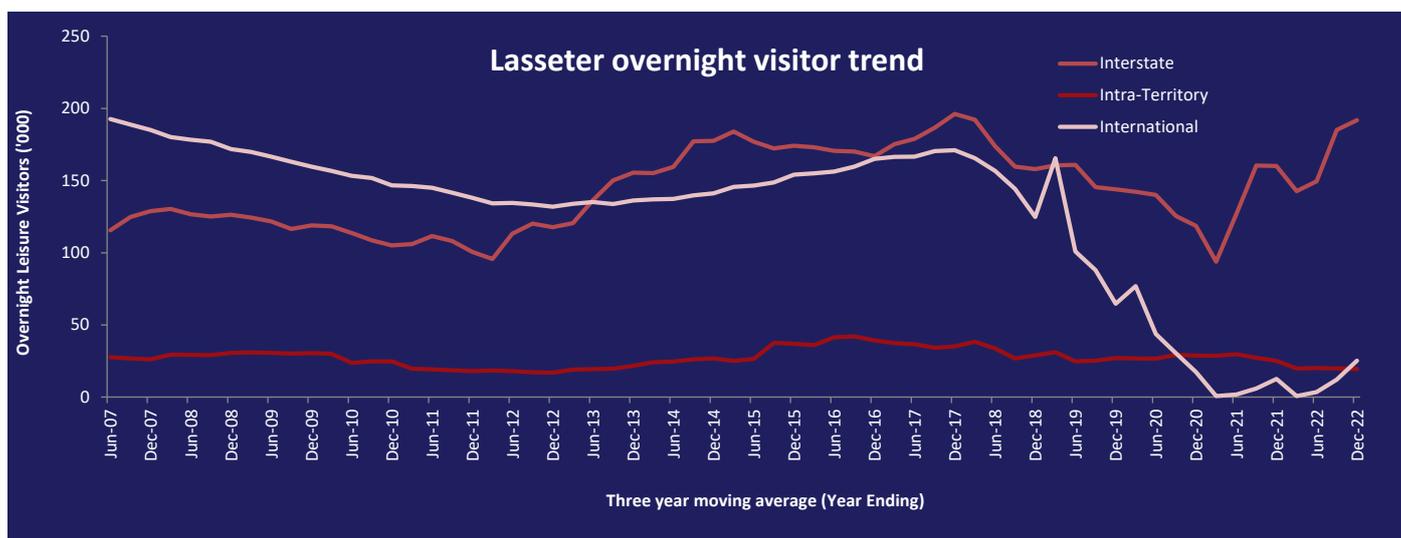
# Lasseter Regional Report

Year Ending December 2020-22 (3 year average)

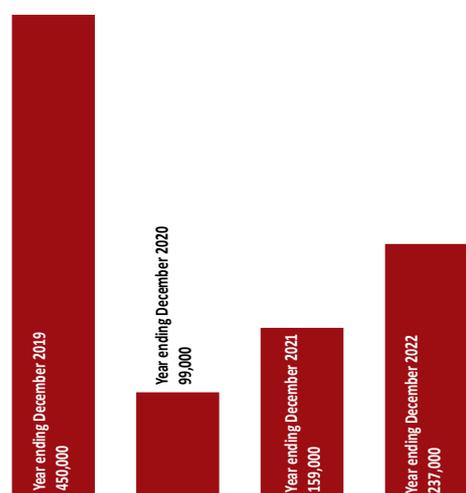


## Visitor numbers in Lasseter

Lasseter overnight	Intra-Territory	Interstate	Domestic	International	Total
Visitors	29,000	119,000	147,000	17,000	165,000
Visitor nights	72,000	534,000	605,000	119,000	724,000
ALOS (average length of stay, nights)	2.5	4.5	4.1	6.8	4.4
Expenditure	-	-	\$235M	\$12M	\$247M
ASPT (average spend per trip)	-	-	\$1,595	\$711	\$1,502



### Annual overnight visitor numbers to the region



### Region definition

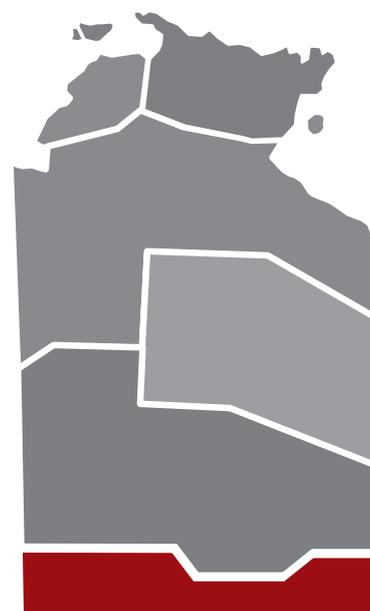
The regional boundaries of the Lasseter tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

#### 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. Note some variables in the graphs may not appear due to no result over this period. Data is rounded and may affect some totals.



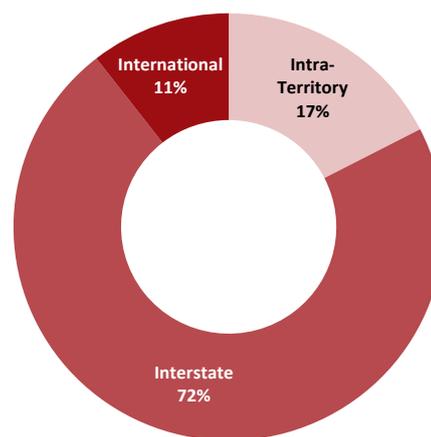
# Lasseter Regional Report

Year Ending December 2020-22 (3 year average)

## WHERE do visitors come from and WHY?

State of origin	Visitors	Visitor nights	ALOS (nights)
International	17,000	119,000	6.8
Intra-Territory	29,000	72,000	2.5
Interstate	119,000	534,000	4.5
NSW	37,000	147,000	4.0
QLD	32,000	171,000	5.4
VIC	28,000	139,000	4.9
SA	15,000	57,000	3.8
WA	5,000	13,000	2.7
TAS	2,000	5,000	3.4
ACT	1,000	1,000	2.0

### Lasseter source markets



### Top 3 international markets

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	15,000	101,000	116,000	17,000	132,000
Visiting friends and relatives	N/A	3,000	3,000	N/A	3,000
Business	14,000	10,000	24,000	N/A	24,000
Other reasons*	N/A	6,000	6,000	1,000	7,000



United States of America



United Kingdom

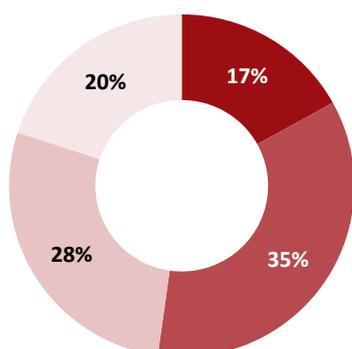


Germany

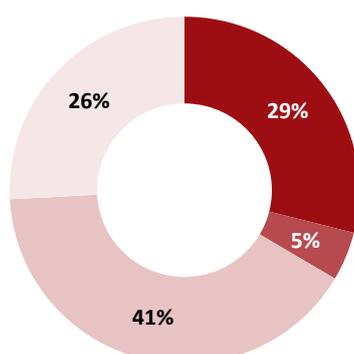
\*Includes employment, education, other reason and in transit.

## WHAT time of year do visitors come?

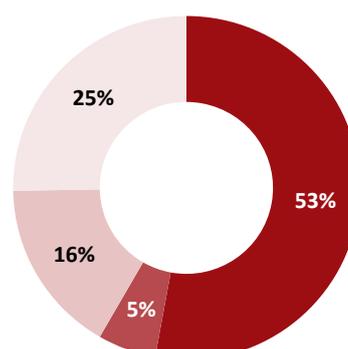
### Interstate



### Intra-Territory



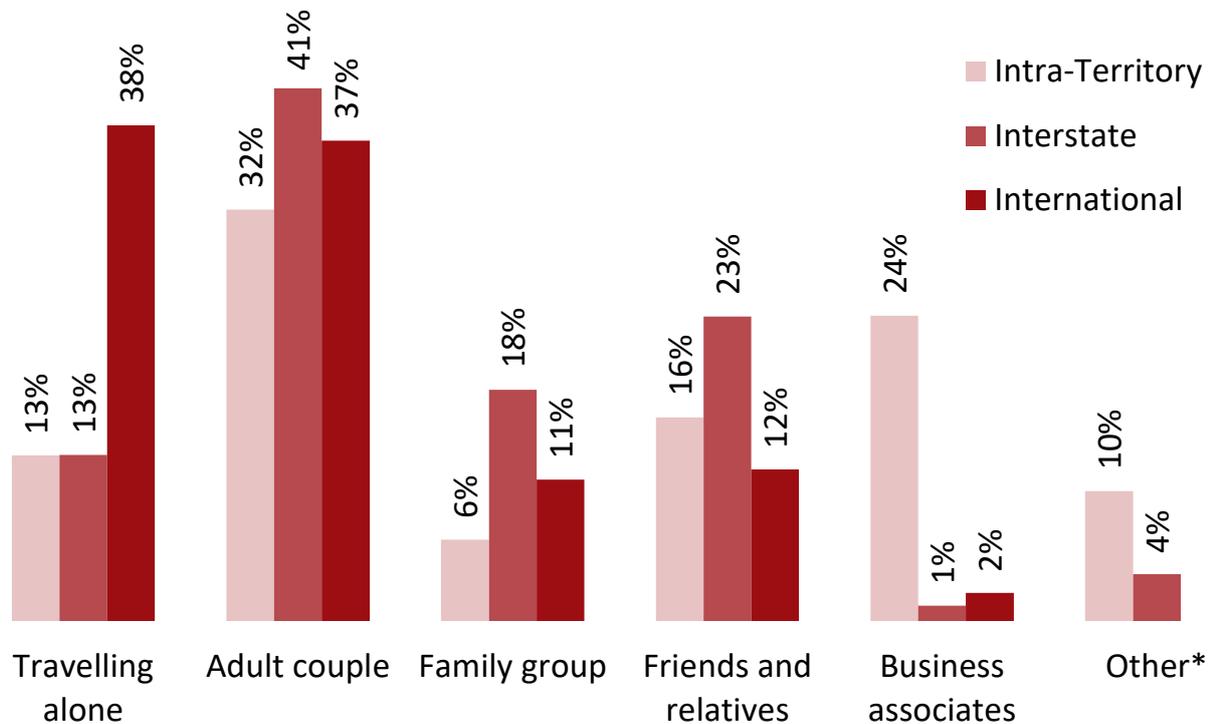
### International



# Lasseter Regional Report

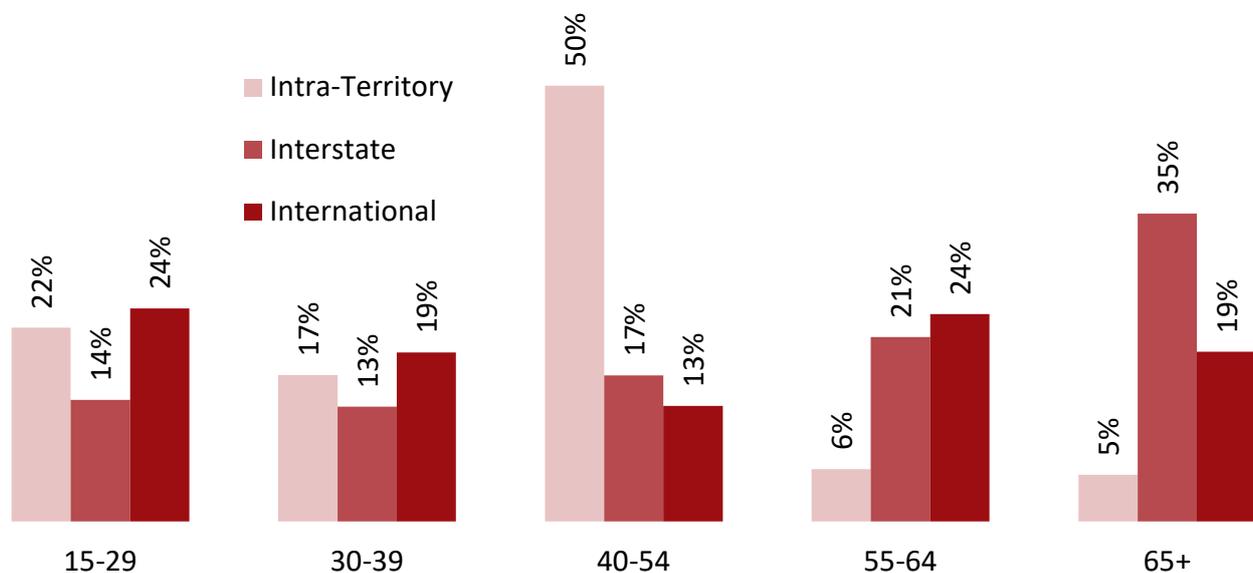
Year Ending December 2020-22 (3 year average)

## WHO are our visitors travelling with?



\*Includes school/uni/college group, non-school sporting group/community group or club and other, however excludes visitors who were not asked this question.

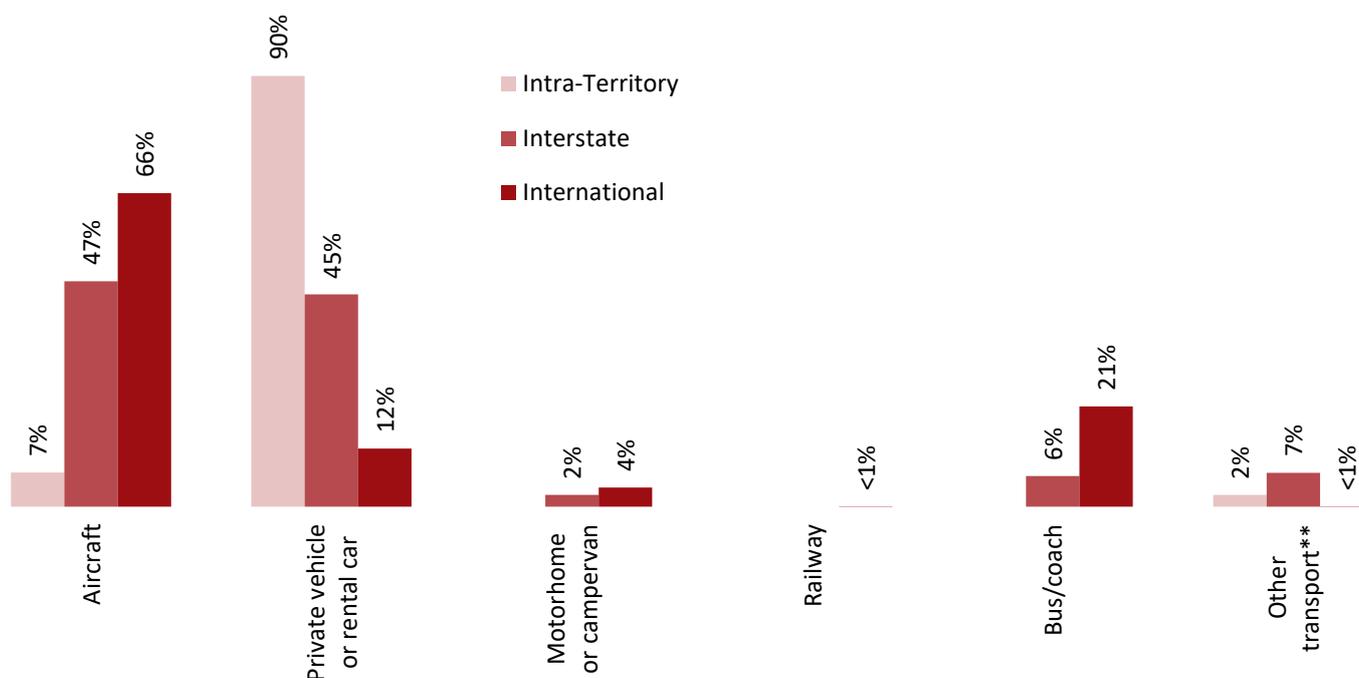
## WHAT age are our visitors?



# Lasseter Regional Report

Year Ending December 2020-22 (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	2%	<1%	7%	11%	23%
Interstate	14%	7%	13%	13%	51%
International	16%	4%	5%	5%	35%

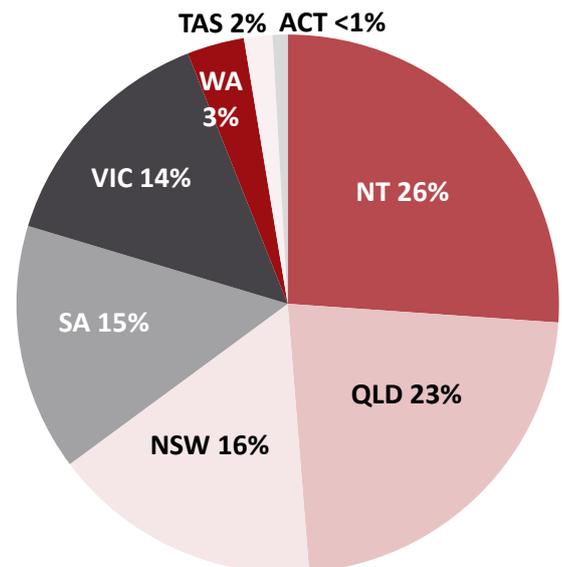
# Lasseter Regional Report

Year Ending December 2020-22 (3 year average)

## The domestic leisure drive\* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	15,000	42,000	57,000
Visitor nights	32,000	160,000	192,000
ALOS (nights)	2.2	3.8	3.3

## Domestic leisure drive source market



Around 39% of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 57,000 visitors per year.

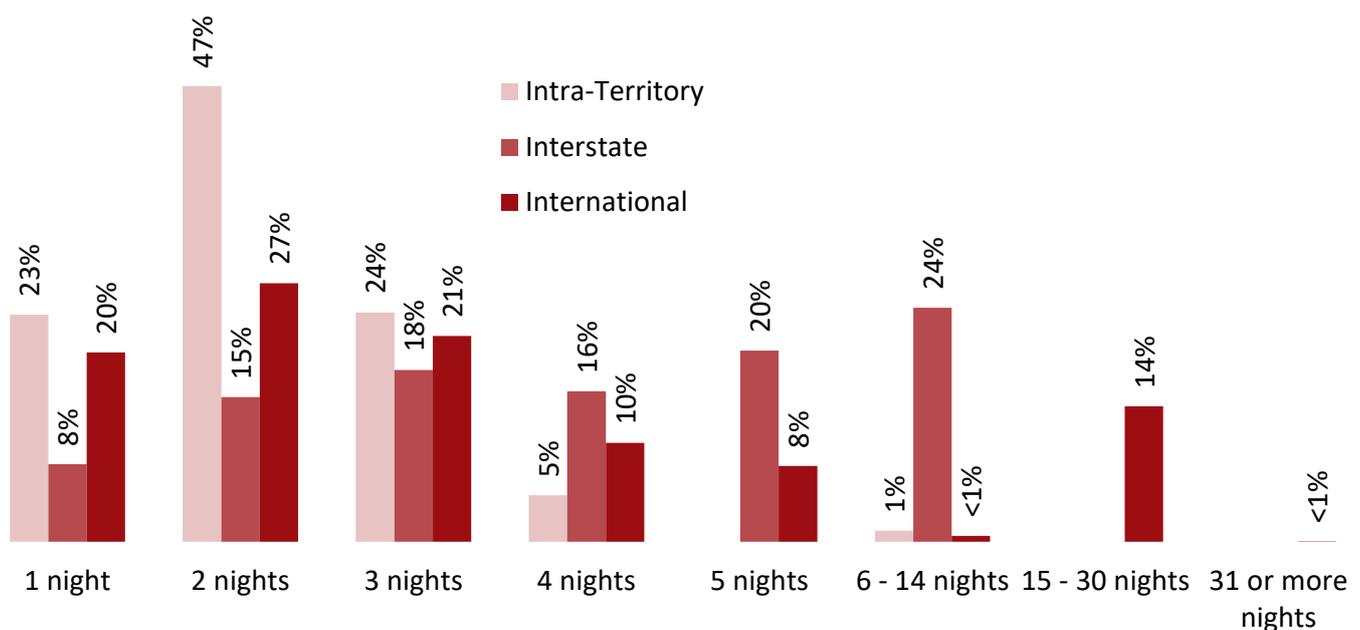
### Domestic source markets

NT residents made up 26% of the domestic leisure drive market to the region. Visitors from Queensland, New South Wales and South Australia contributed a combined 54%.

### Length of stay

Approximately 55% 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.

# Lasseter Regional Report

Year Ending December 2020-22 (3 year average)

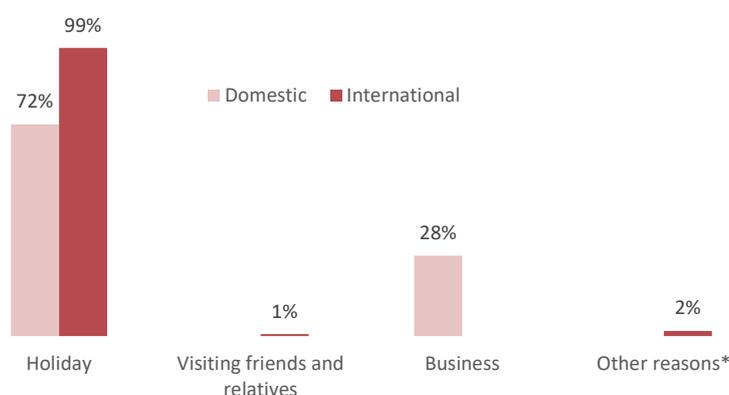
## Youth visitation to the region

Youth	Domestic	International	Total
Visitors	21,000	19,000	40,000
Visitor nights	92,000	101,000	193,000
ALOS (nights)	4.5	5.3	4.9

*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 and graph below are based on a five year average for Year Ending December 2018-22.*

### Youth purpose of visit



*\*Includes employment, education, other reason and in transit.*

The youth market contributes 15% of all visitors to the Lasseter region. They also contribute 20% (or 193,000 nights) of all nights in the region.

International and domestic youth visitors make up similar proportions of youth visitation to the region, at 52% and 48% respectively. International youth visitors, however, stay a slightly longer time compared to domestic youth visitors.

## Visitors interested in Aboriginal cultural experiences/participation

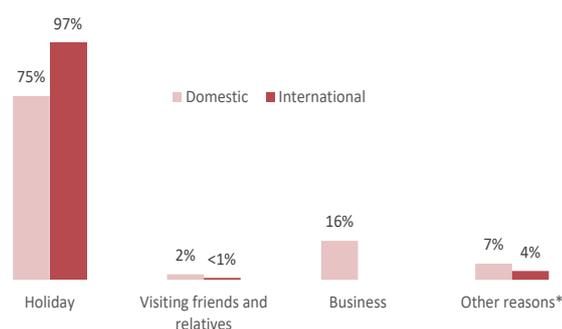
Aboriginal culture	Domestic	International	Total
Visitors	67,000	13,000	80,000
Visitor nights	277,000	80,000	357,000
ALOS (nights)	4.1	6.2	4.5

*Aboriginal cultural experiences include: experience Aboriginal art/craft and cultural displays, visit an Aboriginal site/community, attend an Aboriginal performance, go on a tour with an Aboriginal guide, participate in traditional activities, have an Aboriginal food experience and/or have a camping experience on Aboriginal land.*

Aboriginal culture is an important segment for those visiting the Lasseter region, with 49% 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, 97% of international visitors and 75% of domestic visitors who participated in Aboriginal cultural activities were on a holiday.

### Aboriginal culture purpose of visit

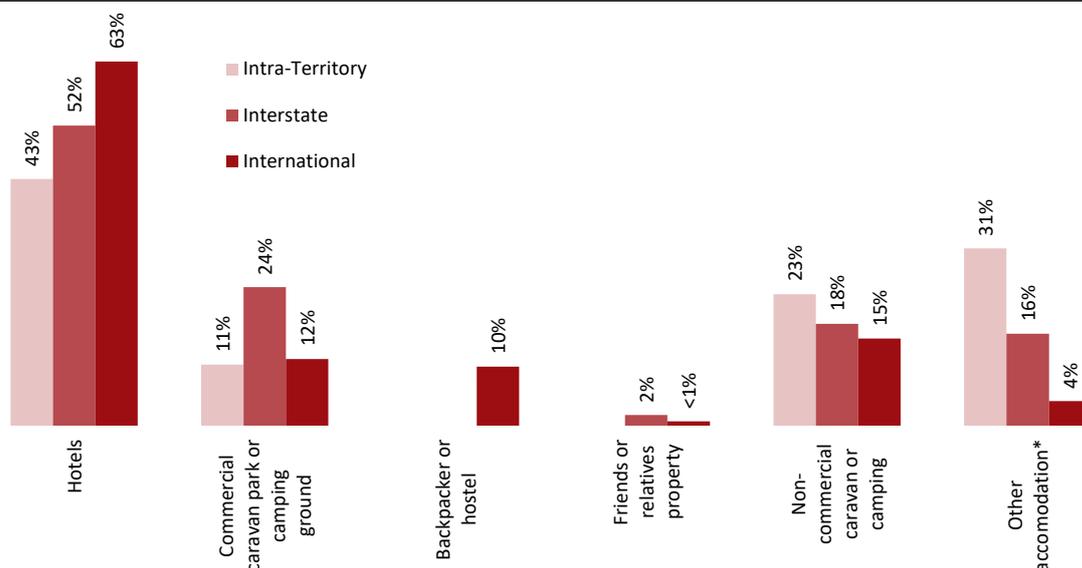


*\*Includes employment, education, other reason and in transit.*

# Lasseter Regional Report

Year Ending December 2020-22 (3 year average)

## WHERE did they stay?



\*Includes guest house/bed and 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?

### Bushwalks



60%

### Visit National Parks



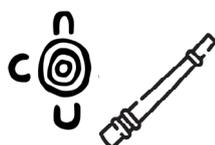
59%

### Eat out and dining



58%

### Aboriginal art and culture



49%

### Sightseeing



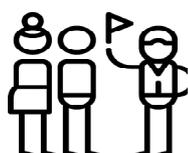
44%

### Museum art galleries



28%

### Guided tours



23%

### History and heritage



21%

### Pubs clubs disco



21%

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

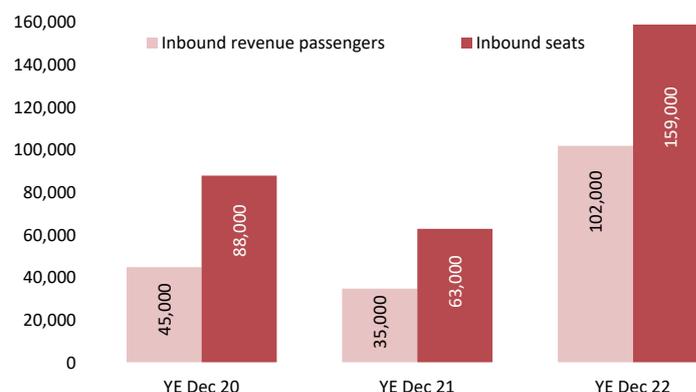
## Industry sector news

### Park visitation

Year Ending December 2022	Visitors
Uluru-Kata Tjuta National Park	148,000
Watarrka National Park	179,000

Sources: NT Parks and Wildlife Commission and Parks Australia.

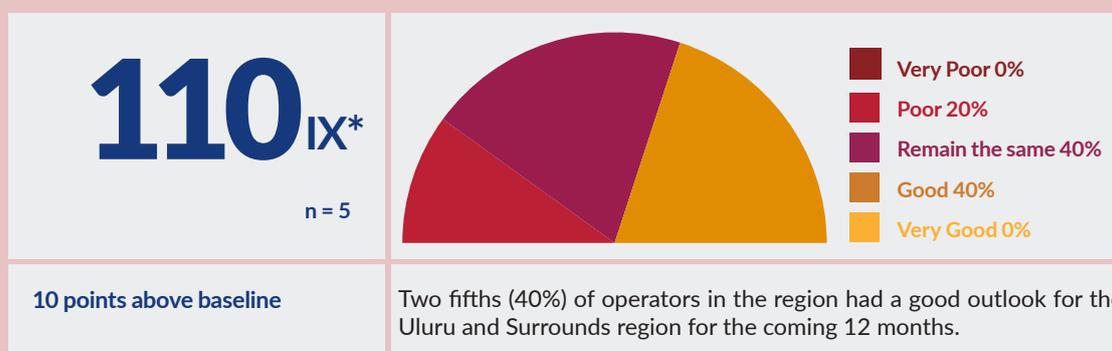
### Airport traffic data



Source: Bureau of Infrastructure, Transport and Regional Economics.

### Industry sentiment for December quarter 2022 was largely positive

Two fifths (40%) of operators in the region had a good outlook for the Uluru and Surrounds region for the coming 12 months. Sentiment is sourced from an online poll conducted each quarter by Tourism NT and 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 2020-22	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	35	+/-36%	+/-70%
Interstate	120	+/-18%	+/-26%
International	2,573	+/-14%	+/-43%

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.