

**LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY**

**WRITTEN QUESTION**

Mrs Lambley to the Minister for Tourism:

**Alice Springs Tourism Statistics 1997 - 2016**

- 1. How many domestic tourists visited Alice Springs over the past 20 years (including bed nights)?**
  - 2. How many international tourists visited Alice Springs over the past 20 years including bed nights?**
  - 3. What was the estimated value of tourism to the Alice Springs economy over the past 20 years and what percentage of total income, on an industry basis, was tourism to the Alice Springs economy for each year?**
  - 4. Has there been any analysis by the NT Government on the peaks and troughs of tourism numbers in Alice Springs over the past 20 years? If so, provide references.**
  - 5. What reasons have been attributed to the peaks and troughs in tourism numbers in Alice Springs over the past 20 years?**
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The questions refer to bed nights. Bed night data reflects nights spent in hotels only. Given the questions refer to tourists generally visitor nights are the data that is provided.

Year	Domestic <sup>^</sup>		International		Visitor Expenditure (\$M)*
	Overnight Trips ('000)	Visitor nights ('000)	Visitor's ('000)	Visitor nights ('000)	
1997	Surveys run through Bureau of Tourism Research are not consistent with TRA's current methodology		Due to considerable sample size increase in the International Visitor Survey between 2001-2004, <u>published data is only available from 2005 onwards.</u>		TRA did not commence modelling of expenditure until 2005
1998	259	1189			
1999	276	1122			
2000	265	1321			
2001	258	1270			
2002	252	1234			
2003	226	917			
2004	234	1033			
2005	259	1080	179	656	270
2006	234	1469	184	846	346
2007	226	1114	172	803	257
2008	235	1086	164	595	265
2009	222	1079	168	876	344
2010	237	922	149	1034	288
2011	202	759	133	822	231
2012	188	986	115	849	214
2013	169	598	122	860	205
2014	285	1174	115	723	376
2015	286	1241	112	604	335
2016	291	1114	112	451	421
2017	Will be published from source on Wednesday 28 March 2018.		Will be published from source on Wednesday 14 March 2018		will be published from source on Wednesday 28 March 2018

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

<sup>^</sup> TRA changed the survey methodology from interviewing via landline telephones only to interviewing via mobile and landline from 2014. Caution is advised when comparing domestic estimates from 2014 onwards to previous years.

\*Economic value of tourism is not available for the Alice Springs region. TRA do provide estimated visitor expenditure for the Alice Springs region which is provided below.

2 Refer Question 1

3 Refer Question 1

4. The Department conducts analysis on each of the NT regions for each release of visitor estimates and these are provided online and at regular industry updates. There is no available publication providing a summary of analysis for the Alice Springs regions over the last 20 years.

However, variations in visitor numbers to the Alice Springs region can be attributed to a number of things including;

- Changes over time to Tourism Research Australia (TRA) methodology, including sample size increases for its International Visitor Survey between 2001 – 2004 and a move from landline interviews to mobile and landline interviews from 2014;
  - Changing consumer behavior and tourist demographics;
  - Changes in low cost carriers entering and exiting the region;
  - Changes to road access;
  - Global economic issues; and
  - Marketing investment.
5. There are a number of factors that impact on visitation including changing consumer behaviour, changing tourist demographics, impact from low cost carriers entering and exiting the region, access in general including road access, increasing competitive destinations, global economic issues such as the Global Financial Crisis, marketing expenditure, available tourism experiences in comparison to those offered elsewhere, and the level of awareness from new emerging markets such as China and India. All of these have impacted in some part to visitation to Alice Springs.

On Monday 12 February, the Chief Minister, Michael Gunner, announced an additional \$103 million investment into tourism to increase visitation, stimulate the economy and create jobs.