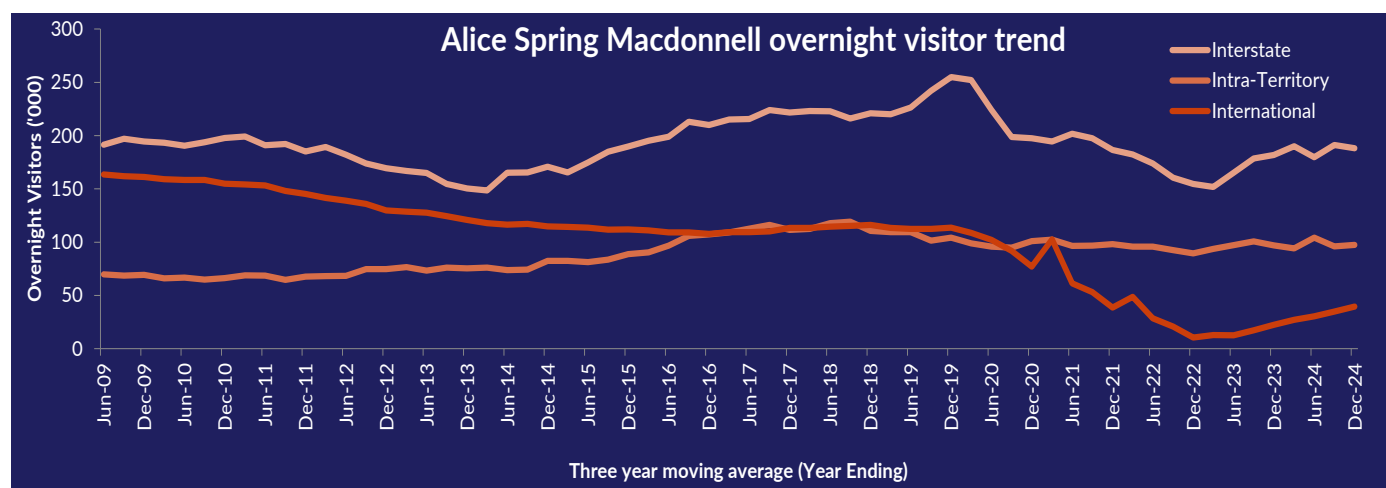


# Alice Springs MacDonnell Regional Report

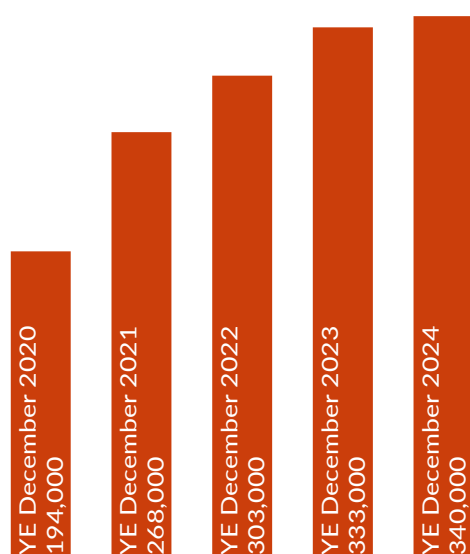
Year Ending December 2022-2024 (3 year average)

## Visitor numbers in Alice Springs MacDonnell

| Overnight Visitation                  | Intra-Territory | Interstate | Domestic  | International | Total     |
|---------------------------------------|-----------------|------------|-----------|---------------|-----------|
| Visitors                              | 98,000          | 188,000    | 286,000   | 40,000        | 325,000   |
| Visitor nights                        | 347,000         | 901,000    | 1,248,000 | 350,000       | 1,598,000 |
| ALOS (average length of stay, nights) | 3.6             | 4.8        | 4.4       | 8.8           | 4.9       |
| Expenditure                           | \$115M          | \$188M     | \$303M    | \$39M         | \$341M    |
| ASPT (average spend per trip)         | \$1,180         | \$997      | \$1,060   | \$976         | \$1,050   |



## Annual overnight visitor numbers to the region



## Region definition

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

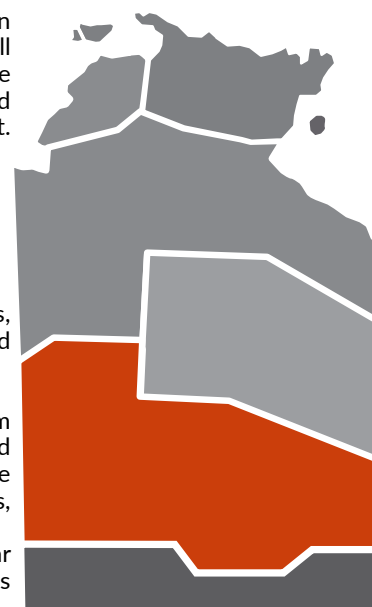
### Alice Springs

Alice Springs.

### MacDonnell

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

**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. Some variables in the graphs may not appear due to no results over this period. Data is rounded and may affect some tables.



# Alice Springs MacDonnell Regional Report

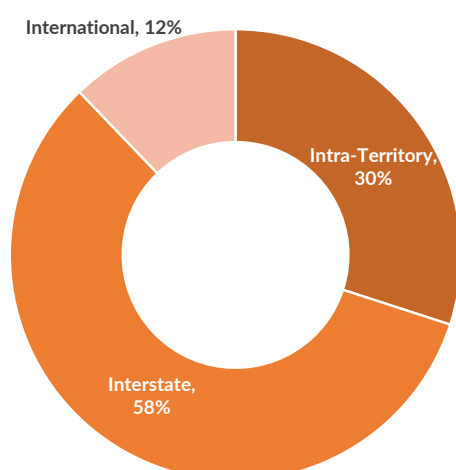
Year Ending December 2022-2024 (3 year average)

## WHERE do visitors come from and WHY?

| Purpose of visit               | Intra-Territory | Interstate | Domestic | International | Total   |
|--------------------------------|-----------------|------------|----------|---------------|---------|
| Holiday                        | 35,000          | 89,000     | 125,000  | 35,000        | 160,000 |
| Visiting friends and relatives | 9,000           | 21,000     | 30,000   | 2,000         | 32,000  |
| Business                       | 43,000          | 75,000     | 118,000  | 1,000         | 119,000 |
| Other reasons*                 | 12,000          | 3,000      | 15,000   | 2,000         | 18,000  |

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

### Alice Springs MacDonnell source markets



- Holiday visitation remains the primary purpose of visitation to the Alice Springs MacDonnell region, with business being a close second.
- The largest visitor market is the interstate visitor market with visitors from Victoria being the main source market for interstate visitation, although visitation from Queensland and New South Wales is also sizable.
- The largest international visitor market is the United States, followed by Germany and the United Kingdom.
- While international borders opened in February 2022, recovery of international travel to the region has been slow, although has grown quarter on quarter since borders opened.

| Country of origin | Rank | Visitors | Visitor nights | ALOS (nights) |
|-------------------|------|----------|----------------|---------------|
| International     |      | 40,000   | 350,000        | 8.8           |
| USA               | 1    | 8,000    | 78,000         | 9.3           |
| Germany           | 2    | 7,000    | 29,000         | 4.3           |
| United Kingdom    | 3    | 5,000    | 19,000         | 4.1           |
| New Zealand       | 4    | 3,000    | 39,000         | 15.0          |
| France            | 5    | 2,000    | 12,000         | 6.1           |
| Netherlands       | 6    | 2,000    | 5,000          | 3.1           |
| Switzerland       | 7    | 2,000    | 6,000          | 3.4           |
| Canada            | 8    | 1,000    | 4,000          | 2.8           |
| China**           | 9    | 1,000    | 5,000          | 5.3           |
| Scandinavia       | 10   | 1,000    | 2,000          | 2.8           |

\*\*China includes Mainland China, Taiwan and Hong Kong

| State of origin   | Visitors | Visitor nights | ALOS (nights) |
|-------------------|----------|----------------|---------------|
| Intra-Territory   | 98,000   | 347,000        | 3.6           |
| Interstate        | 188,000  | 901,000        | 4.8           |
| Victoria          | 51,000   | 281,000        | 5.7           |
| Queensland        | 47,000   | 205,000        | 4.5           |
| New South Wales   | 45,000   | 177,000        | 4.4           |
| South Australia   | 28,000   | 136,000        | 3.6           |
| Western Australia | 11,000   | 73,000         | 8.5           |

# Alice Springs MacDonnell Regional Report

Year Ending December 2022-2024 (3 year average)

## WHERE else did they go in the Territory?

- Visitors to the Alice Springs MacDonnell region are most likely to disperse to the Lasseter region, with this destination being the most popular place to disperse for intra-Territory, interstate and international visitors alike.
- International visitors are also highly likely to disperse to Greater Darwin. Smaller numbers are dispersing to Katherine Daly, Barkly and Kakadu Arnhem.
- Interstate visitors, similar to international visitors, are likely to disperse to Greater Darwin although in smaller proportions, with almost a fifth (18%) visiting the region. Interstate visitors also visit the Barkly or Katherine Daly regions, with Kakadu Arnhem the destination least dispersed to.
- Intra-Territory visitors are not very likely to disperse outside of the Alice Springs MacDonnell region, with less than 10% of intra-Territory visitors dispersing to any other region in the Territory.

### OVERNIGHT DISPERSAL TO GREATER DARWIN



|                 |     |
|-----------------|-----|
| INTRA-TERRITORY | <1% |
| INTERSTATE      | 19% |
| INTERNATIONAL   | 37% |

### OVERNIGHT DISPERSAL TO KATHERINE DALY



|                 |     |
|-----------------|-----|
| INTRA-TERRITORY | 2%  |
| INTERSTATE      | 15% |
| INTERNATIONAL   | 16% |

### OVERNIGHT DISPERSAL TO LASSETER



|                 |     |
|-----------------|-----|
| INTRA-TERRITORY | 5%  |
| INTERSTATE      | 31% |
| INTERNATIONAL   | 57% |

### OVERNIGHT DISPERSAL TO KAKADU ARNHEM



|                 |     |
|-----------------|-----|
| INTRA-TERRITORY | <1% |
| INTERSTATE      | 5%  |
| INTERNATIONAL   | 12% |

### OVERNIGHT DISPERSAL TO BARKLY



|                 |     |
|-----------------|-----|
| INTRA-TERRITORY | 4%  |
| INTERSTATE      | 13% |
| INTERNATIONAL   | 13% |



## WHERE did they go in the Alice Springs MacDonnell region?

| Statistical Area Level                    | Annual visit   | Proportion of region |
|---|----------------|----------------------|
| Alice Springs (SA2)                       | 261,000        | 80%                  |
| Sandover - Plenty [SA2 group]             | 37,000         | 11%                  |
| Tanami (SA2)                              | 50,000         | 15%                  |
| Yuendumu - Anmatjere [SA2 group]          | 13,000         | 4%                   |
| MacDonnell Region not fully defined (SA2) | 2,000          | <1%                  |
| <b>Alice Springs MacDonnell total</b>     | <b>325,000</b> | <b>100%</b>          |

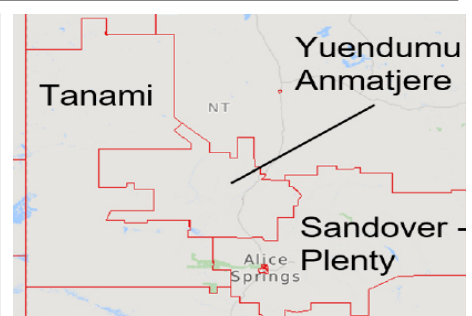


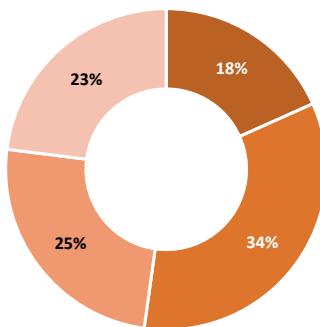
Image source: Australian Bureau of Statistics.

# Alice Springs MacDonnell Regional Report

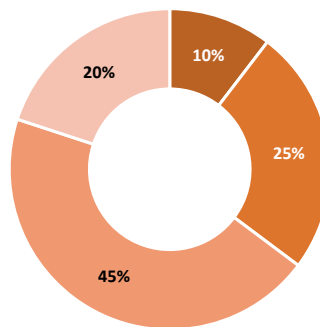
Year Ending December 2022-2024 (3 year average)

## WHAT time of year do visitors come?

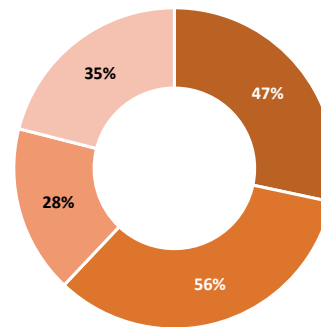
### Intra-Territory



### Interstate



### International



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

## WHAT activities did they do?

### Eat out and dining



62%

### Visit national parks



42%

### Bushwalks



39%

### Sightseeing



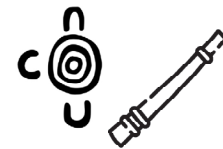
34%

### Pubs, clubs, disco



27%

### Aboriginal art and culture



23%

### Shopping



23%

### Museums and art galleries



22%

### Botanical and public gardens



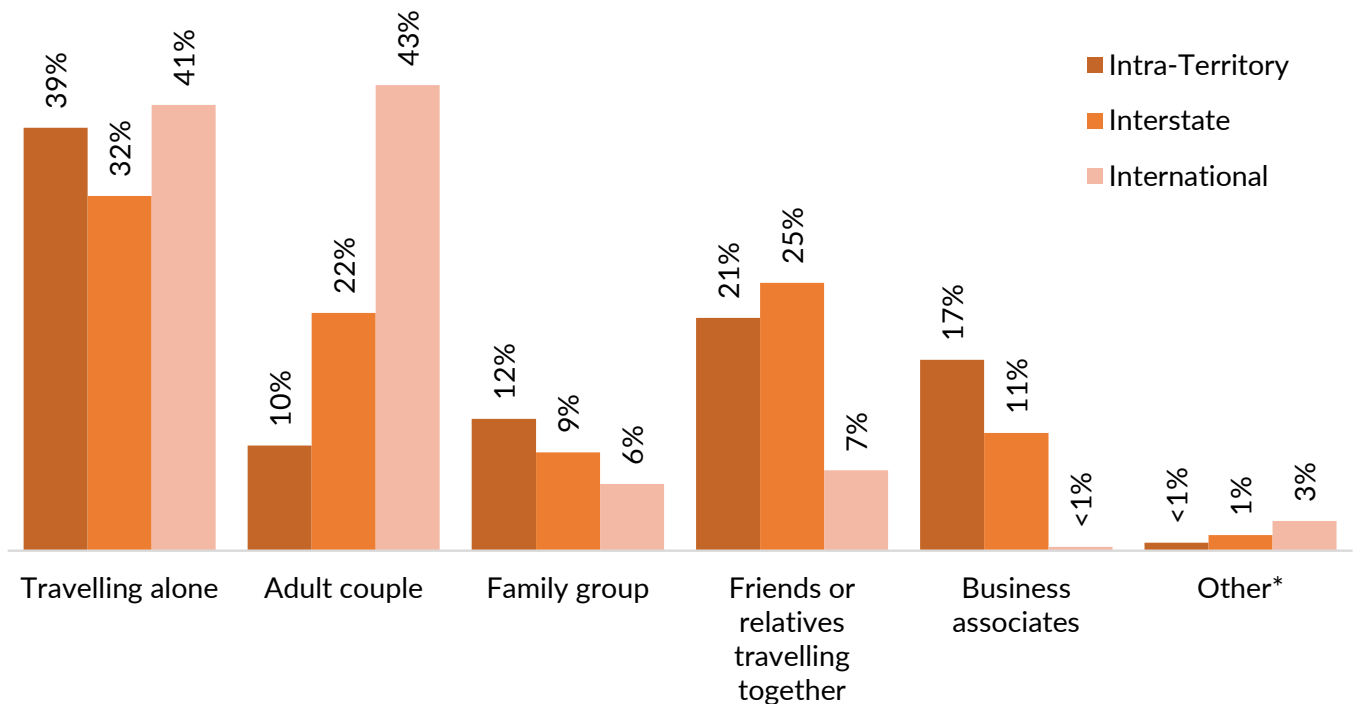
18%

*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).*

# Alice Springs MacDonnell Regional Report

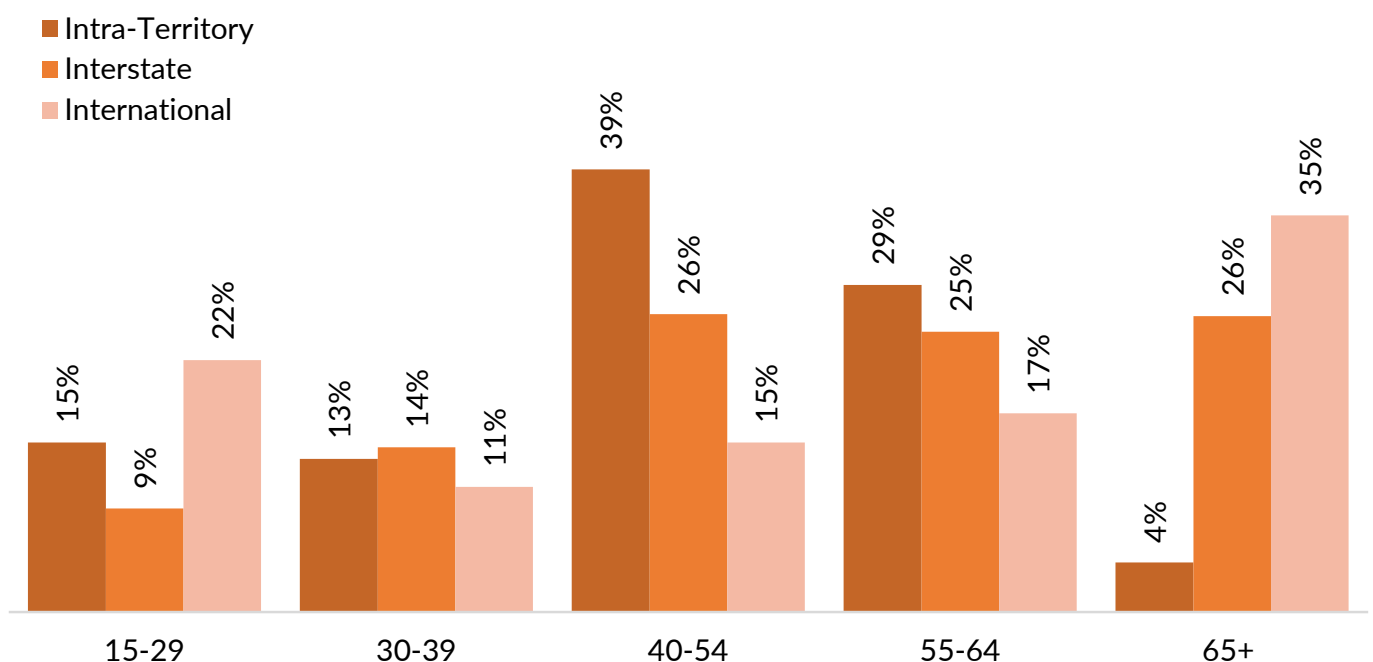
Year Ending December 2022-2024 (3 year average)

## WHO are our visitors travelling with?



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

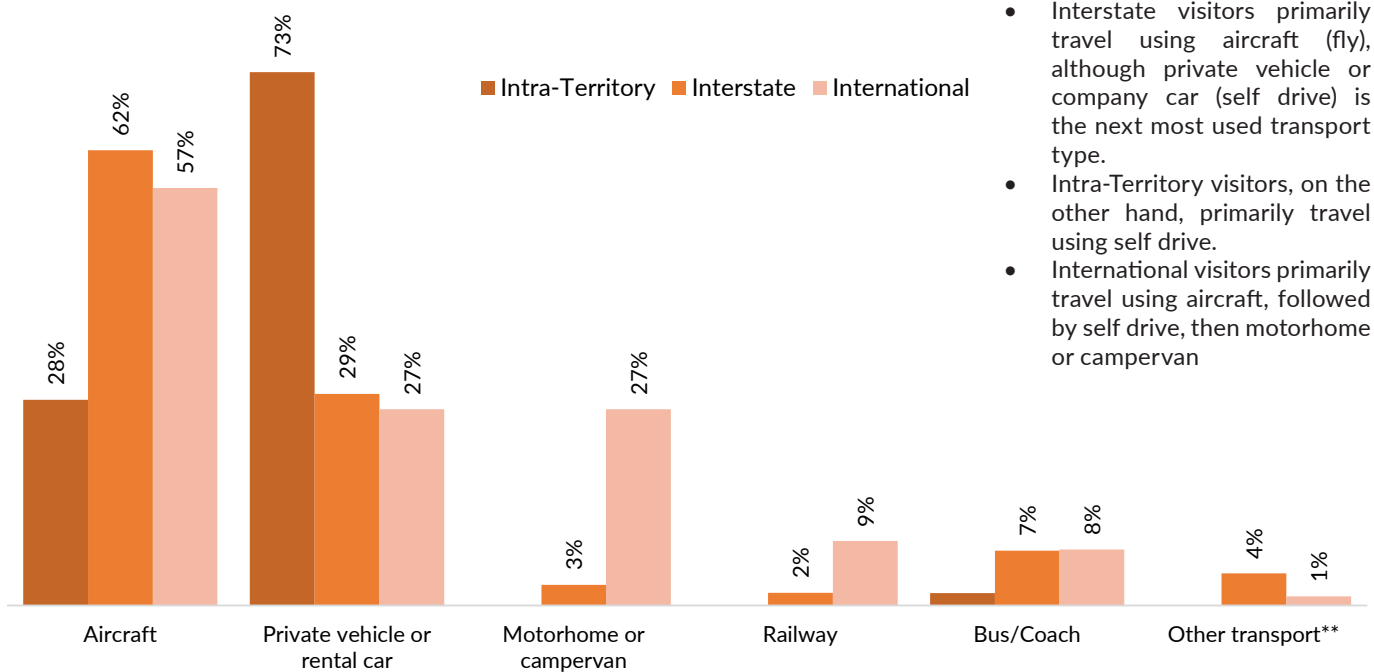
## WHAT age are our visitors?



# Alice Springs MacDonnell Regional Report

Year Ending December 2022-2024 (3 year average)

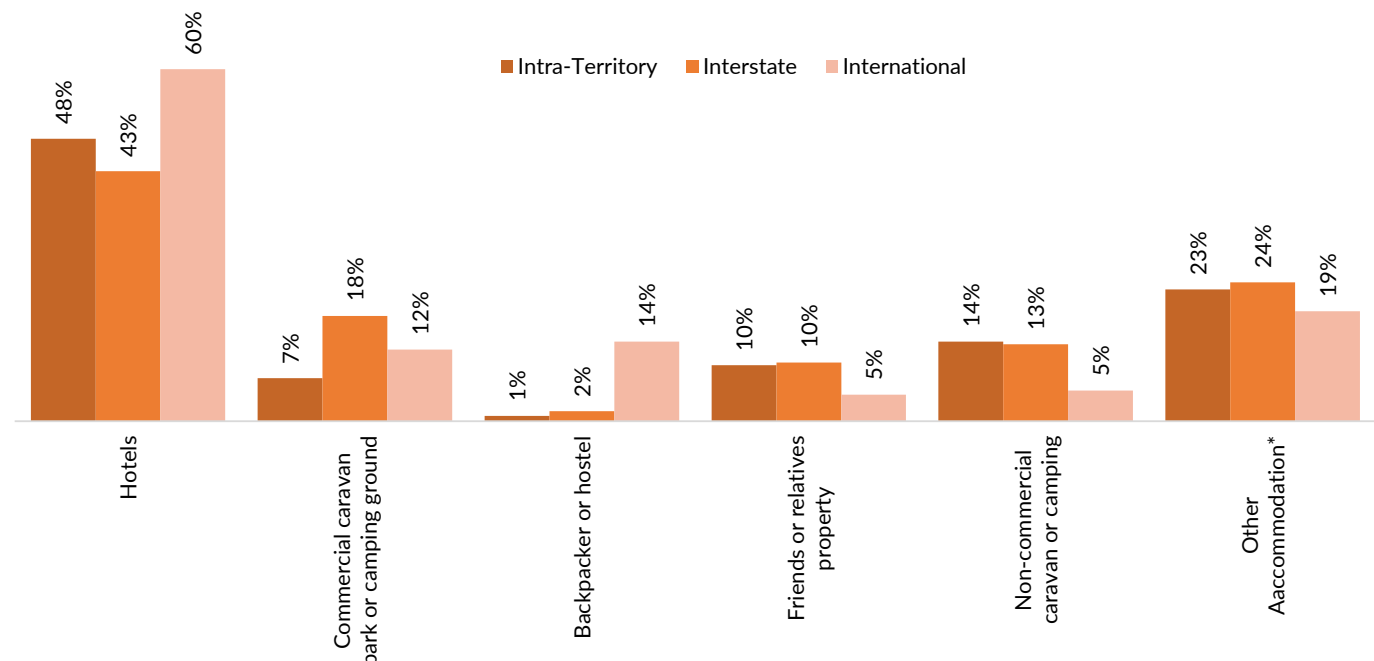
## WHAT transportation\* did they use to get here and around?



\*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 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.

# Alice Springs MacDonnell Regional Report

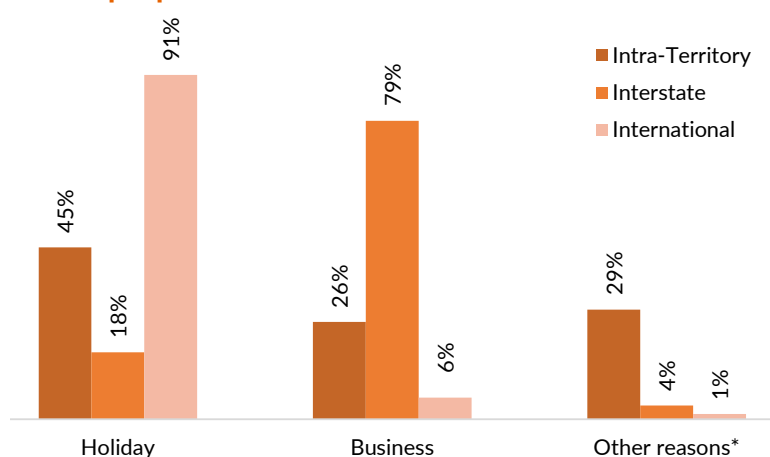
Year Ending December 2022-2024 (3 year average)

## Youth visitation to the region

| Youth          | Intra-Territory | Interstate | Domestic | International | Total   |
|----------------|-----------------|------------|----------|---------------|---------|
| Visitors       | 9,000           | 14,000     | 22,000   | 8,000         | 30,000  |
| Visitor nights | 35,000          | 120,000    | 155,000  | 96,000        | 252,000 |
| ALOS (nights)  | 4.0             | 8.8        | 6.9      | 12.1          | 8.3     |

*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



While the youth market constitutes 9.3% of all visitors to the Alice Springs MacDonnell region, they contribute a significant number of nights in the region with 252,000 or 16% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up 45% of the youth market, followed by intra-Territory youth making up 29%. International youth make up the remaining 26% of the market.

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

## Visitors interested in Aboriginal cultural experiences/participation

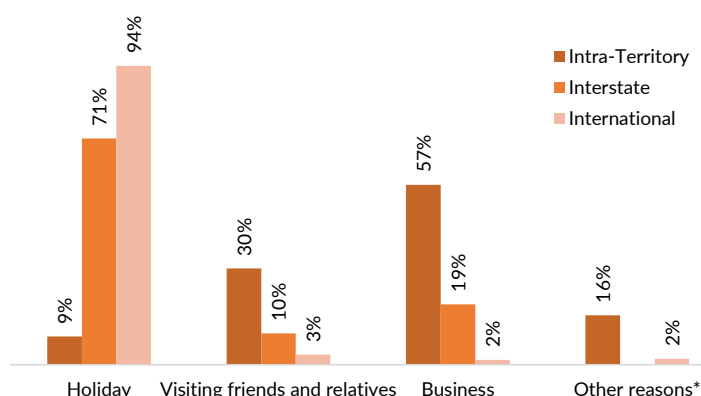
| Aboriginal culture | Intra-Territory | Interstate | Domestic | International | Total   |
|--------------------|-----------------|------------|----------|---------------|---------|
| Visitors           | 13,000          | 33,000     | 46,000   | 29,000        | 74,000  |
| Visitor nights     | 55,000          | 150,000    | 205,000  | 212,000       | 418,000 |
| ALOS (nights)      | 4.2             | 4.6        | 4.5      | 7.4           | 5.6     |

*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.*

Approximately one fourth (23%) of visitors participated in Aboriginal cultural experiences while visiting the Alice Springs MacDonnell region.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 94% of international visitors and 71% of interstate visitors who participated in Aboriginal cultural activities were on a holiday.

## Aboriginal culture purpose of visit



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

# Alice Springs MacDonnell Regional Report

Year Ending December 2022-2024 (3 year average)

## The domestic leisure drive\* market in focus

| Domestic leisure drive | Intra-Territory | Interstate | Domestic |
|------------------------|-----------------|------------|----------|
| Visitors               | 41,000          | 47,000     | 88,000   |
| Visitor nights         | 106,000         | 234,000    | 339,000  |
| ALOS (nights)          | 2.6             | 5.0        | 3.8      |

Approximately a third (31%) of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 88,000 visitors per year.

### Domestic source markets

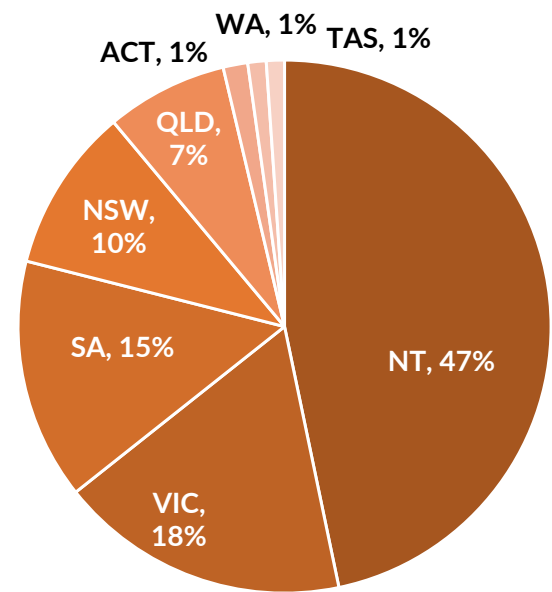
NT residents made up 47% of the domestic leisure drive market to the region. Visitors from Victoria, South Australia and Queensland contributed a combined 43%.

### Length of stay

Approximately 86% of the Intra-Territory leisure drive market stayed for three or less nights, while the interstate leisure drive market stayed longer up to 14 nights.

*\*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.*

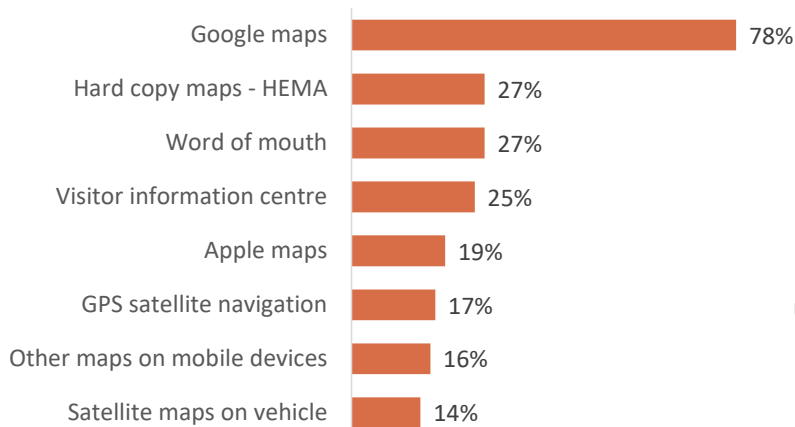
### Domestic leisure drive source market



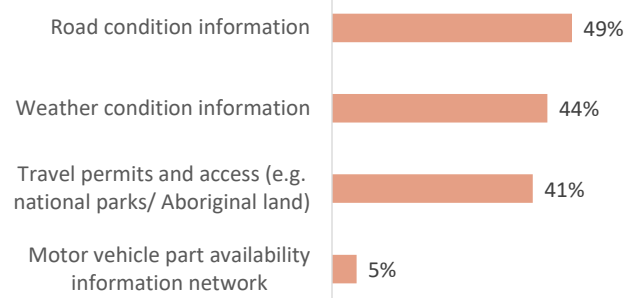
### Information sources accessed on the road

The dominant source of navigation information that helped NT drive tourists during their holiday was Google maps (78%), followed by hard copy maps (27%) and word of mouth (27%). Information on road conditions, weather and travel permits/access was accessed by many.

### Navigation 97%



### Other road information 70%



Source: NT Drive Study 2023, n=276 NT drive tourists during May-September 2023.

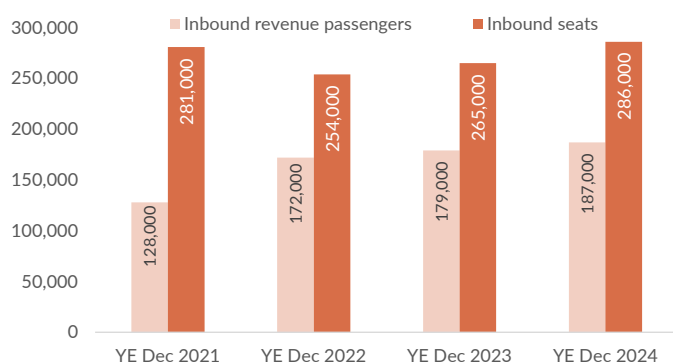


# Alice Springs MacDonnell Regional Report

Year Ending December 2022-2024 (3 year average)

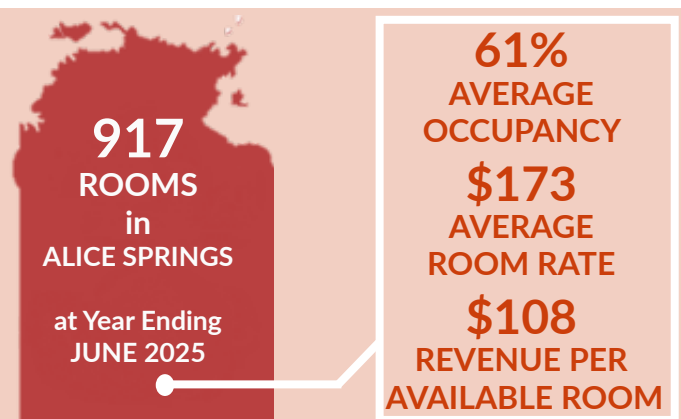
## Other regional tourism indicators

### Airport traffic data Alice Springs



Source: Bureau of Infrastructure, Transport and Regional Economics.

### Alice Springs accommodation

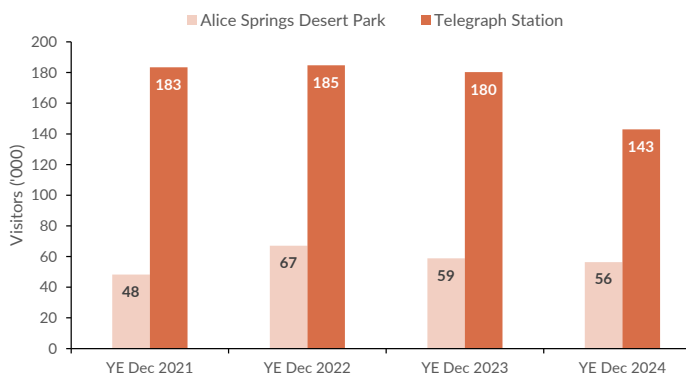


### Park visitation

| Year Ending December 2024                          | Visitors |
|--|----------|
| Alice Springs Telegraph Station Historical Reserve | 143,000  |
| Tjoritja/ West MacDonnell National Park            | 145,000  |
| Alice Springs Desert Park                          | 56,000   |
| Trephina/ East MacDonnell National Park            | 34,000   |
| Finke Gorge National Park                          | 13,000   |

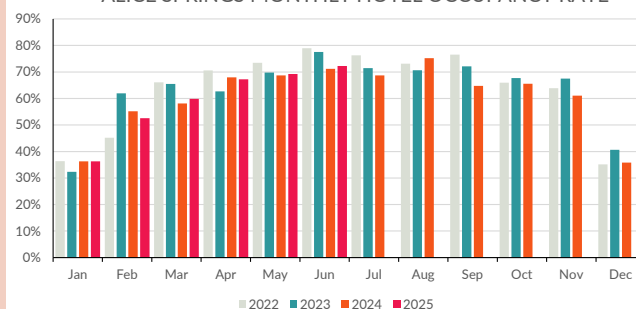
Source: NT Parks and Wildlife Commission.

### Desert Park and Telegraph Station



Source: NT Parks and Wildlife Commission.

### ALICE SPRINGS MONTHLY HOTEL OCCUPANCY RATE



Source: STR Destination Report from June 2022, 2023, 2024 and 2025 Alice Springs hotel accommodation with 10+ rooms.

### 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.

| Alice Springs MacDonnell (3 year average) | Sample size | 95% Confidence interval |                |
|---|-------------|-------------------------|----------------|
|   |             | Visitors                | Visitor nights |
| Intra-Territory                           | 128         | +/-20%                  | +/-32%         |
| Interstate                                | 141         | +/-14%                  | +/-20%         |
| International                             | 1,888       | +/-9%                   | +/-26%         |

np = not publishable

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.