# Destination Management Plan Lasseter Region 2020 Summary

# Contents

*Kings Canyon Resort - Watarrka National Park*

# 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**

The Lasseter 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 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 Lasseter 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.*

## Lasseter Region overview

The Lasseter Region is located south of Alice Springs, extending to the South Australian border and stretching across the width of the Northern Territory (NT), from the Queensland and Western Australia borders. The Region includes the iconic and World Heritage listed Uluṟu-Kata Tjuṯa National Park and Watarrka National Park, the location of the famous landmark Kings Canyon.

*Kings Canyon Rim Walk – Watarrka National Park*
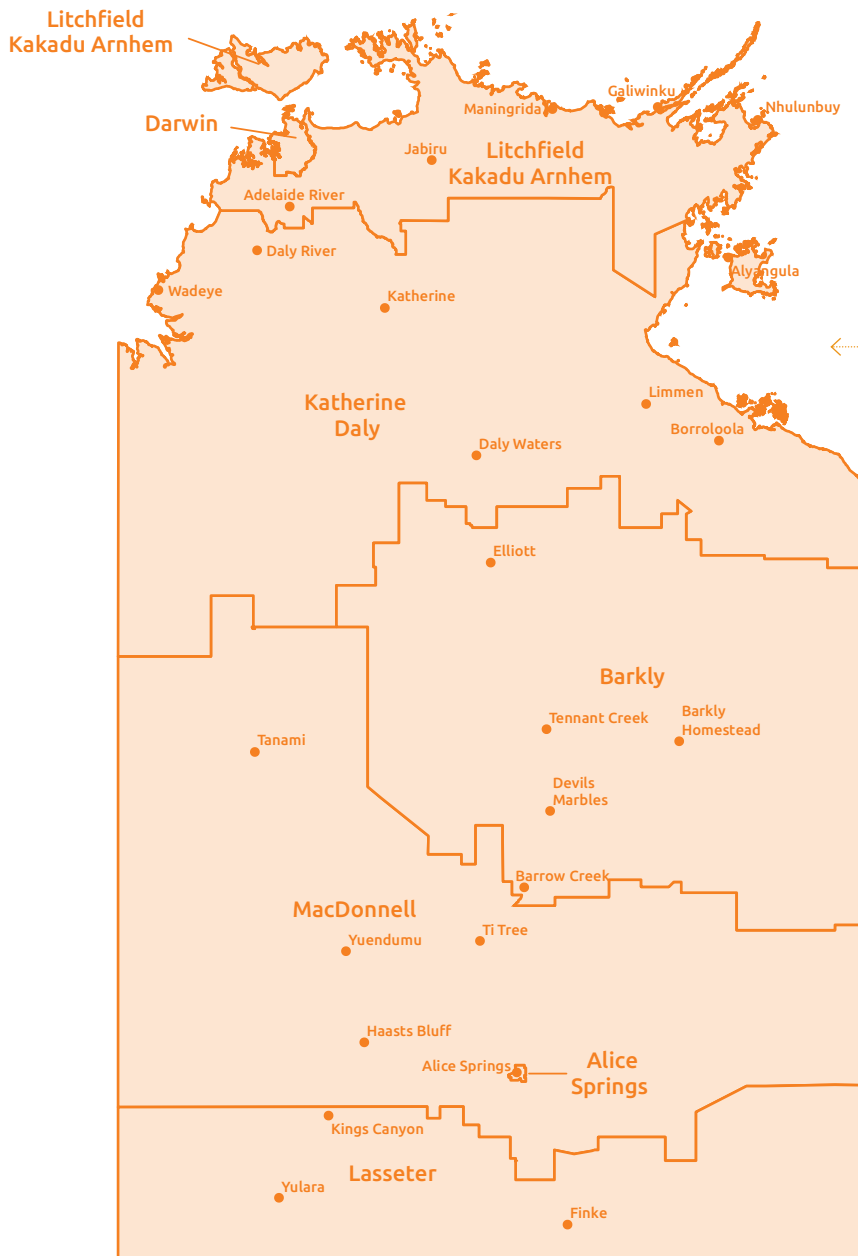
Figure 1 - NT Tourism regions

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

Figure 1 shows the Lasseter Region alongside the other tourism regions of the NT.

## Tourism in the Region

The Region is associated with iconic landscapes, rich Aboriginal culture, adventure and pioneering history. Visitors can experience the Region through a range of diverse nature, cultural and unique experiences.

A snapshot of the key tourism destinations and experiences in the Region is shown in Figure 2, 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.

**Figure 2 – Lasseter Region tourism experiences**

*Maruku Arts - Uluṟu-Kata Tjuṯa National Park*

## Value of tourism in the Region
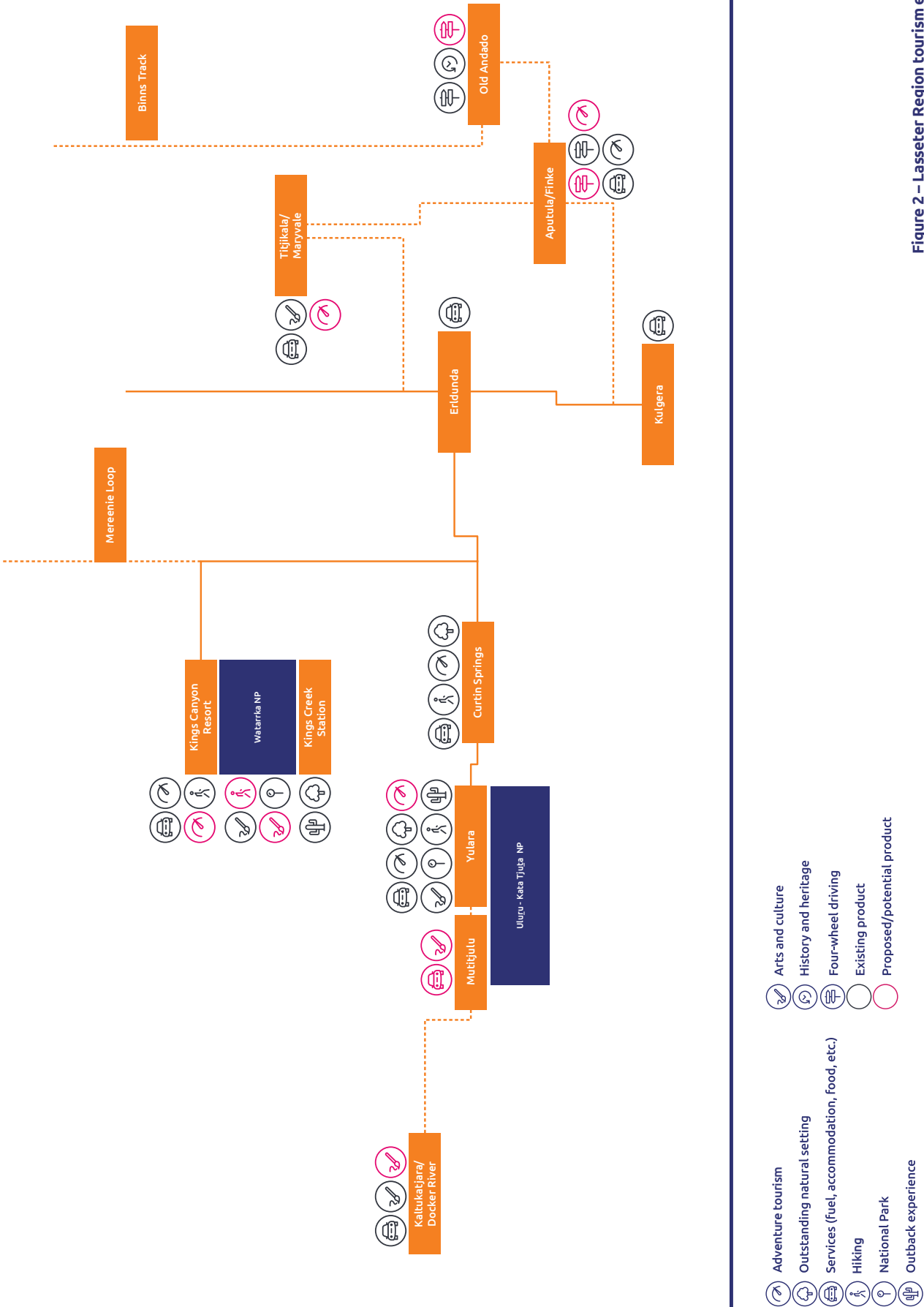
The Region's estimated residential population in 2017/18 totalled 2752 persons, representing 1% of the total NT population.[1]

The Region's Gross Regional Product (GRP) is valued at $181 million in 2017/18, of which tourism contributed $176 million (97% of GRP for the Region).[2] Leading sectors in the tourism industry contributing to the Region's economy (measured as Gross Value Added (GVA)) include:

- **Transport ($52 million)**
- **Accommodation ($34 million)**
- **Food services ($33 million)**
- **Retail trade ($11 million)**
- **Education and training ($10 million).[1]**

## Visitor market profile

Tourism is the primary economic contributor to the Region, employing close to 500 people (approximately 32%) directly and indirectly in 2017/18. For the same period tourism contributed $153.8 million through Gross Value Added (GVA).[3]

Tourism consumption totalled $539 million in 2017/18, with the highest spend on:

- **Long distance passenger transportation ($154 million)**
- **Accommodation services ($68 million)**
- **Takeaway and restaurant meals ($63 million).[3]**

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.

**38%**

of visitors are self-drive market[5]

**47%**

of visitors arrived by air[5]

**372,000**

Visitors annually to the Region

on average over the three years to June 2018[4]

**International Visitors to the Region**

**52%**

came from the Alice Springs MacDonnell Ranges Region[4]

**73%**

travelled on to the Alice Springs MacDonnell Ranges Region[4]

**Highlighting the importance and opportunity to build the industry, through collaboration across regions**

**Domestic Visitors to the Region**

make up more than

**Half**

of the total visitors

**56%**

**45%**

also visited the Alice Springs MacDonnell Ranges Region[4]

**Business Travellers to the Region**

**10%**

of the total market - almost all were domestic travellers[6]

On average length of

**4.6 nights**

in 2019[7]

*Flying over Watarrka National Park*

**Intra-Territory visitors**

- 39,000 visitors annually
- Average length of stay 1.9 nights
- Mostly visit during the June quarter
- Travel alone
- 40 - 54 years old
- 92% are part of the drive market

**Interstate visitors**

- 171,000 visitors annually
- Average length of stay 3.8 nights
- Mostly visit during the September quarter
- Travel with friends and relatives
- Over 65 years old
- From New South Wales, Victoria, and Western Australia
- 44% are part of the drive market

**International visitors**

- 162,000 visitors annually
- Average length of stay 2.9 nights
- Mostly visit during the December quarter
- Adult couples
- Over 65 years old
- From USA, UK and Japan
- 18% are part of the drive market

Figure 3 - Summarises key characteristics of the intra-Territory, interstate and international markets Visitors to the Lasseter Region
Source: *Tourism NT Regional Profile: Lasseter Regional Report 2017-19*

# 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 Lasseter 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 Lasseter Region

A comprehensive study of the current and potential state of the tourism industry for the Lasseter Region was undertaken. This study focused on understanding the current market; available and potential tourism experiences in the Region; opportunities for sustainable growth in the industry; and industry stakeholders' priorities. This analysis highlights that the Region is an iconic travel destination and has opportunities to further develop the range of experiences available to travellers, as well as enhance travel linkages and experiences between the neighbouring region of Alice Springs and MacDonnell Ranges.

## Guiding principles

Stakeholders across the Region welcomed further development of the tourism industry, and identified that approaches to development efforts should be guided by the following principles:

- Build the capability of businesses to grow the potential of the industry over the long term
- Support the social, economic and cultural ambitions of Aboriginal communities through tourism development
- Balance visitation growth with the natural, social and cultural values of the Region
- Promote and develop the Region's deep Aboriginal and pastoral history
- Enhance coordination and collaboration of operators in the Region
- Develop tourism in alignment with the natural values and timeless experiences of the Region.

## Comparative advantages

The Lasseter Region has unique strengths that have motivated 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 outstanding natural wonder of Uluṟu-Kata Tjuṯa National Park;

a bucket list experience for both domestic and international travellers.

### The quality of natural attractions of the Region;

the Lasseter Region includes Uluṟu-Kata Tjuṯa and Watarrka National Parks, each recognised for their natural beauty.

### Authentic Aboriginal cultural attractions and experiences;

a range of high quality Aboriginal cultural attractions are available to visitors in the Region and are a key enticement for visitors.

### The uniqueness of the historical and heritage experiences in the Region;

the Region is celebrated for its pioneering heritage.

### The sense of outback adventure;

the Region celebrates and is renowned for its unique outback experience which includes warm hospitality, adventure and off the beaten track experiences.

## Destination awareness

Trade partners, national operators and visitor trends confirm high levels of destination awareness exist for the Region and Central Australia; however, this awareness is concentrated on the iconic Uluṟu-Kata Tjuṯa National Park. This focus is identified to have created a dependency among tourism operators, creating challenges in marketing the broad range of tourism experiences in the Region.

Notably, the greater capacity for marketing by Voyages Indigenous Tourism Australia (Voyages), Delaware North and AAT Kings establishes a significant base of brand and destination awareness which can be leveraged by smaller operators and Tourism NT to further enhance awareness for the destination and the broader offering and experiences among potential visitor markets.

Feedback from stakeholders and visitors to the Region indicates that opportunities exist to build on current high levels of destination awareness through distinct marketing and storytelling to highlight the broad range of experiences, in addition to Uluṟu, such as the Kata Tjuṯa experience, pioneering and agricultural history, and Watarrka National Park.

## Approach to developing visitor experiences in the Region

While the Lasseter Region is an iconic travel destination, several opportunities exist to continue to develop the tourism industry in the Region through a focus on product development, destination development and capacity building over the next 10 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

While the Region offers iconic and many unique natural, cultural and heritage experiences for visitors travelling in the NT, opportunities exist to enhance the current tourism offering through the development of new and expanded products and experiences. 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 Lasseter Region tourism industry

| | | Approach to addressing opportunities and gaps |
|---|---|---|
| **Opportunities to progress** | Build on iconic assets and strong brand awareness to develop tourism experiences across the Region | Strategic product packaging and marketing |
| | Build on Tourism NT and large operator marketing to communicate the broader tourism experiences available in the Region | Strategic product packaging and marketing |
| | High demand for Aboriginal and nature-based tourism among Australian and international visitors | Capacity building activities |
| | Leverage attractiveness of the natural Kings Canyon Walk | Strategic product packaging and marketing |
| | Leverage the capacity of large operators in the Region, to support and build the capacity of small operators and develop a broader tourism offering | Facilitate collaborative action |
| | Capacity for product development leveraging the natural, cultural and historical assets of the Region, to meet the needs of 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 |
| **Gaps to address** | Establish quality food offerings from fresh foods to unique culinary experiences focused on provenance | Investment attraction initiatives and capacity building activities |
| | Demand for investment in capacity building for Aboriginal tourism product development in the Region | Capacity building activities |
| | Coordinate land access for prospective investors and developers | Facilitate collaborative action |
| | 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 stops, 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 activities and investment attraction initiatives |
| | Variation in the quality and expectation of services and experiences in the Region | Capacity building activities 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

Demand for capacity building of smaller tourism operators across the Region was identified during consultations. The capability at a destination level as well as in the tourism industry is of central importance to developing and delivering quality tourism experiences and supporting the sustainable growth of the industry in the Region. In addition, opportunities to leverage the large tourism operators in the Region to build capacity across the industry is apparent.

### Why is this a priority?

- The Region has a total of 9 employing tourism businesses, capacity building will assist in developing scale across the industry[8]
- Visitor data including destination satisfaction surveys identified opportunities to enhance experiences and offerings in the Region, such as diversity and quality of food offerings
- Large operators in the Region have scale and capacity to support the establishment and growth of the capacity of small Aboriginal and non-Indigenous tourism operators in the Region.

| 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). | • Enhanced skill and capacity of tourism operators to meet industry standards. |
| TNT | TCA, Hospitality NT | 2. Tourism NT 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. | • Enhanced awareness among tourism operators of visitor expectations and satisfaction ratings<br>• Improved satisfaction of visitors to the Region<br>• Improved visitor safety perceptions and ability to share and promote the Region via social media<br>• An annual visitor satisfaction score card. |
| TNT | ATC, PIT | 3. Tourism NT, the NT Aboriginal Tourism Committee (ATC), Project Implementation Team (PIT) and industry to continue to implement the *NT Aboriginal Tourism Strategy* to build capacity across the Aboriginal tourism sector. | • Increased quantity and improved quality of Aboriginal tourism products. |
| Arts NT | ATC, TNT, Art Centres | 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. | • Action plan to maximise the outcomes from the NT Arts Trail. |
| TNT | | 5. Tourism NT to work with industry to implement self-assessment and rectify accessibility barriers in their operations. | • Enhanced accessibility of tourism experiences in the Region<br>• Increased visitation, consumption and experiences in the Region. |

# Facilitation of collaborative action

Stakeholders in the Region have identified opportunities to develop the tourism industry by building collaborative relationships between operators in the Region and operators in the neighbouring tourism region of Alice Springs and MacDonnell Ranges. 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 a reduction in duplication and waste.

## Why is this a priority?

- Stakeholders have identified critical business operation and human safety risks resulting from poor communications infrastructure in the Region
- Multiple stakeholders are required to coordinate services and infrastructure essential to the tourism market in the Region, such as waste management, communications, infrastructure and signage
- Industry stakeholders engaged in consultation have expressed a desire to have greater engagement 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. | • Coordinated implementation of the DMP. |
| TNT | PIT | 2. Tourism NT, in partnership with the PIT to prioritise tourism communications infrastructure to address 'black-spots' in the Region. | • Increased investment in communications infrastructure across the NT. |
| DCM&C | TNT, ATC, CLC | 3. Department of the Chief Minister & 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. | • Action plan to improve the coordination of Aboriginal land access in the Region. |
| TNT | PIT | 4. PIT to work within their agencies to coordinate grant programs to increase efficiency and ensure leveraging of common goals. | • Reduced confusion within industry on the multiple grant programs<br>• Enhanced outcomes for the funding available. |
| TCA | DITT, TNT | 5. Establish sub-Region/sector action and advocacy groups. | • Better coordination between regional operators. |

# Strategic product packaging and marketing

High destination awareness exists for the Region among visitor markets, however this is focused on the iconic Uluṟu-Kata Tjuṯa National Park. Furthermore, while large operators in the Region bring significant capacity to develop and deliver destination awareness campaigns, small operators have more limited capacity to invest in marketing activities, establishing a dependence on large operators.

## Why is this a priority?

- Visitor satisfaction surveys indicate that additional marketing of experiences in the Region could be beneficial to promote lesser known yet engaging experiences
- Large operators in the Region offer capacity to support and enhance regional identity awareness campaigns that could be leveraged across the industry
- Small operators in the Region have identified the need for support to implement marketing and regional identity awareness campaigns.

| Leads: | Partners: | Actions: | Outcomes: |
|---|---|---|---|
| TCA | TNT | 1. TCA to facilitate packaging of tourism experiences in the Region. | • Enhanced number and range of experience packages for the Region<br>• Increase visitation, consumption and experiences in the Region<br>• Enhanced skill and capacity of tourism operators to develop product packages. |
| TCA | PIT, DIPL | 2. Tourism NT 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 in the delivery. | • Increased visitation, consumption and experiences by the drive market in the Region<br>• Action plans for the coordination of waste, signage and infrastructure. |
| TNT | TCA, DITT, PIT | 3. Tourism NT, TCA and industry to support a coordinated destination awareness marketing campaign across the Region and expand on the Region's identity. | • Enhanced awareness of the regional identity and offerings of the Region among visitor markets<br>• Increased visitation, consumption and experiences in the Region<br>• Enhanced skill and capacity of tourism operators to market and promote tourism experiences<br>• Enhanced awareness of the remoteness and preparedness of travellers visiting the Region. |
| Heritage NT | National Trust, TNT, PIT | 4. 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. Tourism NT to support the history and heritage sector to realise tourism potential of historical sites. | • Increased visitation, consumption and experiences in the Region. |

# Investment attraction initiatives

The Region has highly successful tourism product offerings and has several underdeveloped 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
- Visitor data identified opportunities to enhance experiences and offerings in the Region, such as the variety of food offerings
- Stakeholder plans and activities to develop the destination present an opportunity to be leveraged by the tourism industry
- Several product development opportunities align to experiences resulting in visitor satisfaction, such as Aboriginal cultural, pioneering railway heritage experiences
- Enhanced access by sealing of the Mereenie Loop and Outback Way.

| Leads: | Partners: | Actions: | Outcomes: |
|---|---|---|---|
| DITT | DCM&C, TCA, Hospitality NT, TNT, DIPL, 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. | • Establishment of a structured approach to tourism investment attraction and coordination in the Region<br>• Increased tourism investment in the Region. |
| TNT | PIT | 2. The PIT to develop and maintain a formalised framework for the articulation and development of investment initiatives in the Region. | • A prioritisation matrix to inform the DITT and DCM&C investment pipeline framework. |
| TNT | PIT | 3. Align industry support and grant funding program outcomes with DMP priorities. | • Increased quantity and quality of tourism experiences in the Region<br>• Tourism NT grant programs aligning with DMP priorities. |
| TNT | PIT, PA | 4. The PIT Government agencies to consider accessibility, when providing comment, or allocating funding to investment initiatives or grant rounds. | • Enhanced accessibility of tourism experiences in the Region<br>• Increased visitation, consumption and experiences in the Region. |
| TNT | PIT | 5. PIT to facilitate improved processes within the respective organisations to expedite investment opportunities. | • Increased tourism investment in the region. |

# 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 Lasseter Region

| | Product opportunities | Product status | Level of stakeholder support | Current status | Estimated scale of investment | Possible action |
|---|---|---|---|---|---|---|
| **Lasseter Region** | Seal the Mereenie Loop Road to better connect Watarrka & West MacDonnell National Parks | Existing | Extensive | Identified opportunity | High | Investment case |
| | Complete sealing of the Outback Way and upgrade the wayside facilities and experiences | Existing | Extensive | Planned Activity | High | In progress |
| | Enhance regional and remote art centres/Arts Trail product in the Region | Existing | Extensive | Planned | Medium | Planning, grants and funding initiatives |
| | Expand the quantity of Aboriginal cultural offerings and experiences | New | Concentrated | Identified opportunity | High | Market assessment |
| | Develop night time tourism experiences | Existing / New | Extensive | Identified opportunity | Low - Medium | Market and feasibility assessment |
| **Yulara** | Develop a contemporary Visitor Information Centre | New | Broad | Identified opportunity | Medium | Project assessment |
| | Establish a new accommodation experience | New | Concentrated | Identified opportunity | Medium - High | Business case |
| **Uluṟu-Kata Tjuṯa National Park** | Develop Anangu cultural tourism experiences in Uluṟu-Kata Tjuṯa National Park | New | Concentrated | Identified opportunity | Low - Medium | Market assessment |
| | Enhance the Cultural Centre facilities including contemporary interpretations | Existing | Broad | Planned | Medium - High | Business case |
| | Enhance the soft adventure tourism offerings | Existing | Broad | Identified opportunity | Medium - High | Market assessment |
| | Mutitjulu to establish a campground/camping with custodians experience within the Mutitjulu lease | New | Concentrated | Planned | Medium - High | Business case |
| **Watarrka National Park** | Expand the Aboriginal cultural experiences in the Watarrka Region | Existing | Concentrated | Identified opportunity | High | Market assessment |
| | Improve existing accommodation and establish new accommodation offerings | Existing / New | Broad | Identified opportunity | High | Market assessment |
| | Develop a multi-day hike in Watarrka National Park | New | Broad | Identified opportunity | Medium - High | Market assessment |

| 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 |
| 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**
- **MacDonnell Regional Council**
- **Parks Australia**
- **Mutitjulu Aboriginal Corporation**
- **Voyages**
- **Delaware North**
- **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.

*Longitude 131 with Uluru-Kata Tjuta National Park in the background*

# 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

## Annual scorecard

An annual scorecard will measure progress of outcomes including:

- Visitor numbers
- Visitor expenditure
- Visitor satisfaction rating (benchmarking to the Global Review Index (GRI))
- Visitors online feedback / reviews
- Visitors digital targets (i.e. website hits)

The product development opportunities will be updated annually, showing progress and status. New opportunities that align to the DMP will be listed and prioritised.

**Progress is monitored and publicly reported**

## Reviewed every two years

This DMP will be reviewed every two years to ensure currency and relevance. This will require alignment and collaboration across the public, private and community sectors.

Reviews of the DMP every two years will ensure stakeholders from the tourism sector as well as stakeholders from all sectors are involved in providing feedback and contributing to a sustainable tourism sector for the Region

**DMP remains relevant**

## 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 |
| **PA** | Parks Australia |
| **PIT** | Project Implementation Team |
| **TCA** | Tourism Central Australia |
| **TNT** | Tourism NT |
| **TRA** | Tourism Research Australia |

## References

[1] **Page 9** Tourism Research Australia, Regional Tourism Satellite Account: Northern Territory: Lasseter.

[2] **Page 9** Tourism Research Australia, 2019, Tourism Businesses in Australia.

[3] **Page 9** Tourism Research Australia, Regional Tourism Satellite Account 2017-18: Lasseter.

[4] **Page 10** Tourism NT, Regional Profile: Lasseter, Three year average June 2016-2018

[5] **Page 10** Tourism Research Australia, Regional Tourism Satellite Account 2017-18: Lasseter

[6] **Page 10** Tourism Research Australia, Domestic Business Visitors, 2019.

[7] **Page10** Tourism NT, Lasseter Regional Report, 2017-19.

[8] **Page 15** Tourism Research Australia, 2019, Tourism Businesses in Australia.

A full copy of the Lasseter Region DMP can be found on **tourismnt.com.au**

### For further information

Tourism NT
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*Karrke Aboriginal Cultural Experience*