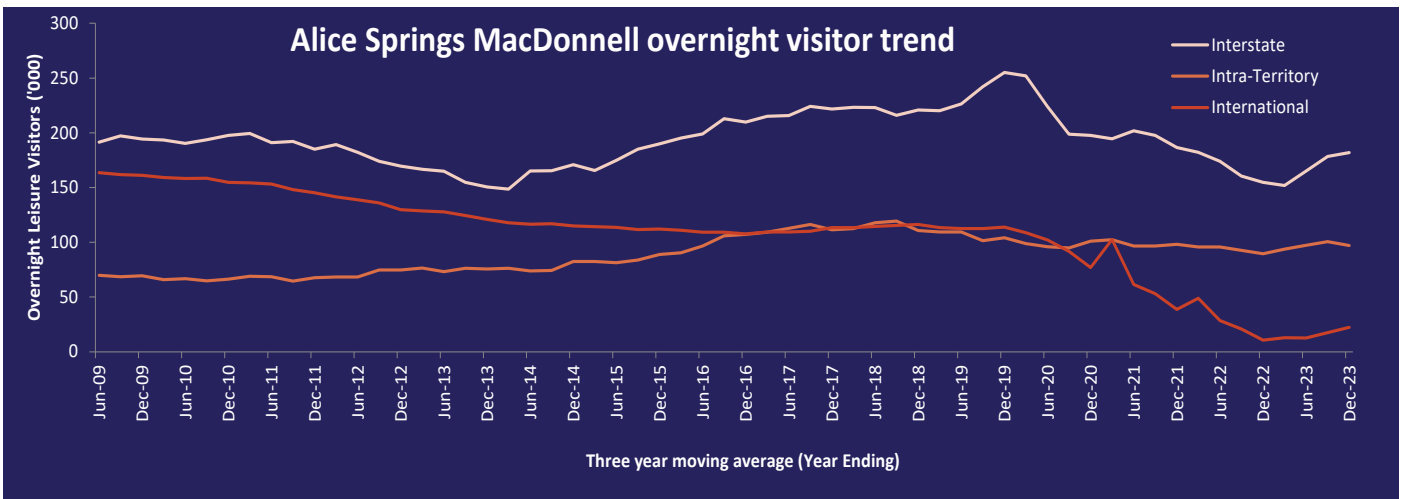


Alice Springs MacDonnell Regional Report

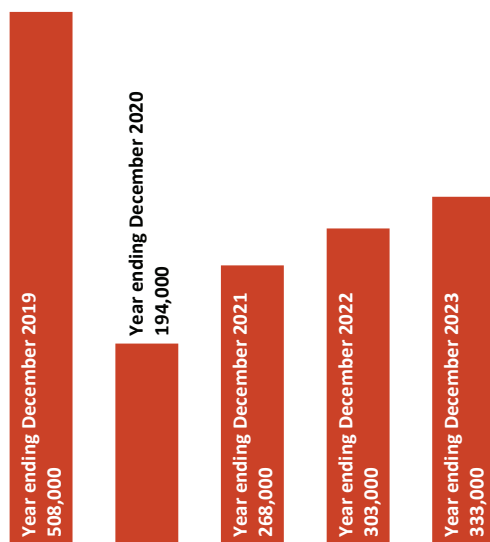
Year Ending December 2021-2023 (3 year average)

Visitor numbers in Alice Springs MacDonnell

Overnight Visitation (3 year average)	Intra-Territory	Interstate	Domestic	International	Total
Visitors	97,000	182,000	279,000	22,000	301,000
Visitor nights	404,000	928,000	1,331,000	212,000	1,543,000
ALOS (average length of stay, nights)	4.2	5.1	4.8	9.5	5.1
Expenditure	\$99M	\$175M	\$274M	\$21M	\$295M
ASPT (average spend per trip)	\$1,025	\$960	\$983	\$948	\$980



Annual overnight visitor numbers to the region



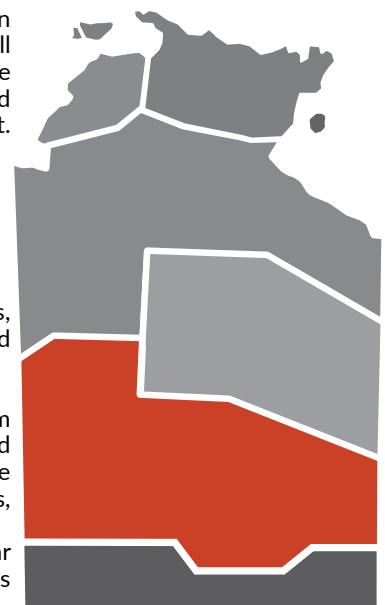
Region definition

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

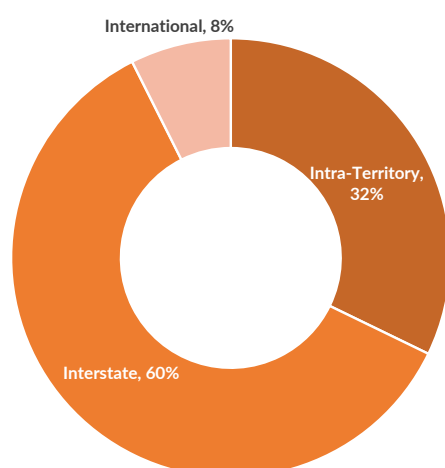
Year Ending December 2021-2023 (3 year average)

WHERE do visitors come from and WHY?

Purpose of visit (3 year average)	Intra-Territory	Interstate	Domestic	International	Total
Holiday	34,000	96,000	130,000	20,000	150,000
Visiting friends and relatives	10,000	13,000	23,000	1,000	24,000
Business	42,000	65,000	108,000	<1,000	108,000
Other reasons*	13,000	10,000	23,000	1,000	24,000

*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 (3 year average)	Rank	Visitors	Visitor nights	ALOS (nights)
International		22,000	212,000	9.5
USA	1	4,000	48,000	10.8
Germany	2	4,000	15,000	3.7
United Kingdom	3	3,000	8,000	3.1
New Zealand	4	2,000	33,000	20.9
Netherlands	5	1,000	3,000	2.6
Canada	6	1,000	3,000	3.6
France	7	1,000	6,000	7.6
Switzerland	8	1,000	3,000	4.9
Scandinavia	9	1,000	2,000	2.5
China**	10	1,000	4,000	5.5

**China includes Mainland China, Taiwan and Hong Kong

State of origin (3 year average)	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	97,000	404,000	4.2
Interstate	182,000	928,000	5.1
Victoria	47,000	265,000	5.7
Queensland	43,000	195,000	4.5
New South Wales	37,000	160,000	4.4
South Australia	33,000	120,000	3.6
Western Australia	17,000	143,000	8.5

Alice Springs MacDonnell Regional Report

Year Ending December 2021-2023 (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	2%
INTERSTATE	18%
INTERNATIONAL	33%

OVERNIGHT DISPERSAL TO KAKADU ARNHEM



INTRA-TERRITORY	<1%
INTERSTATE	7%
INTERNATIONAL	12%

OVERNIGHT DISPERSAL TO KATHERINE DALY



INTRA-TERRITORY	3%
INTERSTATE	13%
INTERNATIONAL	17%

OVERNIGHT DISPERSAL TO BARKLY



INTRA-TERRITORY	6%
INTERSTATE	13%
INTERNATIONAL	13%

OVERNIGHT DISPERSAL TO LASSETER



INTRA-TERRITORY	7%
INTERSTATE	38%
INTERNATIONAL	56%



WHERE did they go in the Alice Springs MacDonnell region?

Statistical Area Level (3 year average)	Annual visit	Proportion of region
Alice Springs (SA2)	237,000	79%
Sandover - Plenty [SA2 group]	39,000	13%
Tanami (SA2)	57,000	19%
Yuendumu - Anmatjere [SA2 group]	5,000	2%
MacDonnell Region not fully defined (SA2)	<1,000	<1%
Alice Springs MacDonnell total	301,000	100%

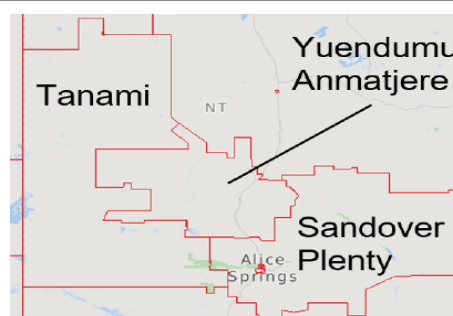


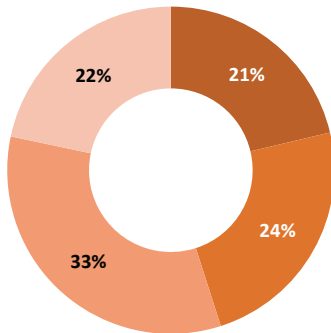
Image source: Australian Bureau of Statistics.

Alice Springs MacDonnell Regional Report

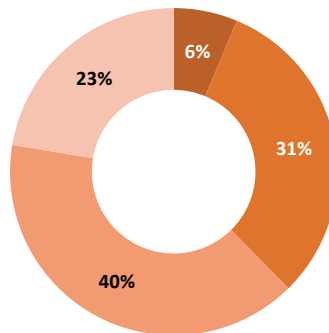
Year Ending December 2021-2023 (3 year average)

WHAT time of year do visitors come?

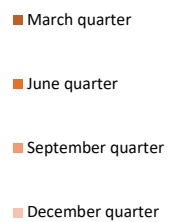
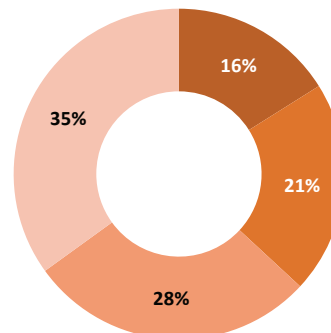
Intra-Territory



Interstate



International



WHAT activities did they do?

Eat out and dining



54%

Visit national parks



34%

Bushwalks



32%

Sightseeing



26%

Pubs, clubs, disco



23%

Museums and art galleries



19%

Shopping



17%

Aboriginal art and culture



14%

Botanical and public gardens



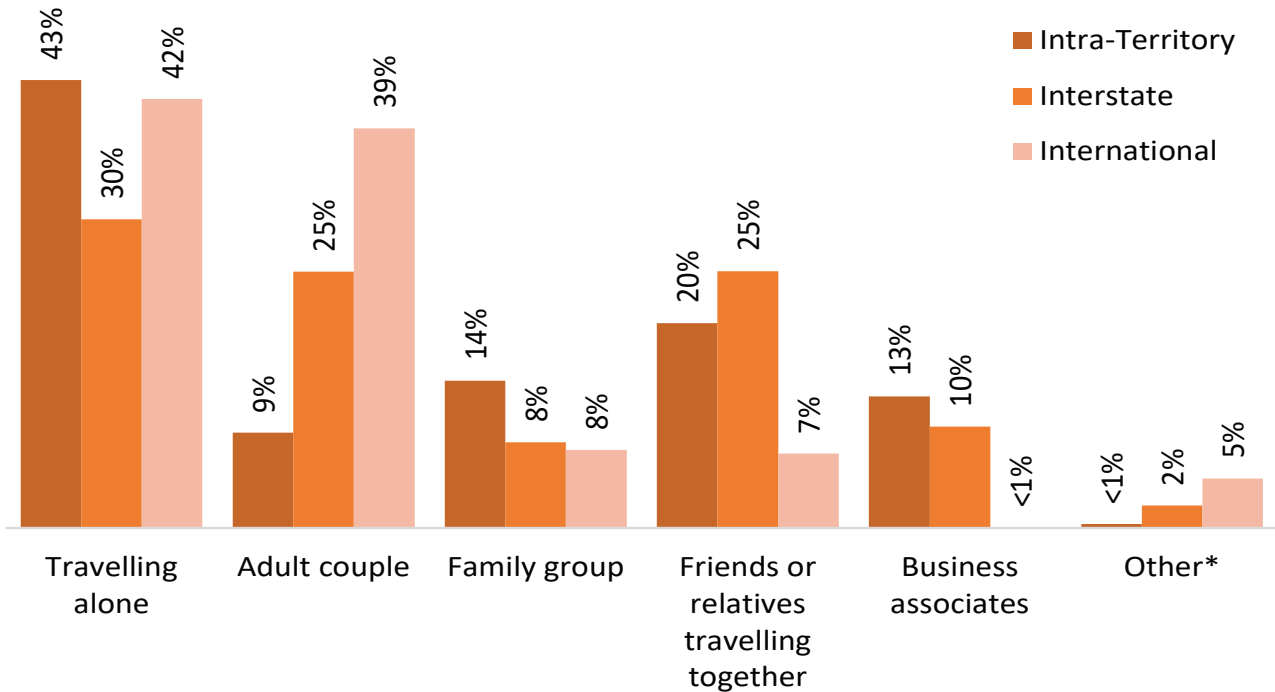
11%

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

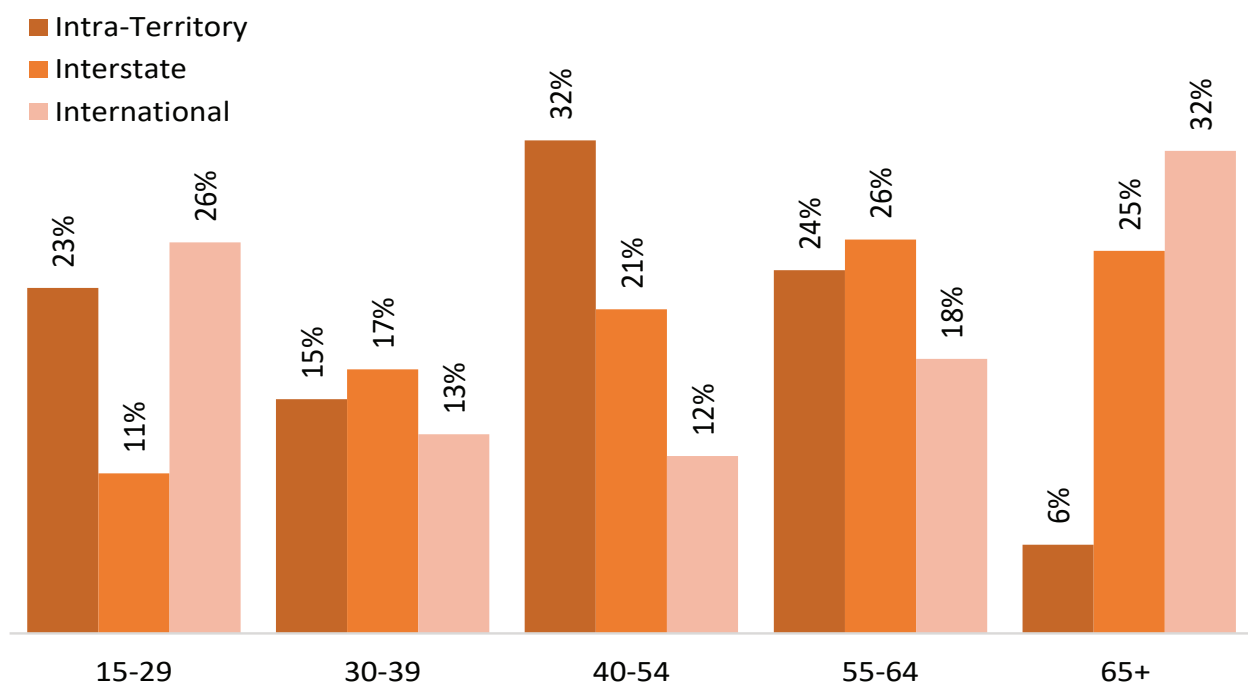
Year Ending December 2021-2023 (3 year average)

WHO are our visitors travelling with?



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

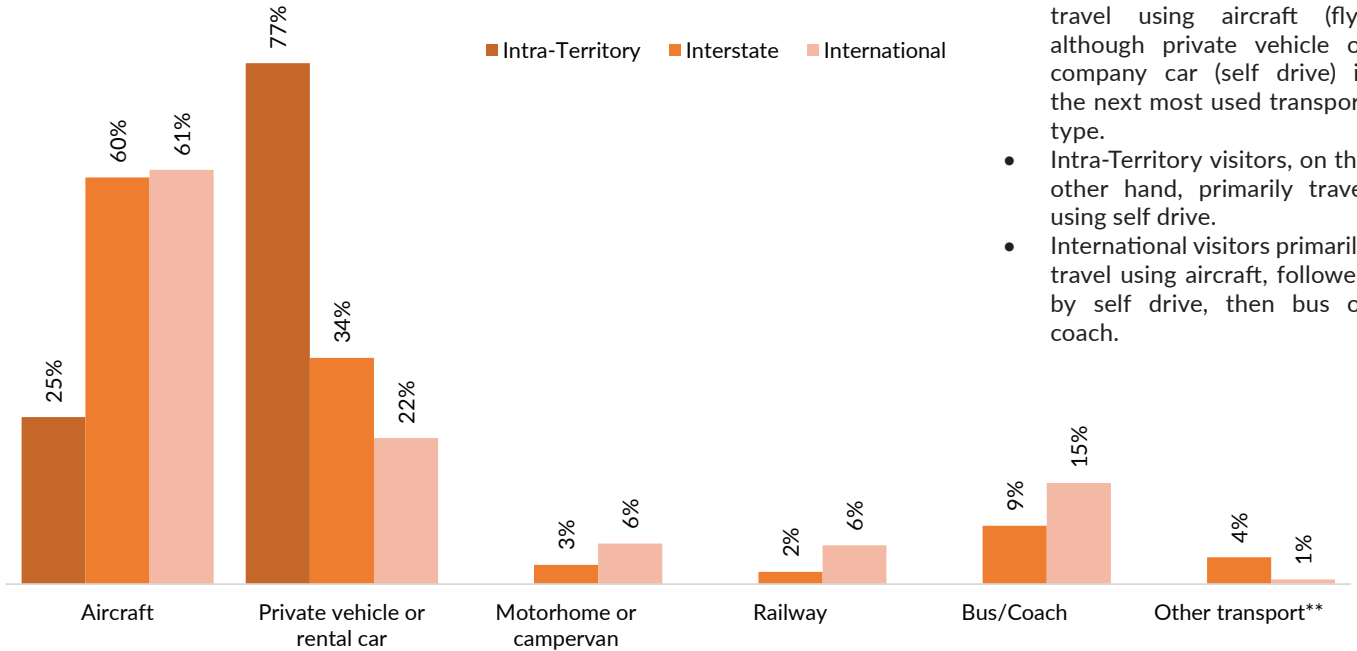
WHAT age are our visitors?



Alice Springs MacDonnell Regional Report

Year Ending December 2021-2023 (3 year average)

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

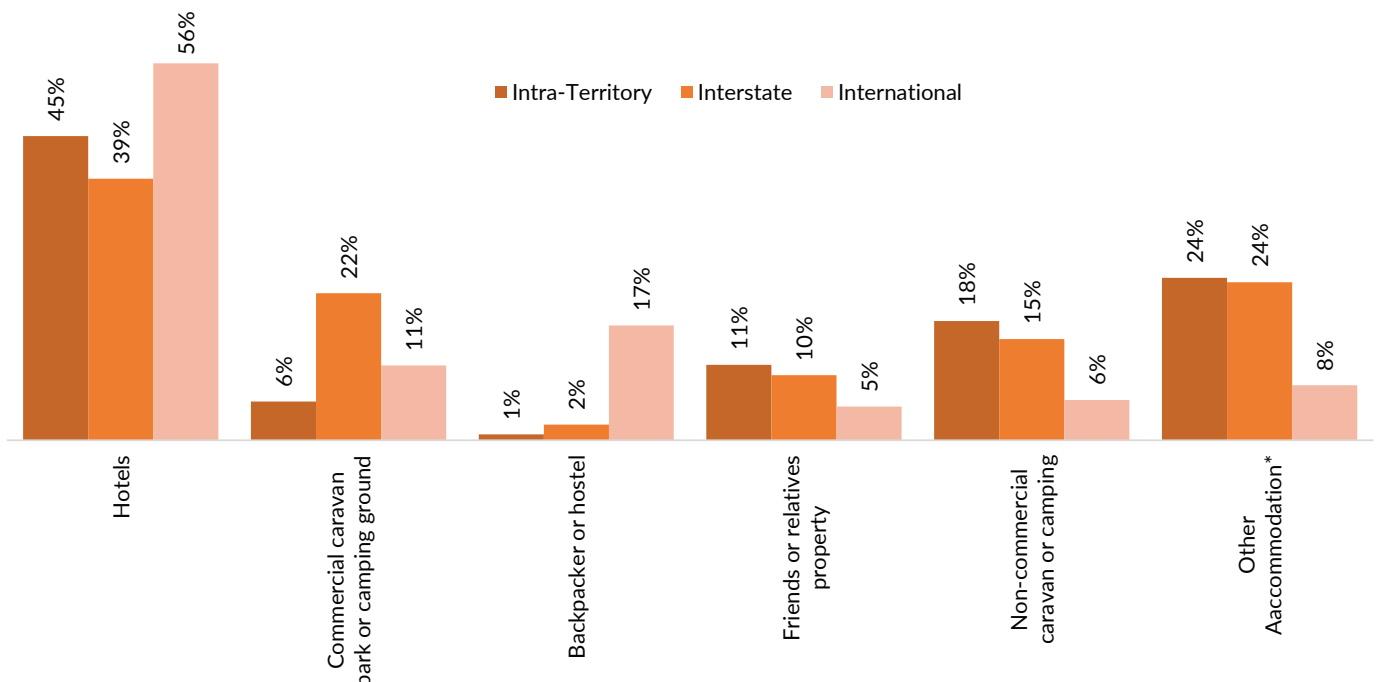


- Interstate visitors primarily travel using aircraft (fly), although private vehicle or company car (self drive) is the next most used transport type.
- Intra-Territory visitors, on the other hand, primarily travel using self drive.
- International visitors primarily travel using aircraft, followed by self drive, then bus or coach.

*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 2021-2023 (3 year average)

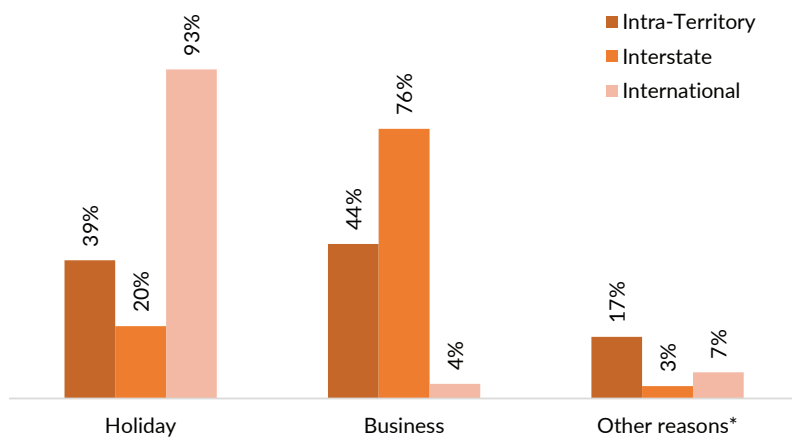


Youth visitation to the region

Youth (3 year average)	Intra-Territory	Interstate	Domestic	International	Total
Visitors	13,000	14,000	27,000	6,000	33,000
Visitor nights	89,000	124,000	213,000	63,000	276,000
ALOS (nights)	6.7	8.7	7.7	11.4	8.4

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 11% of all visitors to the Alice Springs MacDonnell region, they contribute a significant number of nights in the region with 276,000 or 18% of nights.

Domestic youth visitors make up the largest number of youth visitors to the region, with interstate youth making up over two fifths (43%) of the youth market, and intra-Territory youth making up another two fifths (40%). International youth make up the remaining 17% of the market.

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

Visitors interested in Aboriginal cultural experiences/participation

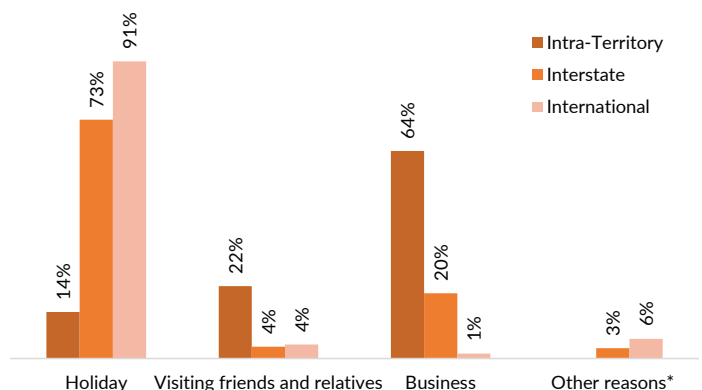
Aboriginal culture (3 year average)	Intra-Territory	Interstate	Domestic	International	Total
Visitors	12,000	35,000	47,000	16,000	63,000
Visitor nights	93,000	154,000	247,000	141,000	387,000
ALOS (nights)	7.4	4.5	5.3	8.9	6.2

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.

One fifth (21%) 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, 66% of international visitors and 73% 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 2021-2023 (3 year average)

The domestic leisure drive* market in focus

Domestic leisure drive (3 year average)	Intra-Territory	Interstate	Domestic
Visitors	40,000	51,000	91,000
Visitor nights	103,000	209,000	312,000
ALOS (nights)	2.6	4.1	3.4

Approximately a third (33%) of all domestic visitors to the region over the three year period were leisure drive travellers, which is an average of 91,000 visitors per year.

Domestic source markets

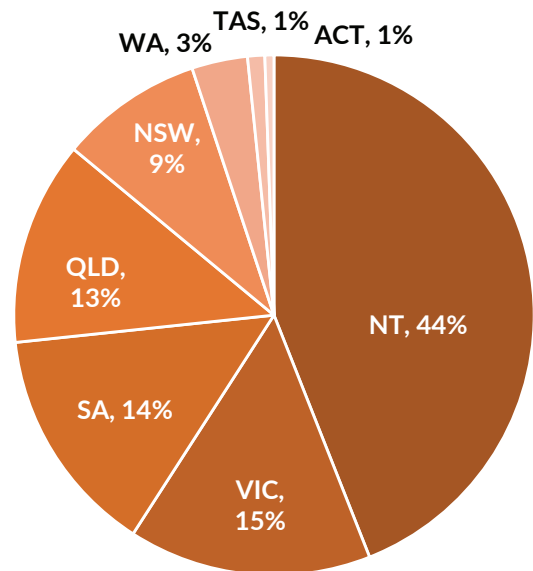
NT residents made up 44% of the domestic leisure drive market to the region. Visitors from Victoria, South Australia and Queensland contributed a combined 42%.

Length of stay

Approximately 80% of the domestic leisure drive market stayed for three or less 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.*

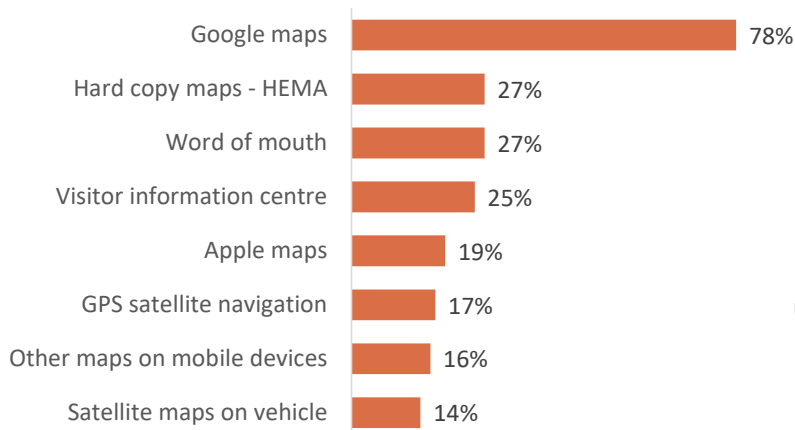
Domestic leisure drive source market



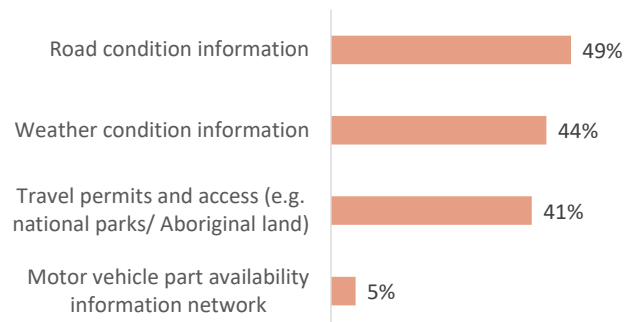
Information sources accessed on the road

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%



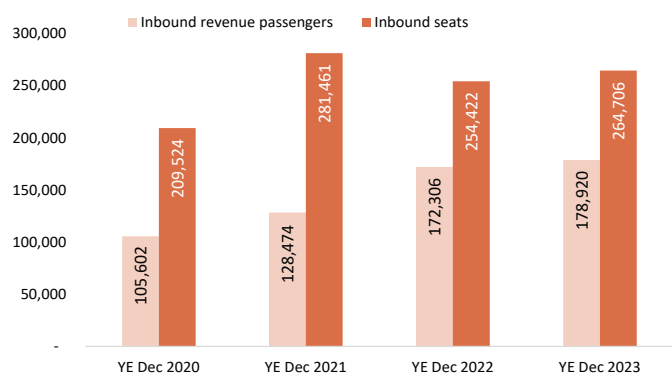
Source: NT Drive Study 2023, n=276 NT drive tourists during May-September 2023.

Alice Springs MacDonnell Regional Report

Year Ending December 2021-2023 (3 year average)

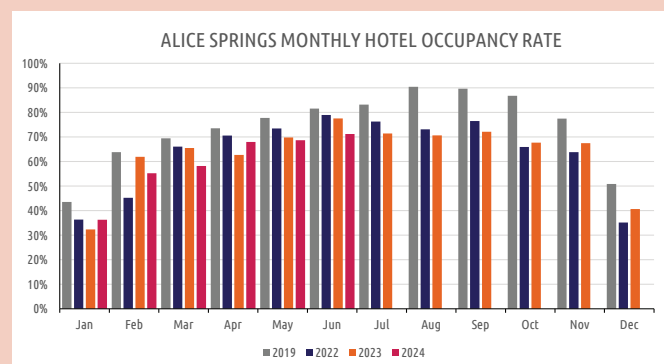
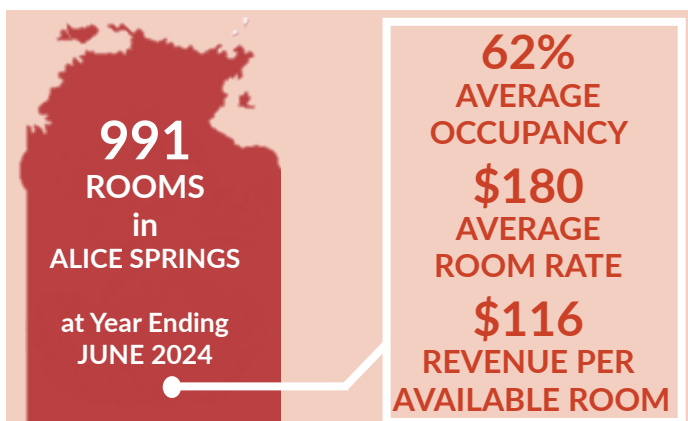
Other regional tourism indicators

Airport traffic data Alice Springs



Source: Bureau of Infrastructure, Transport and Regional Economics.

Alice Springs accommodation



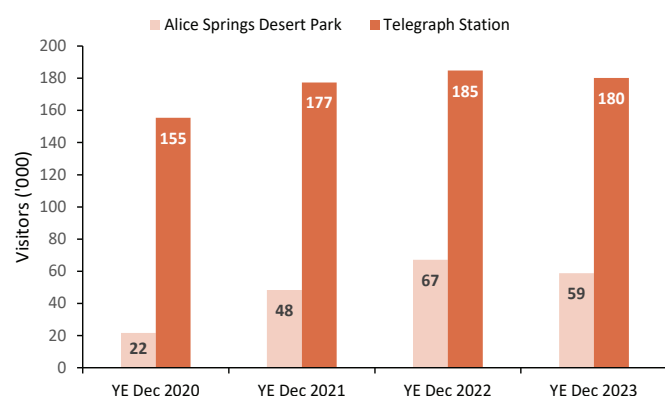
Source: STR Destination Report from June 2019, 2022, 2023 and 2024 Alice Springs hotel accommodation with 10+ rooms.

Park visitation

Year Ending December 2023	Visitors
Alice Springs Telegraph Station Historical Reserve	180,000
Tjoritja/ West MacDonnell National Park	156,000
Alice Springs Desert Park	59,000
Trephina/ East MacDonnell National Park	32,000
Finke Gorge National Park	14,000

Source: NT Parks and Wildlife Commission.

Desert Park and Telegraph Station



Source: NT Parks and Wildlife Commission.

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%	+/-29%
Interstate	173	+/-15%	+/-19%
International	1,888	+/-12%	+/-33%

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.