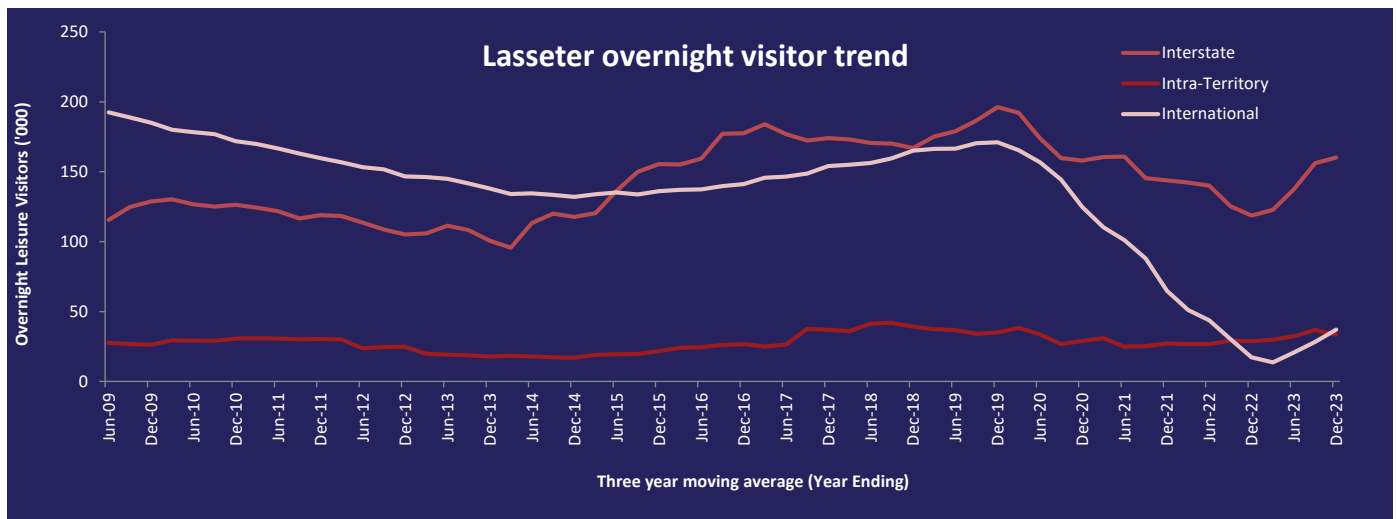


Lasseter Regional Report

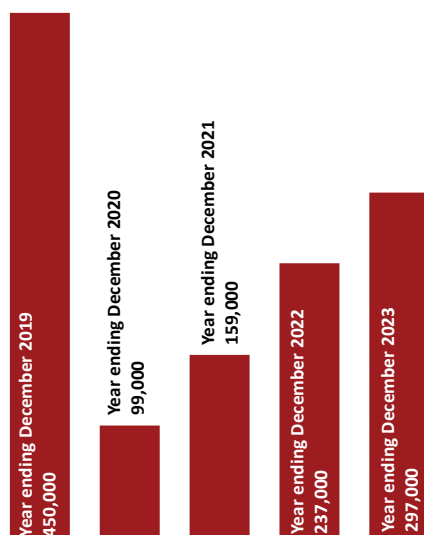
Year Ending December 2021-23 (3 year average)

Visitor numbers in Lasseter

Overnight Visitation	Intra-Territory	Interstate	Domestic	International	Total
Visitors	34,000	160,000	194,000	37,000	231,000
Visitor nights	122,000	647,000	769,000	217,000	986,000
ALOS (average length of stay, nights)	3.6	4.0	4.0	5.8	4.3
Expenditure	-	-	\$305M	\$44M	\$349M
ASPT (average spend per trip)	-	-	\$1,573	\$1,185	\$1,511



Annual overnight visitor numbers to the region



Region definition

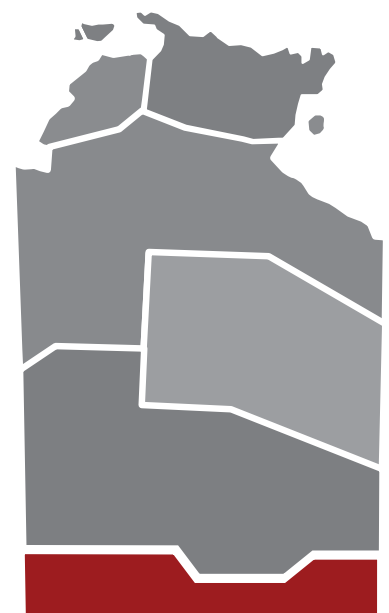
The regional boundaries of the Lasseter tourism region are defined by the Australian Bureau of Statistics (ABS) Cat. No. 9503.0.55.001.

What makes up the region:

Uluru-Kata Tjuta National Park, Watarrka National Park, Yulara, Kings Canyon and Erdunda.

Source note:

All information is derived from Tourism Research Australia's National and International Visitor Surveys unless otherwise stated. For more information on the surveys, please refer to the 'More Information' section. Note some variables in the graphs may not appear due to no result over this period. Data is rounded and may affect some totals.



Lasseter Regional Report

Year Ending December 2021-23 (3 year average)

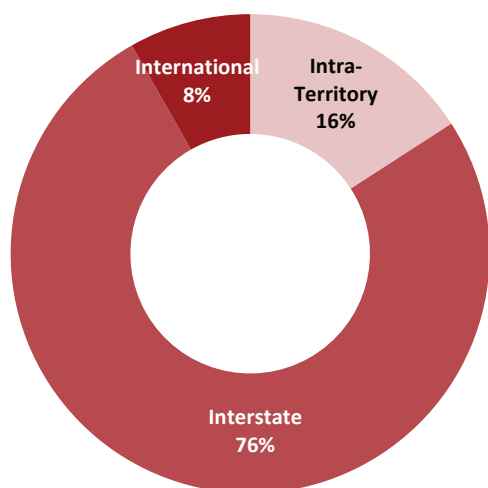
WHERE do visitors come from and WHY?

Purpose of visit	Intra-Territory	Interstate	Domestic	International	Total
Holiday	15,000	138,000	153,000	37,000	190,000
Visiting friends and relatives	N/A	3,000	3,000	N/A	3,000
Business	18,000	16,000	34,000	N/A	34,000
Other reasons*	N/A	4,000	4,000	<1,000	5,000

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

- Holiday visitation remains the primary purpose of visitation to the Lasseter region, with business being a close second.
- The largest visitor market is the interstate visitor market for holiday purposes.
- Visitors from New South Wales are the main source market for interstate visitation, followed by visitation from Victoria and Queensland.
- The largest international visitor market is the United States of America, followed by the United Kingdom and Germany.
- 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.

Lasseter source markets



Top 3 international markets



United States of America



United Kingdom



Germany

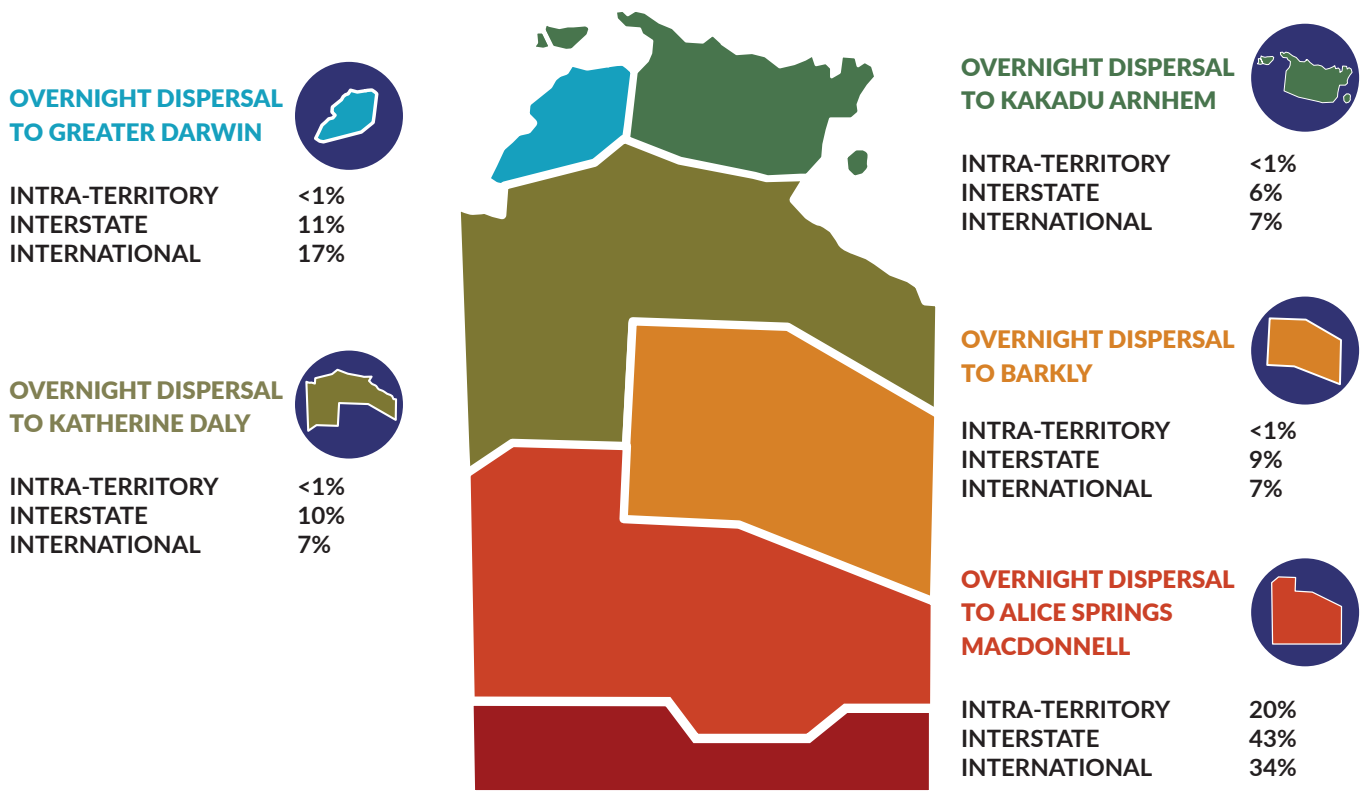
State of origin	Visitors	Visitor nights	ALOS (nights)
Intra-Territory	33,000	122,000	3.6
Interstate	160,000	647,000	4.0
New South Wales	55,000	210,000	3.8
Victoria	42,000	207,000	5.0
Queensland	35,000	135,000	3.8
South Australia	17,000	60,000	3.5
Western Australia	5,000	14,000	2.6
Tasmania	4,000	18,000	4.3
ACT	1,000	4,000	2.6

Lasseter Regional Report

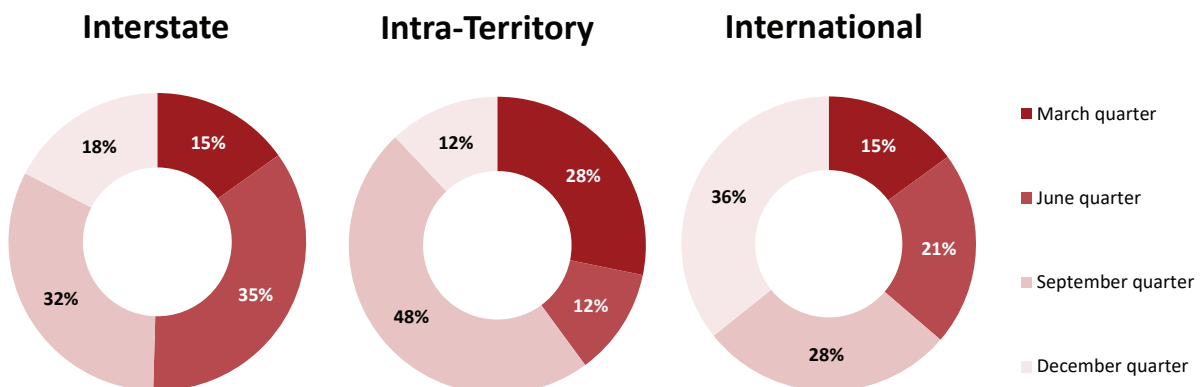
Year Ending December 2021-23 (3 year average)

WHERE else did they go in the Territory?

- Visitors to the Lasseter region are most likely to disperse to the Alice Springs MacDonnell region, with this destination being the most popular place to disperse for intra-Territory, interstate and international visitors alike.
- International visitors are also likely to disperse to the Greater Darwin region. Smaller numbers of international visitors are dispersing to Katherine Daly, Kakadu Arnhem and Barkly.
- Interstate visitors, similar to international visitors, are likely to disperse to Greater Darwin. Interstate visitors also visit the Katherine Daly and Barkly regions, with smaller numbers dispersing to Kakadu Arnhem.
- Intra-Territory visitors are unlikely to disperse outside of the Alice Springs MacDonnell region.



WHAT time of year do visitors come?



Lasseter Regional Report

Year Ending December 2021-23 (3 year average)

WHAT activities did they do?

Visit national parks



61%

Bushwalks



60%

Sightseeing



51%

Eat out and dining



48%

Aboriginal art and culture



48%

Museums and art galleries



31%

History and heritage



20%

Guided tours



19%

Pubs, clubs, disco



14%

Shopping



13%

Art and craft workshops



10%

Festivals and cultural events



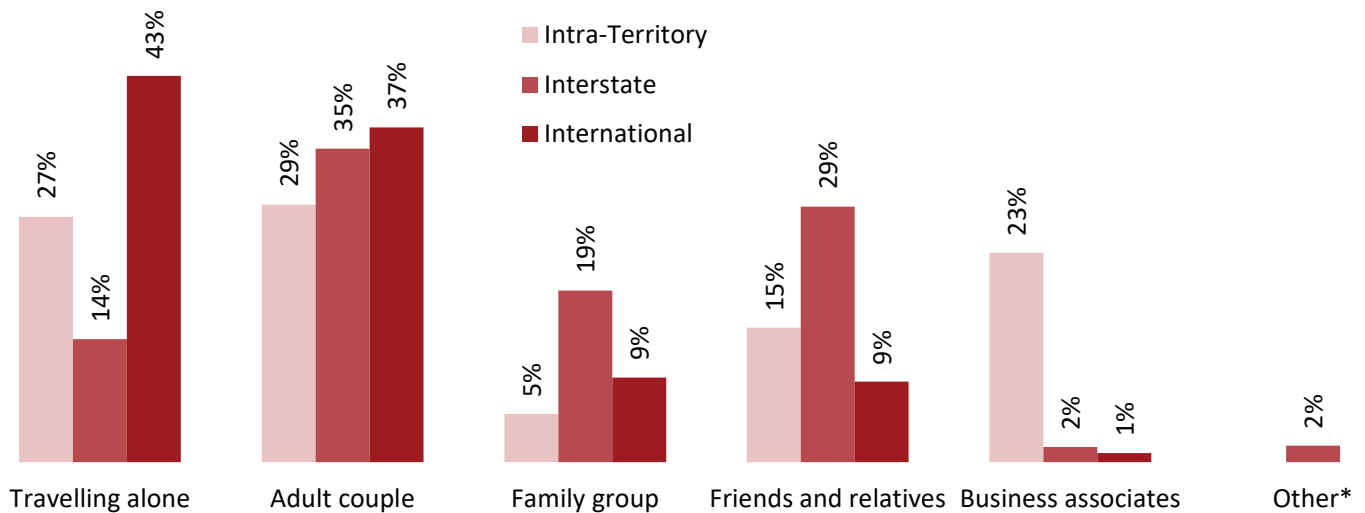
9%

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).

Lasseter Regional Report

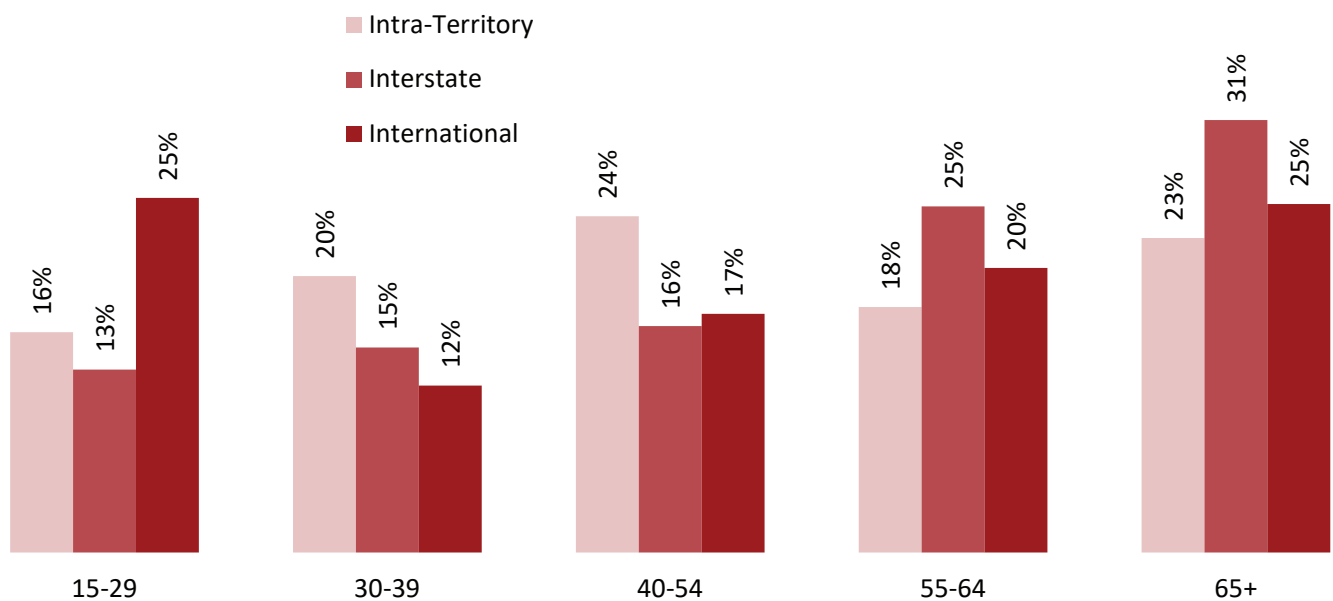
Year Ending December 2021-23 (3 year average)

WHO are our visitors travelling with?



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

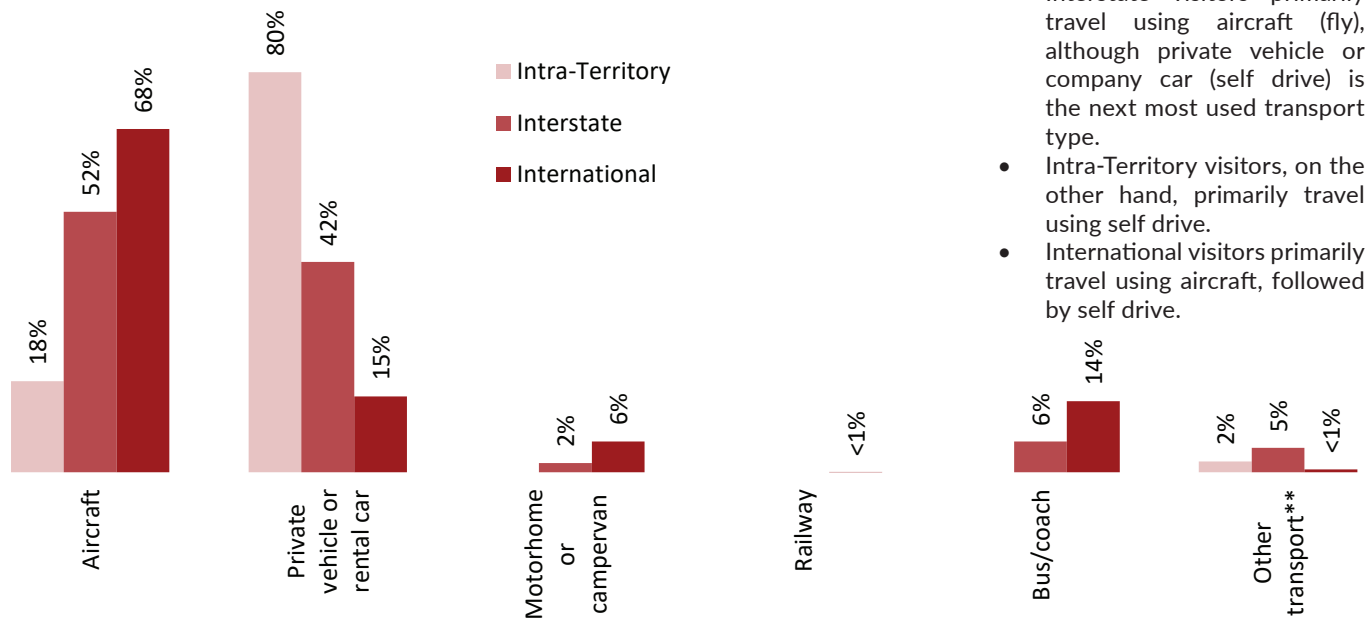
WHAT age are our visitors?



Lasseter Regional Report

Year Ending December 2021-23 (3 year average)

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

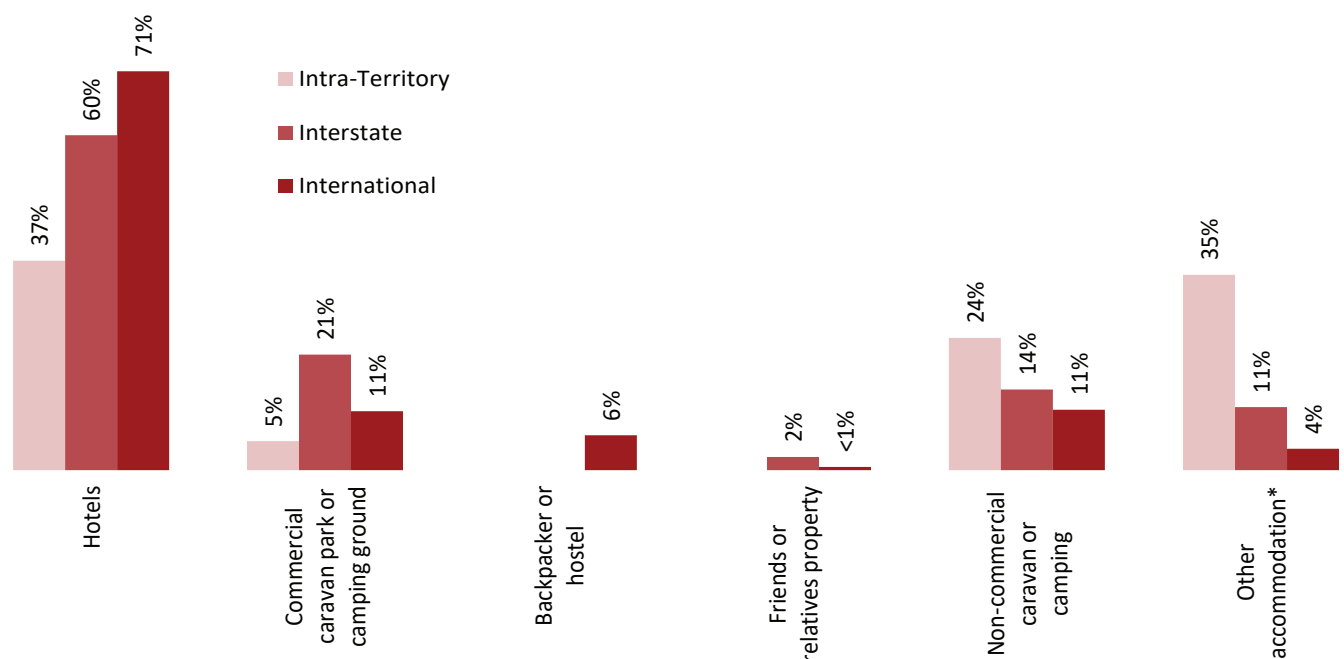


- Interstate visitors primarily travel using aircraft (fly), although private vehicle or company car (self drive) is the next most used transport type.
- Intra-Territory visitors, on the other hand, primarily travel using self drive.
- International visitors primarily travel using aircraft, followed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

*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.

Lasseter Regional Report

Year Ending December 2021-23 (3 year average)

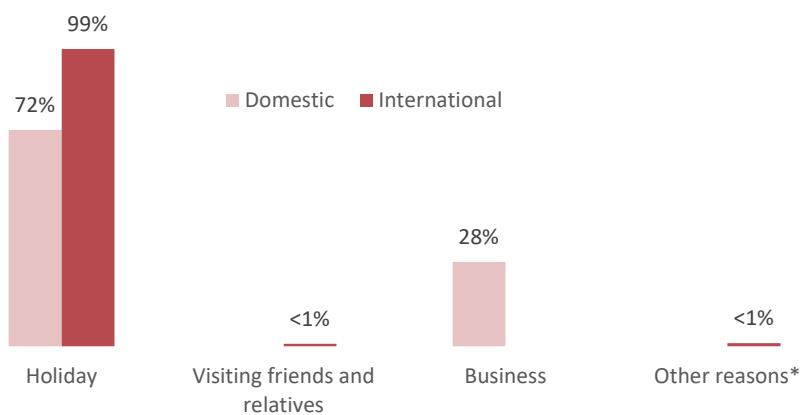
Youth visitation to the region

Youth (5 year average)	Domestic	International	Total
Visitors	20,000	14,000	34,000
Visitor nights	90,000	79,000	170,000
ALOS (nights)	4.5	5.7	5.0

Youth is defined as any visitor aged 15 to 29 years of age, who did not travel as part of a family group (parents and children) or school group.

Figures in the table on the left are based on a five year average for Year Ending December 2019-23.

Youth purpose of visit



The youth market constitutes 12% visitors to the Lasseter region. They contribute a significant number of nights in the region, with 170,000 or 16% of nights.

Domestic youth visitors represent 59% of the total youth market in the region, while international youth make up the remaining 41% of the market.

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

Visitors interested in Aboriginal cultural experiences/participation

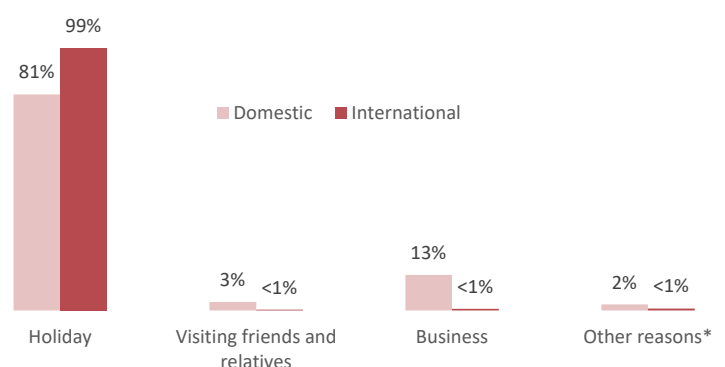
Aboriginal culture	Domestic	International	Total
Visitors	81,000	30,000	110,000
Visitor nights	311,000	165,000	477,000
ALOS (nights)	3.9	5.6	4.3

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

Aboriginal culture is a prominent segment for those visiting the Lasseter region, with 48% of visitors participating in these activities.

The majority of those who were interested in Aboriginal culture were in the region for a holiday. More specifically, 99% of international visitors and 81% 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

Lasseter Regional Report

Year Ending December 2021-23 (3 year average)

The domestic leisure drive* market in focus

Domestic leisure drive	Intra-Territory	Interstate	Domestic
Visitors	16,000	55,000	71,000
Visitor nights	26,000	222,000	248,000
ALOS (nights)	1.7	4.0	3.5

Just over a fifth (23%) of all domestic visitors to the region over the 3 year period were leisure drive travellers, which is an average of 71,000 visitors per year.

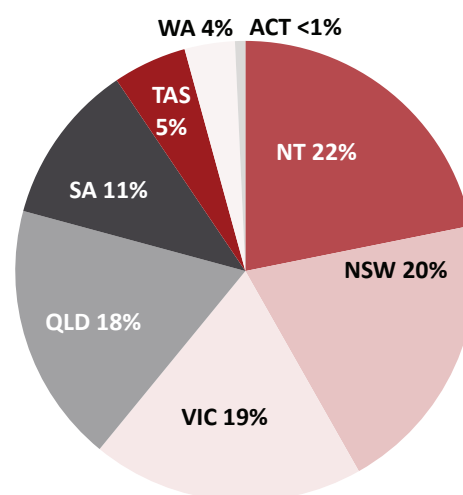
Domestic source markets

NT residents made up 22% of the domestic leisure drive market to the region. Visitors from New South Wales, Victoria and Queensland contributed a combined 57%.

Length of stay

While the majority (99%) of intra-Territory leisure drive market stayed for 3 or less nights, the interstate leisure drive visitors experienced a moderately distributed range of duration preferences, with 50% opting for over 5 nights.

Domestic leisure drive source market



*Domestic leisure drive is defined as domestic visitors who travelled for the purpose of a holiday or visiting friends and relatives that also used drive transportation in the region.

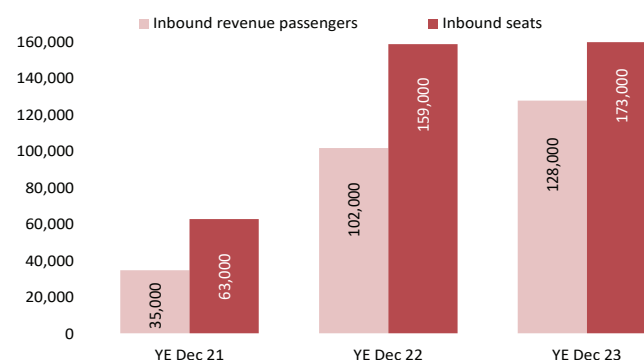
Other regional tourism indicators

Park visitation

Year Ending December 2023	Visitors
Uluru-Kata Tjuta National Park	240,000
Watarrka National Park	187,000

Sources: NT Parks and Wildlife Commission and Parks Australia.

Airport traffic data



Source: Bureau of Infrastructure, Transport and Regional Economics.

Sample sizes and confidence intervals

Year Ending December 2021-23	Sample size	95% Confidence interval	
		Visitors	Visitor nights
Intra-Territory	26	+/-34%	+/-53%
Interstate	150	+/-16%	+/-23%
International	2,743	+/-9%	+/-33%

More information on the surveys:

Visitor number, night and spend estimates are derived from Tourism Research Australia's (TRA) National and International Visitor Surveys (NVS and IVS). These surveys are based on sample rather than census, and as such, are subject to sampling variability. When using these estimates at the destination level, this variability increases.

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.