

Lasseter region Destination Management Plan

ANNUAL REPORT CARD 2023

The Lasseter region Destination Management Plan (DMP) focuses on development priorities for the sustainable growth of tourism in the region over 10 years.

There are six DMPs that identify key strengths and assets across Northern Territory regions, and provide a comprehensive overview of comparative advantages, current product offerings and visitor profiles.

The six destinations are:

- Alice Springs and MacDonnell Ranges region
- **Lasseter region**
- Barkly region
- Big Rivers region
- East Arnhem Land region
- Greater Darwin region



The Annual Report Card measures the progress of outcomes and includes key performance metrics for the region such as visitor numbers, expenditure, satisfaction rating, online feedback/ reviews and digital data.

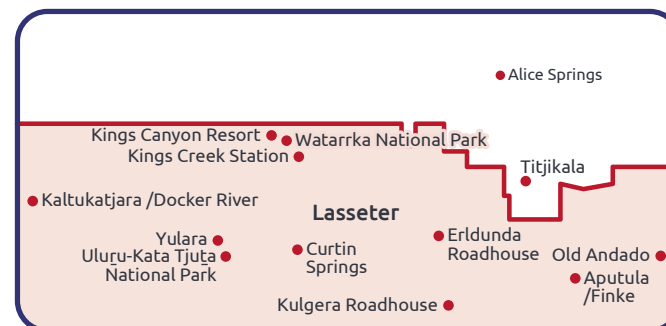
The DMPs are reviewed every two years to ensure action plans and the prioritisation of product development opportunities align within the context of the current environment, including demand.

DMPs for the Big Rivers and three Central Australia regions (Alice Springs and MacDonnell Ranges, Barkly and Lasseter) were completed in late 2020, with the East Arnhem Land DMP completed in November 2021. The final DMP, for the Greater Darwin region, was completed in May 2022.

Lasseter region

The Lasseter region is located south of Alice Springs and is associated with iconic landscapes, rich Aboriginal cultures, outback adventure and pioneering history. Visitors can experience the region through a range of diverse and unique activities and attractions, most focused on the iconic natural and cultural landscape and heritage.

The region includes the World Heritage listed Uluru-Kata Tjuta National Park and Watarrka National Park, the location of the famous landmark Kings Canyon. The region is a renowned travel destination both nationally and internationally, and has opportunities to further develop the range of experiences available to travellers as well as enhance travel connections and experiences between the neighbouring region of Alice Springs and MacDonnell Ranges.



1. Visitation and expenditure

1.1 Lasseter region key data | Year ending December 2023

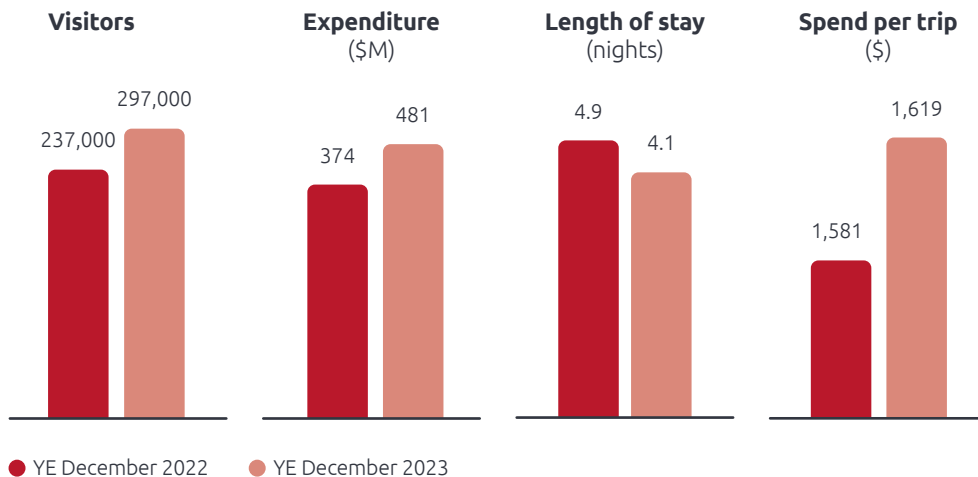
With percentage changes compared to YE December 2022 data.



Expenditure ↑28%

\$481M

Source: Tourism Research Australia (TRA), International and National Visitor Survey



Source: TRA, International and National Visitor Survey.

2. Visitor satisfaction

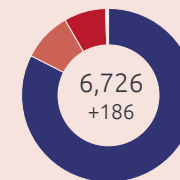
2.1 YE December 2023 with percentage changes compared to previous 12 months

Based on establishments – attractions, hotels, caravan parks and wayside inns (not food and hospitality providers) – ReviewPro data.

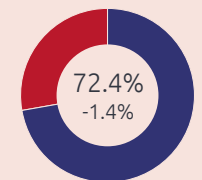
Global review index*

87.5%
-0.2%

Reviews



Semantic analysis



Management response

42.9%
+3.4%

● positive 5,553
● negative 529
● neutral 617
● not rated 27

● positive 15,004
● negative 5,706

Positive reviews:

Experience 0.1%
Facilities 0.1%
Establishment 0.6%

Negative reviews:

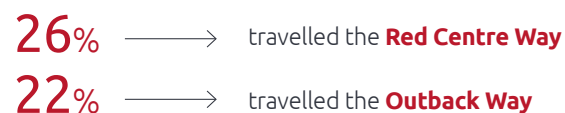
Food and drinks 1.7%
Location 3.0%
Room 1.3%
Staff 0.5%
Value 1.9%
Cleanliness 0.6%
Ambience 5.4%

The Global Review Index (GRI) saw a marginal decrease of 0.2%. Overall, semantic analysis showed a decrease of 1.4%, with mixed results for the top ten categories of mentions identified in visitor reviews. Positive mentions increased slightly for experience, facilities and establishment, however, negative mentions increased for food and drinks, location, room, staff, value, cleanliness and ambience. The number of reviews increased, with management response also going up 3.4%.

* The Global Review Index (GRI) is an online reputation index which is calculated by an algorithm that generates a numerical score from 0 to 100 and can be used for tracking historical performance and comparison purposes. The GRI is based on reviews from 140+ online travel agencies in more than 45 different languages. However, the GRI is not an average of all review scores and the algorithm considers several aspects to provide the most accurate picture of online reputation (e.g. it gives a higher weightage to the most recent reviews and a lower weightage to older reviews).

3. Drive Tourism

3.1 Most popular drive routes



3.2 Entry and exit points for drive visitors using their own car



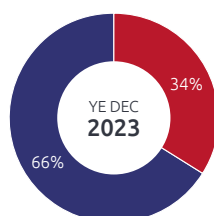
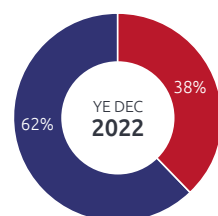
Source:
Tourism NT Drive
Tourism Study 2023

3.3 Visitation performance

Lasseter	YE Dec 2022	YE Dec 2023	Change
Drive visitors	114,000	115,000	1.1%
Percent of total NT drive market visiting the region	16%	15%	-1pp
Average length of stay (nights)	4.5	4.5	0
Average spend per trip	\$1,518	\$1,795	18%

pp = percentage points

Source:
TRA, International and
National Visitor Survey.



- Drive visitors
- Fly drive visitors

Note: Fly drive and drive visitors may have used other types of transport in addition to aircraft and/or self-drive vehicle (e.g. coach, bus, taxi etc.).

Source:
TRA, International and
National Visitor Survey.



Base of Uluru,
Uluru-Kata Tjuta National Park

4. Collective stakeholder progress on regional priorities

Locality and opportunity	Progress and regional achievements
Lasseter region: seal the Mereenie Loop Road	The tender for design of the Mereenie Loop Road upgrade has been awarded, being the first of 6 packages. Stakeholder consultations are ongoing for further packages.
Lasseter region: seal the Outback Way	27 kilometres sealed on Tjukururu Road. Approximately 30 kilometres under design.
Lasseter region: expand the quantity of Aboriginal cultural tourism offerings	<p>Karrke Cultural Tours progressing expansion of their facilities to support the visitor experience, with construction underway. Uluru- Kata Tjuṯa National Park:</p> <ul style="list-style-type: none">• Parks Australia committed funding to develop business hub at the Cultural Centre providing space for Anangu and operators to facilitate employment and business development opportunities.• Mutitjulu Community Aboriginal Corporation are completing an Anangu Business Centre, where Anangu can meet, access training and multi-agency support.
Lasseter region: improve existing accommodation and establish new accommodation	<p>The Commonwealth Government announced an investment of \$13.2 million in water infrastructure for Yulara, to support tourism expansion in the region.</p> <p>Erlunda Roadhouse supported to convert a motel room into an accessible room as part of the Visitor Experience Enhancement Program (VEEP).</p> <p>The Roadhouse also had an electric vehicle fast charger installed through the NRMA's Electric Fast Charger collaboration with the Federal Government.</p> <p>Voyages Ayers Rock Resort completed 125 room refurbishment at the Outback Hotel and Lodge, as well as upgrading the BBQ area.</p>
Uluru-Kata Tjuṯa National Park (UKTNP): enhance soft adventure tourism offerings in UKTNP	The UKTNP Board has given in principle approval for a license to the Australian Walking Company that includes a multi-day walking trail and accommodation between Uluru and Kata Tjuṯa.

4. Collective stakeholder progress on regional priorities > cont.

Uluru-Kata Tjuṯa National Park (UKTNP): enhance the UKTNP Cultural Centre facilities including contemporary design

Cultural Centre air-conditioning upgraded in December 2023.
Cultural Centre Precinct Plan and concept under development.

Watarrka National Park: develop a multi-day hike in Watarrka National Park

Project Facilitation Agreement finalised. Negotiations with all parties continuing on the preferred walking track alignment and location of campsites. Construction of stage one anticipated for 2025.

Watarrka National Park: expand the Aboriginal cultural experiences in the Watarrka National Park region

Concept design for Wiltja shelter complete. Progression to full design and construction phase is underway.

Watarrka National Park: expand product offerings and experiences in the Watarrka National Park region

G'Day Group at Kings Canyon launched the Light Towers – an immersive sound and light installation, with sunset, night time and sunrise experiences. Marketing undertaken for the new experience over the 2023 tourist season.

Watarrka National Park: improve existing accommodation and establish new accommodation

Kings Creek Station supported to install new children's playground as part of the Roadhouse to Recovery grant program. The G'day Group completed refurbishments at Discovery Kings Canyon Resort and Caravan Park including the deluxe and lodge rooms, the Bar and Grill, and campground.

Yulara/Ayers Rock Resort: develop a contemporary Visitor Information Centre (VIC) at Yulara

A visitor information booth at Yulara is anticipated to be operational early 2024 as a three year pilot project. The objective is to drive dispersal of visitors throughout the region, take in more of NT's unique experiences and leverage the sealing of the Mereenie Loop Road. Note: opened April 2024

Yulara/Ayers Rock Resort: develop night time tourism experiences

Voyages Indigenous Tourism Australia launched Wintjiri Wiru, a fully immersive light and sound show bringing ancient Indigenous storytelling to life. Marketing undertaken for the new experience over the 2023 tourist season.

5. Future focus

- Deliver a refreshed Destination Management Plan (DMP). Reset the Project Implementation Team (PIT) program and revitalise stakeholder engagement within the Lasseter region.
- PIT members to continue to advocate and assist within their agencies to streamline the full sealing of the Mereenie Loop and plan for future growth and development.
- Support the development and enhancement of Aboriginal cultural tourism opportunities in the Lasseter region.
- Support improvement to the accommodation facilities within the Lasseter region.
- Support tourism operators to develop new sustainable and accessible visitor experiences and encourage improved sustainability practices.
- Deliver workforce development through education, training, capacity building and business support.
- Continue to advocate for improved road infrastructure across the region.
- Advocate for telecommunications improvements to support business growth and enhanced visitor experience.
- Continue to address perception barriers of low season travel through adaptive marketing strategies.
- Further promotion of Central Australia light installation experiences, including Parrtjima, Wintjiri Wiru, Field of Light and Kings Canyon Light Towers.
- Support the site remediation of Mount Ebenezer Roadhouse on the Lasseter Highway.
- Deliver 4 stages of the water upgrade at Yulara to facilitate growth and development. Total project cost \$23.2 million.
- Deliver the accredited visitor information service at Yulara in partnership with Tourism NT, Tourism Central Australia and Voyages Indigenous Tourism Australia. Note: opened 24 April 2024
- Work collaboratively with Parks Australia to realise aspirations of Traditional Owners of Uluru- Kata Tjuta National Park to create quality cultural tourism experiences.
- Parks Australia to deliver infrastructure upgrades to support the visitor experience including the Cultural Centre, contemporary interpretation and sunset viewing locations.
- Support the completion of the proposed Watarrka and Uluru-Kata Tjuta multi-day walking trails.
- Progress development of a walking trail between Watarrka National Park – Kings Canyon car park and Discovery Resorts Kings Canyon car park.

For further information please contact Tourism NT's Industry Development team on **tourism.development@nt.gov.au** or **08 8951 8584**

Read more about Destination Management Plans here:

tourismnt.com.au/research-strategies/destination-management-plans



Field of Light Uluru art installation, Uluru-Kata Tjuta National Park