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# Destination Management Plan Alice Springs and MacDonnell Ranges Region 2020 Summary



## Key Partners







Front Cover:  
*Trephina Gorge Nature Park – East MacDonnell Ranges*

Back Cover:  
*Hermannsburg Potters - Ntaria / Hermannsburg*

This Page:  
*RT Tours Australia - Tjoritja / West MacDonnell National Park*





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# Destination Management Plan role and process

The Department of Industry, Tourism and Trade has invested in **destination management planning** as part of a suite of actions following the development and release of the *NT's Tourism Industry Strategy 2030*. Destination management ensures that tourism is cohesively integrated into the economic, social, cultural and ecological fabrics of a community, by considering tourism growth holistically, through a regional lens and over a long-term timeframe.

This plan has been developed through extensive consultation with stakeholders whose contributions were collected through direct engagement or survey response throughout the consultation process. Stakeholder feedback has informed the guiding principles for development of the Region's tourism industry and supported analysis and design of the Destination Management Plan (DMP). A full copy of the DMP is available online at [tourismnt.com.au](http://tourismnt.com.au)

The Alice Springs and MacDonnell Ranges Region (the Region) DMP identifies key strengths and assets across the Region. The plan considers visitation demand insights, existing planning and priorities for destinations in the Region and stakeholder input. Actions have been identified to activate opportunities, address gaps and prioritise product development seeking to meet visitor demand while encouraging the development of a sustainable tourism sector for the Region.

Destination management requires alignment and collaboration across the public, private and community sectors. It involves stakeholders from both the tourism and general industry sectors contributing to the development of priority experiences in the Alice Springs and MacDonnell Ranges Region.

Strategically planned and implemented tourism experiences can be an economic driver, contributing to the growth and development of a Region through job creation, investment attraction, and infrastructure development. Equally important are the social benefits delivered from tourism, such as added vibrancy and the lifestyle benefits that attract visitors and residents alike.

The Alice Springs and MacDonnell Ranges Region DMP is a 10 year plan which will be periodically reviewed to ensure the document is relevant in an ever changing external environment.

**NOTE: (Oct 2020)**

1. *Due to COVID-19 implications, it is expected that the short to medium term trends in the Australian tourism industry will be impacted, creating disruption and changes to visitor demand and preferences. Accordingly, it will be critical to review the implications to this plan of shifting trends across the life of the DMP.*
2. *The tourism trends outlined in this plan are based on information and data prior to COVID-19. Due to COVID-19, it is expected that in the short to medium term, this data will not reflect the actual situation.*





# Alice Springs and MacDonnell Ranges Region overview

The Alice Springs and MacDonnell Ranges region is bordered by the Northern Territory (NT) regions of Barkly and Big Rivers on its northern end, and the Lassetter region to the south. The Region shares borders with Western Australia and Queensland on its far west and east. The Region includes the Territory's second most populated centre of Alice Springs, which forms an important service point for communities and visitors across Central Australia. Alice Springs is bordered by the East and West MacDonnell Ranges and is surrounded by arid desert environments.



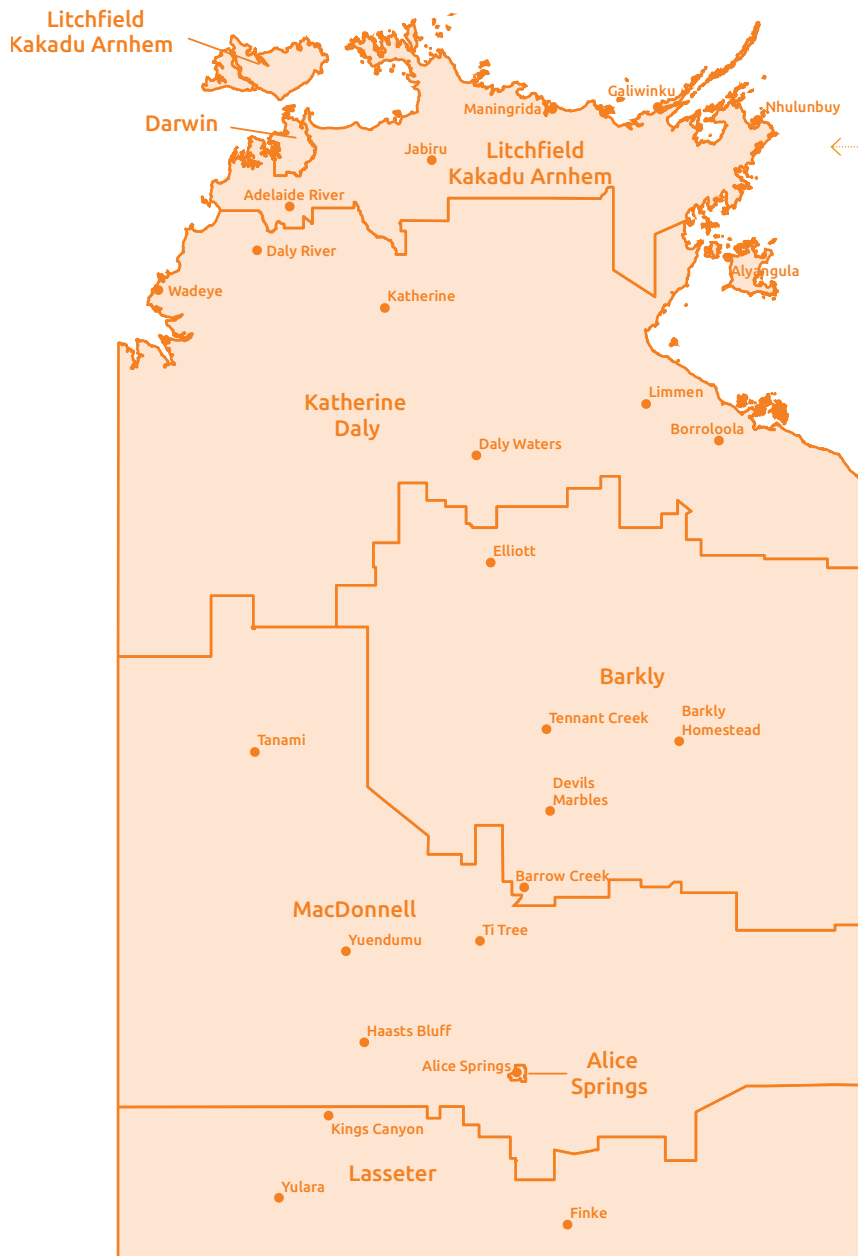


Figure 1 - NT Tourism regions

Source: TRA, *Tourism Region Maps, NT.*

Figure 1 and 2 shows the Alice Springs and MacDonnell Ranges Region alongside the other tourism regions of the NT.

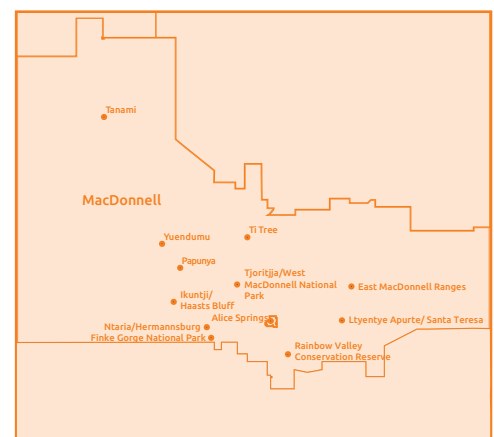
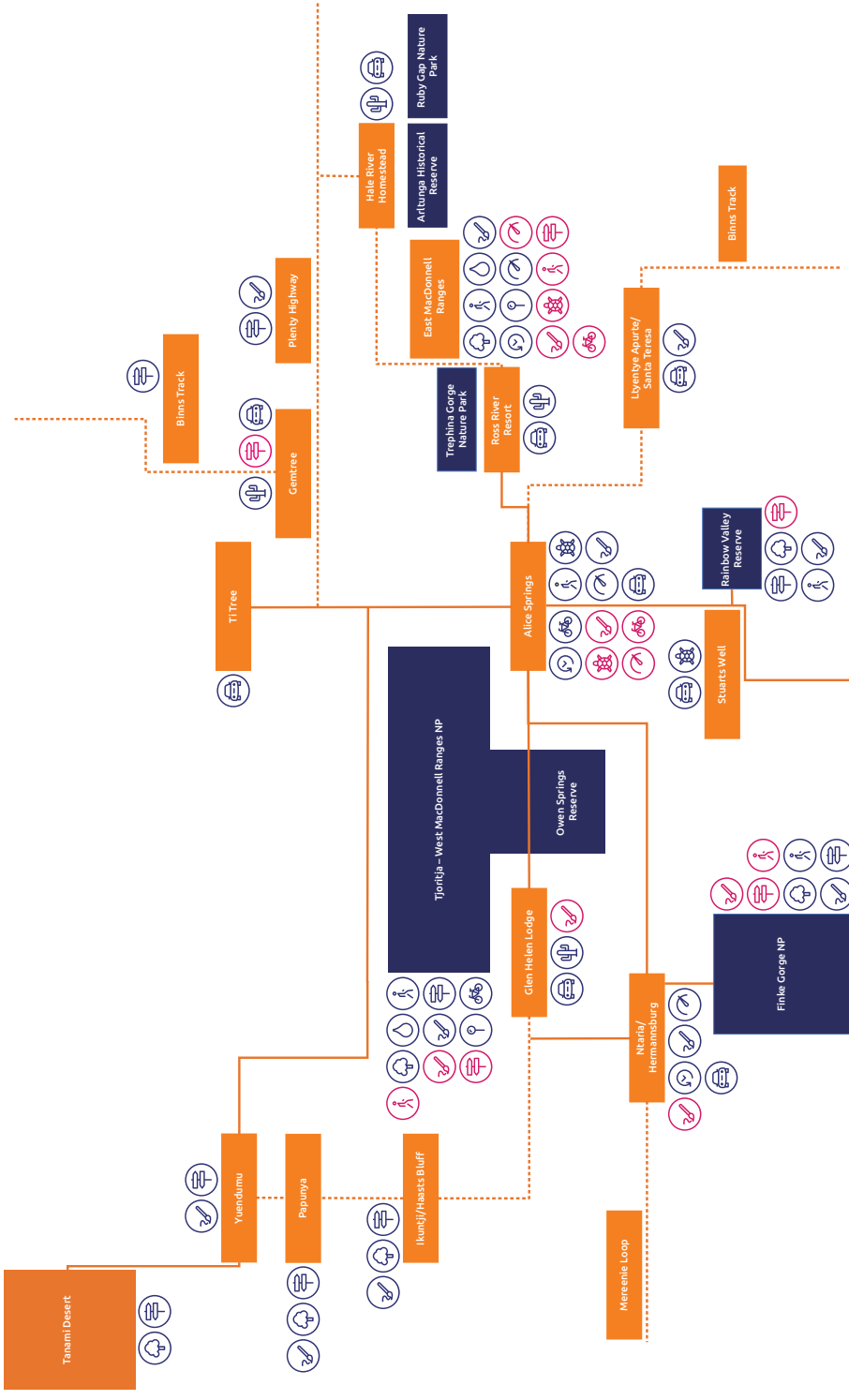


Figure 2 - Alice Springs and MacDonnell inset map (not to scale)

## Tourism in the Region

The Region makes up a significant portion of Central Australia and is characterised by unique desert environments. Visitor experiences in the Region focus on nature, Aboriginal culture, adventure, history and events.

A snapshot of the key tourism destinations and experiences in the Region is shown in Figure 3, which also highlights the range of potential experiences to be addressed throughout the Region, as identified during stakeholder consultations (these are marked in pink). The snapshot highlights the potential for the Region to expand its current tourism offerings by enhancing or adding to the existing experiences and developing a sustainable tourism industry.



- Adventure tours

Outstanding natural setting

History and heritage

Services (fuel, accommodation, food, etc.)

Walking/hiking

National Park

Outback experience
- Arts and culture

Mountain bike riding

Swimming

Four-wheel driving

Wildlife

Existing product

Proposed/potential product

Figure 3 - Alice Springs and MacDonnell Ranges tourism experiences





*Mbandua Fine Art Gallery and Cultural Museum - Alice Springs*

## Value of tourism in the Region

Alice Springs estimated resident population in 2019 was 26,390, representing 10.7% of the NT's total population. Between the years 2011 and 2016, the population of Alice Springs decreased by a total of 1.7%.<sup>1</sup> Poor population growth is a trend seen across the NT.

The Region is an important contributor to the NT economy, hosting 27% of the Territory's registered businesses (4,025 in total), and generating 9% of the Territory's Gross State Product (GSP) in 2019 (totalling \$2 billion).<sup>2</sup> According to economy.id, the leading industries in the Region in 2018/19 by value were:

- **Health care and social assistance (\$439 million)**
- **Public administration and safety (\$274 million)**
- **Education and training (\$178 million).<sup>2</sup>**

Comparatively, Tourism Research Australia's Regional Tourism Satellite Account, which considers the economic impacts of tourism across the economy, highlights that the tourism industry contributed approximately 16% of the Alice Springs and MacDonnell Ranges Region's Gross Regional Product (GRP) (\$324 million) and employed 1,755 people (directly and indirectly) in 2017/18.<sup>3</sup>

## Visitor market profile

Tourism consumption totalled \$581 million in 2017/18, with the categories for goods and services attributing to the highest spend being:

- **Long distance passenger transport (\$182 million)**
- **Takeaway and restaurant meals (\$69 million)**
- **Accommodation (\$60 million)**
- **Fuel (\$57 million).**

Tourism consumption data confirms the important role of touring to tourism in the Region. Further details of visitor consumption are provided in Appendix D of the full DMP document.



**73%**  
of which were  
domestic visitors<sup>4</sup>

**46%**  
of visitors are  
the self-drive market<sup>4</sup>

**43%**  
of visitors arrived by air.<sup>4</sup>  
This figure is comparable  
with the drive market



### International Visitors to the Region

**27%**  
also visited Greater  
Darwin

**73%**  
also visited the  
Lasseter Region<sup>4</sup>

**Domestic Visitors  
to the Region**  
are prominent visitors  
to the Region

**Over one third**  
are self-drive  
leisure visitors

**64%**  
stayed for 3 or less nights

**23%**  
stayed for 6-14 nights<sup>4</sup>

### Business Travellers to the Region

**29%**  
of the total market -  
almost all were domestic  
travellers<sup>5</sup>

On average length of

**4.6 nights**  
in 2019<sup>6</sup>



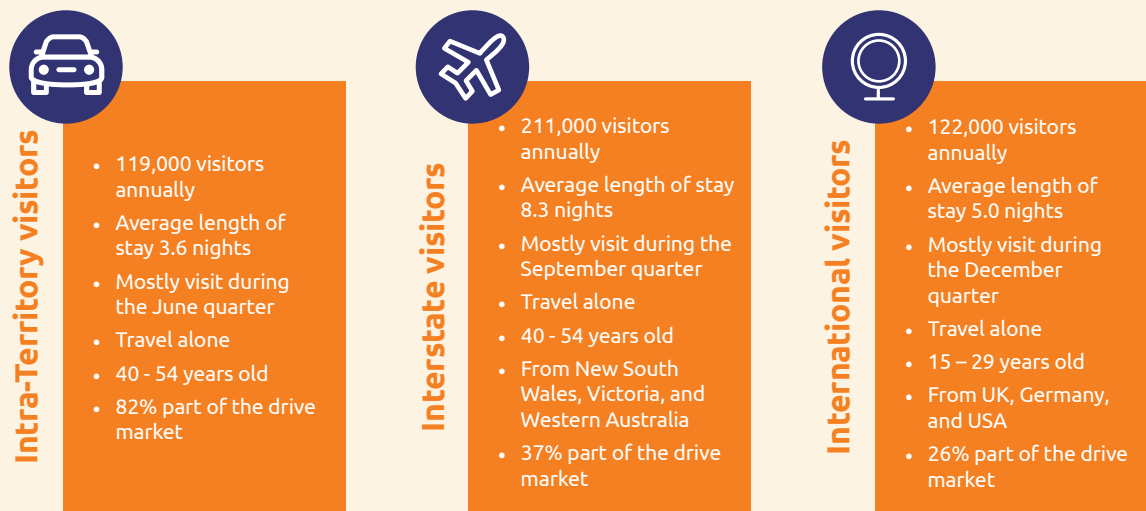


Figure 4 - Summarises key characteristics of the intra-Territory, interstate and international visitors to the Alice Springs and MacDonnell Ranges Region | Source: *Tourism NT, Regional Profile: Alice Springs and surrounds, year ending June 2018*

## Trends in regional tourism

Regional tourism has gained in popularity in recent years, with travellers increasingly seeking authentic cultural and nature-based tourism experiences. The Region can leverage its unique cultural and natural assets to capitalise on this trend to develop its tourism industry.

Yet caution should be applied when considering opportunities in visitation trends, with several barriers to building the tourism industry remaining for the Region, including competition with capital cities in attracting visitors, the significant investment in both time and expense required to visit the Region and seasonality limitations.

Over the next 10 years the tourism industry in the Region could focus its efforts on leveraging its natural, cultural and historical assets to maximise the benefits from current travel trends. Investment in festivals and relevant events to drive visitation to the Region also presents an opportunity to build value in the tourism market.

Several common experiences and attractions support linkages across the Alice Springs and MacDonnell Ranges Region and are shared with other regions in the NT, as shown in Table 1. These common experiences act both as unique attractions for the Region, and importantly as a common link between NT DMP regions to encourage visitation further afield.

**Table 1 - Common experiences and attractions in the NT regions**

Route	Greater Darwin	East Arnhem Land	Kakadu	Big Rivers	Barkly	Alice and MacDonnell	Lasseter
World War II history	●			●	●	●	
Pioneering history	●		●	●	●	●	●
Aboriginal cultural tourism and the NT Arts Trail	●	●	●	●	●	●	●
The Ghan train journey	●			●		●	
Drive journeys	●	●	●	●	●	●	●
Bird watching	●	●	●	●	●	●	●
Parks and natural attractions	●	●	●	●	●	●	●
Sporting & adventure activities	●			●		●	●
Hiking	●		●	●		●	●

### Legend

● Nature-based offerings ● Aboriginal cultural offerings ● Transport journey offerings ● History and heritage offerings



# Destination management planning for the Alice Springs and MacDonnell Ranges Region

A comprehensive study of the current and potential state of the tourism industry for the Alice Springs and MacDonnell Ranges Region was undertaken. This study has focused on understanding the current tourism market, available and potential tourism experiences in the Region, opportunities for sustainable growth in the industry and industry stakeholder priorities. This analysis highlights that the Region has highly rated visitor attractions which align closely to drivers of regional tourism visitation and has opportunities to further develop the range of products and experiences available to travellers in the Region. Identified barriers to sustainable tourism industry development for the Region focus on air travel accessibility to the Region, social and economic challenges, and tourism operator capacity to develop the tourism industry.

## Guiding principles

Stakeholders across the Region welcomed this destination management planning aimed at further developing the tourism industry, and identified that approaches to development efforts should be guided by the following principles:

- **Delivering authentic experiences**
- **Celebrating and sharing desert culture**
- **Providing quality experiences and service.**

## Comparative advantages

The Alice Springs and MacDonnell Ranges Region has unique strengths that motivate visitation to the Region and can be leveraged to further support the development of the Region's tourism industry. Comparative advantages for the Region include:

### The quality, quantity and diversity of natural attractions of the Region;

the Alice Springs and MacDonnell Ranges Region is recognised for its unique and striking natural attractions from arid deserts to mountainous ranges and outback swimming experiences.

### Extensive quality adventure experiences;

the Region is recognised as a quality destination for soft adventure tourism experiences particularly sporting experiences including hiking and mountain biking.

### Authentic Aboriginal cultural attractions and experiences;

Alice Springs and the MacDonnell Ranges Region attracts a significant proportion of visitors seeking to engage in Aboriginal tourism, including 57% of visitor nights in Alice Springs being connected to Aboriginal tourism visitation.

### The hospitality and uniqueness of the Region;

visitation and industry stakeholders feedback highlights that the range of unique community events in the Region are a key attraction for visitors and residents alike.





## Destination awareness

Trade partners, national operators and visitor trends indicate that high levels of destination awareness exists for the Alice Springs and MacDonnell Ranges Region. This is closely associated with the Red Centre brand, which also incorporates the Lasseter Region.

Industry stakeholders have identified an opportunity exists to develop a unique identity for the Region, which speaks to the adventure tourism offering and leverages the success of adventure sporting activities including the Larapinta Trail hiking and mountain biking activities in the Region. While opportunities to develop distinct identity are recognised, the value of improved collaborative promotion of the Region with the neighbouring Lasseter Region is broadly recognised and supported by stakeholders.

Stakeholders identified a need to build capacity among small industry operators to contribute to product quality, regional identity awareness and destination marketing initiatives for the Region.

No cohesive identity for the Region was identified during the consultation process, and further exploration of this issue will be necessary to establish a unique positioning to support destination marketing for the Region.

## Approach to developing visitor experiences in the Region

Several opportunities exist to develop the tourism industry in the Alice Springs and MacDonnell Ranges Region, through a focus on product development, destination development and capacity building over the next ten years. To support a strengths-based approach to development, the DMP works to leverage the Region's unique comparative advantages, and strengths in the visitor market, while concurrently developing systems and investing in the structures that enable the tourism industry to develop sustainably. Recent recognition of the size and diversity of the accessible tourism market is an example of how an opportunity to progress the Region will utilise multiple tools to meet market needs.

To meet these needs, this DMP utilises the following tools to support sustainable growth.

To best leverage the value of the Region's assets and effectively engage target visitor markets.



Strategic product packaging and marketing



Facilitate collaborative Action

To maximise the efficient and effective use of resources in the Region to advance tourism outcomes.

To build the quality and quantity of tourism product in the Region.



Investments attraction initiative



Capacity building activities

To establish resilience and capability in the industry to deliver quality tourism experiences and support continuous improvements





## Industry gaps and opportunities

The Region offers significant natural and Aboriginal cultural experiences to visitors. The visitor experiences in the Region are considered well aligned to the current demands in the visitor market. The Region is an important connection for visitors to the neighbouring Lasseter Region, and draws visitors from other Regions in the NT

making it an important contributor to tourism across the Territory. In addition, opportunities exist to encourage the further development of capacity and capabilities of industry operators to support sustainable growth across the industry over the long term. An analysis of the opportunities and gaps identified in the Region's tourism industry, and approaches to maximising these opportunities or minimising gaps is summarised in Table 2.

**Table 2 – Current opportunities and gaps in the Alice Springs and MacDonnell Ranges Region tourism industry**

		Approach to addressing opportunities and gaps
Opportunities to progress	Development of the proposed National Aboriginal Art Gallery and National Indigenous Cultural Centre in Alice Springs	Investment attraction initiatives
	Build on visitor satisfaction and market opportunities in soft adventure experiences in the Region	Investment attraction initiatives and capacity building activities
	High demand for Aboriginal and nature-based tourism offerings among Australian and international visitors	Investment attraction initiatives and capacity building activities
	Leverage attractiveness of the Region's unique community hospitality and events	Strategic product packaging and marketing and facilitate collaborative action
	Capacity for product development leveraging the natural, cultural and historical assets of the Region, to meet the needs of the current market demand.	Investment attraction initiatives and capacity building activities
	Maximise strategic planning, investment in tourism and infrastructure, government services, and stakeholder capacity in the Region	Facilitate collaborative action
	Leverage attractiveness and visitor satisfaction with tour activities in the Region	Strategic product packaging and marketing and facilitate collaborative action
	Further develop and expand the early success of event tourism and experiences in the Region	Strategic product packaging and marketing and facilitate collaborative action
Gaps to address	Coordinate land access for prospective investors and developers	Investment attraction initiatives
	Cost of air-travel deterring visitor dispersal to Alice Springs	Investment attraction initiatives
	Effect of social and economic challenges on regional tourism	Capacity building activities
	Establish quality offerings from fresh food to unique culinary experiences focused on provenance	Capacity building and investment attraction initiatives
	Visual appeal and capacity for tourism industry development in the Alice Springs central business district	Investment attraction initiatives
	Mechanisms for engagement and collaboration between Government, Land Councils, industry and prospective investors	Facilitate collaborative action
	Limited business development capacity among industry operators, including identifying and applying for funding, marketing and product packaging	Capacity building activities
	Strategic coordination and delivery of infrastructure supporting tourism (signage, vehicle turning points, vehicle parking, rest stop, waste services, internet and communications)	Facilitate collaborative action
	Limited existing capacity and the lack of planning and strategic consideration for supporting accessible tourism in the Region	Capacity building and investment attraction initiatives
	Poor satisfaction ratings and perceptions of the accommodation standard in Alice Springs	Capacity building and investment attraction initiatives



# Action plan

To ensure the sustainable development of the Region's tourism industry, a focus on capacity building, collaborative action, strategic product packaging and marketing and investment attraction is recommended.

A plan for the activation of these four tools through strategic actions in partnership with multiple stakeholders in the Region is outlined below.

## Capacity building activities

The sustainable development of the tourism industry in the Alice Springs and MacDonnell Ranges Region will be dependent on the capacity of the many industry operators in the Region to facilitate a range of initiatives that support industry development, such as the delivery of quality experiences and service, marketing and communications and funding and investment attraction. Opportunities to build capability across industry and the destination to enhance social, economic and industry outcomes were identified during the destination management planning process.

### Why is this a priority?

- 61% of the Alice and MacDonnell Region's tourism businesses consist only of their owners or four or fewer employees<sup>7</sup>
- NT destination satisfaction survey data identified that visitors rate food and hotels in the Region as satisfactory only, highlighting opportunities for improvement
- Aboriginal tourism experiences offer the potential to support the sustained development of the Region's tourism industry and achieve important social outcomes if supported through capacity building endeavours.

Leads:	Partners:	Actions:	Outcomes:
DITT	TCA, Hospitality NT, ISACNT	1. Department of Industry, Tourism and Trade (DITT) in collaboration with Tourism Central Australia (TCA), Industry Skills Advisory Council NT (ISACNT) and Hospitality NT to complete an assessment and deliver a suite of targeted skills development and capacity building training services to tourism operators in the Region (including Regional and Town Councils).	<ul style="list-style-type: none"> <li>• Enhanced skill and capacity of tourism operators to meet industry standards.</li> </ul>
TNT	TCA, Hospitality NT	2. Tourism NT (TNT) to continue to invest in ReviewPro or similar data collection tools and work collaboratively with TCA and Hospitality NT to support the development of industry standards using data insights.	<ul style="list-style-type: none"> <li>• Enhanced awareness among tourism operators of visitor expectations and satisfaction ratings</li> <li>• Improved satisfaction of visitors to the Region</li> <li>• An annual visitor satisfaction score card.</li> </ul>
TNT	ATC, PIT	3. Tourism NT in partnership with the NT Aboriginal Tourism Committee (ATC), Project Implementation Team (PIT) and industry to continue to implement the <i>NT Aboriginal Tourism Strategy</i> to build capacity across the Aboriginal tourism sector.	<ul style="list-style-type: none"> <li>• Increased quantity and quality of Aboriginal tourism products in the Region.</li> </ul>
Arts NT	ATC, Art Centres, TNT	4. Arts NT in partnership with the ATC to re-evaluate the NT Arts Trail with the aim to identify approaches to deliver this initiative.	<ul style="list-style-type: none"> <li>• Action plan to maximise the outcomes from the NT Arts Trail.</li> </ul>
TNT		5. Tourism NT to work with industry to implement self-assessment and rectify accessibility barriers in their operations.	<ul style="list-style-type: none"> <li>• Enhanced accessibility of tourism experiences in the Region</li> <li>• Increase visitation, consumption and experiences in the Region.</li> </ul>
DITT	Regional & Town Councils, TNT, ATC, PIT	6. DITT in collaboration with the Regional and Town Councils to develop a community driven Aboriginal training institution in Alice Springs and MacDonnell Ranges.	<ul style="list-style-type: none"> <li>• Clear career pathways to lead to ongoing job opportunities</li> <li>• Enhanced skill and capacity of Aboriginal people to match industry requirements.</li> </ul>



## Facilitation of collaborative action

A range of stakeholders are contributing to the outcomes of the tourism industry in the Region. Systems and processes which enable effective coordination and collaboration across stakeholder cohorts will enhance the likelihood of efficient use of resources, through realisation of opportunities to share resources, obtain information that supports effective planning, and reduction in duplication and waste. In addition, stakeholders have identified the need to enhance collaboration and opportunities which arise through events in the Region, and through product packaging with operators in the Lasseter Region.

### Why is this a priority?

- Multiple stakeholders are required to coordinate services and infrastructure critical to the visitor's experiences in the Region, such as those experiences in the West MacDonnell Ranges
- Industry stakeholders engaged in consultation have expressed a desire to have greater engagement between operators, with government agencies and Tourism Central Australia to develop tourism outcomes.

Leads:	Partners:	Actions:	Outcomes:
TNT	PIT	1. Tourism NT to establish a Project Implementation Team (PIT) to deliver, monitor and evaluate the agreed actions of the DMP.	<ul style="list-style-type: none"> <li>• Coordinated implementation of the DMP.</li> </ul>
TNT	PIT	2. Tourism NT in partnership with the PIT to prioritise tourism communications infrastructure to address 'black-spots' in the Region.	<ul style="list-style-type: none"> <li>• Increased investment in communications infrastructure across the NT</li> <li>• Improved visitor safety and ability to share and promote the Region via social media.</li> </ul>
DCM&C	TNT, ATC, CLC	3. Department of the Chief Minister and Cabinet (DCM&C), Tourism NT, ATC and the Central Land Council (CLC) to work collaboratively to review and address barriers to the coordination of Aboriginal land access in the Region.	<ul style="list-style-type: none"> <li>• Action plan to improve the coordination of Aboriginal land access in the Region.</li> </ul>
TNT	PIT	4. PIT to work within their agencies to coordinate grant programs to increase efficiency and ensure leveraging of common goals.	<ul style="list-style-type: none"> <li>• Reduced confusion within industry on the multiple grant programs</li> <li>• Enhanced outcomes for the funding available.</li> </ul>
Regional and Town Councils	TNT, DIPL, DCM&C, DTFHC	5. Regional and Town Councils to prioritise maintaining thoroughfares and central public facilities in an effort to create 'welcoming public spaces' across the Region. Tourism NT, Department of Infrastructure, Planning and Logistics (DIPL), DCM&C and Department of Territory Families, Housing and Communities (DTFHC) to provide support to funding applications that will increase community safety, pride and a welcoming feel.	<ul style="list-style-type: none"> <li>• Enhance visitor perceptions of safety and security</li> <li>• Enhance visitor experience.</li> </ul>
TCA	DITT, TNT	6. Establish sub-region/sector action and advocacy groups e.g. the West MacDonnell operators group.	<ul style="list-style-type: none"> <li>• Better coordination between regional operators.</li> </ul>



## Strategic product packaging and marketing

Early success in the development of adventure experiences in the Region, the growth of event experiences, and the changing nature of the Region's relationship with the neighbouring Lasseter and Barkly regions act as a catalyst to reconsider a distinct regional identity and destination marketing approach for the Region. Further targeted marketing and product packaging investment is proposed across the industry to address the challenge of high cost air travel to the Region.

### Why is this a priority?

- The success of adventure experiences in the Region could be leveraged to build a targeted regional identity for the Region
- The cost of air access to the Region is a barrier to broader visitor dispersal and warrants targeted marketing and product packaging strategies
- The changing relationship between the Lasseter and Alice Spring and MacDonnell Ranges regions is a catalyst to consider marketing activities between the regions.

Leads:	Partners:	Actions:	Outcomes:
TNT	Airlines	1. Tourism NT to work with airline operators to develop a strategy to enhance air access to the Region.	<ul style="list-style-type: none"> <li>• Increased visitation to the Region through air travel.</li> </ul>
TCA	TNT	2. TCA to facilitate packaging of tourism experiences in the Region.	<ul style="list-style-type: none"> <li>• Enhanced number and range of experience packages for the Region</li> <li>• Increase visitation, consumption and experiences in the Region</li> <li>• Enhanced skill and capacity of tourism operators to develop product packages.</li> </ul>
TNT	PIT, DIPL	3. Tourism NT to continue to deliver a 'Drive Strategy' building a strategic approach to investment in road infrastructure and linkage of tourism priorities. The PIT to be part of the consultation and have ongoing input into the delivery.	<ul style="list-style-type: none"> <li>• Increase visitation, consumption and experiences by the drive markets in the Region</li> <li>• Action plans for the coordination of waste, signage and infrastructure.</li> </ul>
TNT	TCA, DITT, PIT	4. Tourism NT, TCA and industry to support destination awareness and promote the Region's identity.	<ul style="list-style-type: none"> <li>• Enhanced regional identity awareness among visitor markets</li> <li>• Increase visitation, consumption and experiences in the Region</li> <li>• Enhanced skill and capacity of tourism operators to market and promote tourism experiences.</li> </ul>
Heritage NT	National Trust, TNT, PIT	5. Tourism NT to support the history and heritage sector to realise the tourism potential of historical sites. Heritage NT and National Trust to continue to assist communities in maintaining and protecting key heritage assets in the Region	<ul style="list-style-type: none"> <li>• Increase visitation, consumption and experience in the Region.</li> </ul>



## Investment attraction initiatives

The Region has successful tourism product offerings and a number of product opportunities which require development, or enhancement to enable a higher quality product offering through private investment.

### Why is this a priority?

- Identified as a core priority in the *NT's Tourism Industry Strategy 2030*, targeted investment in the NT's product and regions will drive significant increases in visitation and stimulate further investment in experiences
- Stakeholder plans and activities to develop the destination present an opportunity to be leveraged by the tourism industry
- Visitor satisfaction surveys indicate only satisfactory assessment of food and hotel offerings in the Region
- A number of product development opportunities align to experiences resulting in visitor satisfaction such as Aboriginal culture and nature experiences
- Enhanced access by sealing of the Mereenie Loop and Outback Way.

Leads:	Partners:	Actions:	Outcomes:
DITT	DCM&C, TCA, Hospitality NT, TNT, PIT	1. Building on opportunities identified in the DMP, DITT and DCM&C in partnership with TCA, Hospitality NT, Tourism NT and industry, to develop a portfolio of product opportunities and engage across the public and private sector to establish a pipeline and investment prospectus	<ul style="list-style-type: none"> <li>• Establishment of a structured approach to tourism investment attraction and coordination in the Region</li> <li>• Increased tourism investment in the Region.</li> </ul>
TNT	PIT	2. The PIT to develop and maintain a formalised framework for the articulation and development of investment initiatives in the Region.	<ul style="list-style-type: none"> <li>• A prioritisation matrix to inform the DITT and DCM&amp;C investment pipeline framework.</li> </ul>
TNT	DITT, PIT	3. Align industry support and grant funding programs outcomes with DMP priorities.	<ul style="list-style-type: none"> <li>• Increased quantity and quality of tourism experiences in the Region</li> <li>• Tourism NT grant programs aligning with DMP priorities.</li> </ul>
TNT	PIT	4. The PIT and Government agencies to consider accessibility, when providing comment, or allocating funding to investment initiatives or grant rounds.	<ul style="list-style-type: none"> <li>• Enhanced accessibility of tourism experiences in the Region</li> <li>• Increase visitation, consumption and experiences in the Region.</li> </ul>
TNT	PIT	5. PIT to facilitate improved processes within the respective organisations to expedite investment opportunities.	<ul style="list-style-type: none"> <li>• Increased tourism investment in the region.</li> </ul>



# Product development opportunities

In consultation with stakeholders, priority product development opportunities have been identified to support the sustainable development of tourism in the Region. A complete list and assessment of these opportunities is detailed in Appendix A of the full DMP. With consideration of industry insights, prioritisation of high impact and attainable opportunities that will facilitate the broadest impacts on the development of the Region's tourism industry across the Region are listed in Table 3.

**Table 3 - Priority product development opportunities in the Alice Springs and MacDonnell Ranges Region**

	Product opportunities	Product status	Level of stakeholder support	Current status	Estimated scale of investment	Possible action
Alice Springs	Establish the National Aboriginal Art Gallery (NAAG)	New	Extensive	Planned	High	Finalise and implement plans
	Establish the National Indigenous Cultural Centre	New	Extensive	Planned	High	Finalise and implement plans
	Establish a new contemporary visitor information centre with possible commercial collaboration opportunities	Existing	Broad	Identified opportunity	Medium	Project assessment
	Consolidate and expand the business and leisure event infrastructure and experience offer	Existing	Broad	Identified opportunity	Low - medium	Business case
	Develop new and support the upgrade of cultural and heritage tourism experiences	Existing / New	Extensive	Identified opportunity	Low - medium	Development of a coordinated approach with prioritisation
	Develop new product that further enhance tourism experiences between and including the Telegraph Station, NAAG and CBD	Existing	Extensive	Identified opportunity	Low - medium	Market assessment
	Expand mountain biking experiences and services	Existing	Extensive	Planned	Medium	As per the MTB Master Plan
	Establish and improve quality accommodation offerings in Alice Springs.	Existing / New	Broad	Identified opportunity	High	Market assessment
Alice Springs and MacDonnell Ranges Region	Seal the Mereenie Loop Road to better connect Watarrka & West MacDonnell National Park	Existing	Extensive	Identified opportunity	High	Investment case
	Develop night time tourism experiences	Existing / New	Extensive	Identified opportunity	Low – medium	Market and feasibility assessment
	Develop experiences that service the knowledge and education sectors expectations	New	Extensive	Identified opportunity	Low – medium	Knowledge and Education action plan
	Develop the Stuart Highway WWII and pastoral history journey experience	Existing	Concentrated	Identified opportunity	Medium	Market assessment
Finke Gorge	Establish a walking trail linking Ntaria/ Hermannsburg to the Finke Gorge National Park	New	Concentrated	Identified opportunity	Medium	Market assessment
Ntaria/ Hermannsburg	Expand Aboriginal cultural experiences	New	Concentrated	Identified opportunity	Low - Medium	Grant and funding initiatives
	Develop the Namitjira Art Gallery in Ntaria/ Hermannsburg	New	Broad	Identified opportunity	High	Market assessment and investment case
	Finalise the redevelopment of the Hermannsburg Historic Precinct	Existing	Extensive	Planned Activity	High	In progress
Tjoritja/ West MacDonnell Ranges	Establish an iconic, sustainable and in landscape accommodation facility in the West MacDonnell Ranges	New	Extensive	Identified opportunity	High	Market Assessment
	Develop a hub for world class adventure experiences set within the MacDonnell Ranges	New	Extensive	Identified opportunity	High	Market Assessment
	Finalise the Red Centre Adventure Ride	Existing	Concentrated	Planned Activity	High	In progress
Plenty Hwy	Complete the sealing of the Outback Way and upgrade the wayside facilities and experiences	Existing	Extensive	Planned Activity	High	In progress - Investment case

Legend	Level of stakeholder support		Estimated scale of investment (\$AUD)	
Nature-based offerings	Concentrated	Local community, individual or single Govt. agency	High	+1 million
Aboriginal cultural offerings	Broad	Community + others, or multiple agencies	Medium	0.1 – 1 million
Drive – journey offerings	Extensive	Community, Govt., multiple agencies and/or industry	Low	0 – 100,000
History and heritage offerings				
Quality facilities				





# Implementation

Tourism NT will lead the Project Implementation Team (PIT) which will be responsible for implementation of the DMP. The PIT consists of representatives from:

- **Tourism Central Australia**
- **Central Land Council**
- **Alice Springs Town Council**
- **MacDonnell Regional Council**
- **Central Desert Regional Council**
- **Department of the Chief Minister & Cabinet**
- **NT Department of Infrastructure, Planning and Logistics**
- **NT Department of Industry, Tourism and Trade**
- **NT Department of Environment, Parks and Water Security**
- **NT Department of Territory Families, Housing and Communities**

The PIT will meet each year in April and October to ensure consistent execution of the strategic actions while following the DMP's guiding principles.







*Ellery Creek Big Hole - Tjoritja/ West MacDonnell National Park*



# Reporting and reviews

The ten year timeframe for the DMP establishes a need for regular monitoring and evaluation of the effectiveness of the plan in supporting industry growth. This will include annual progress reports and an annual review score card. Detailed reviews of the DMP will be completed every two years to ensure the action plans and priority product development opportunities align with the Region's growth.

An annual report will advise the approaches to maximise opportunities or to reduce the gaps identified in the Region. It will be critical to review shifting visitor trends, industry development requirements and stakeholder needs during the life of the DMP.



## Acronyms

ATC	Aboriginal Tourism Committee
CLC	Central Land Council
DCM&C	Department of the Chief Minister and Cabinet
DIPL	Department of Infrastructure, Planning and Logistics
DITT	Department of Industry, Tourism and Trade
DMP	Destination Management Plan
DTFHC	Department of Territory Families, Housing and Communities
ISACNT	Industry Skills Advisory Council NT
PIT	Project Implementation Team
TCA	Tourism Central Australia
TNT	Tourism NT
TRA	Tourism Research Australia

## References

- <sup>1</sup> **Page 9** Profile.id, Alice Springs Town Council LGA: About the profile areas.
- <sup>2</sup> **Page 9** Economy.id, Alice Springs Town Council LGA: Employment by industry.
- <sup>3</sup> **Page 9** Tourism Research Australia, Regional Tourism Satellite Accounts: Alice Springs and MacDonnell.
- <sup>4</sup> **Page 10** Tourism NT, Regional Profile: Alice Springs and surrounds, year ending June 2018.
- <sup>5</sup> **Page 10** Tourism NT, Alice Springs and Surrounds, year ending June 2019.
- <sup>6</sup> **Page 10** Tourism Research Australia, Domestic Business Visitors, 2019
- <sup>7</sup> **Page 15** Tourism Research Australia, 2019, Tourism Businesses in Australia.

A full copy of the Alice Springs & MacDonnell Ranges Region DMP can be found on [tourismnt.com.au](https://tourismnt.com.au)

### For further information

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*Stuart Highway - Alice Springs and MacDonnell Ranges Region*





**NORTHERN  
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