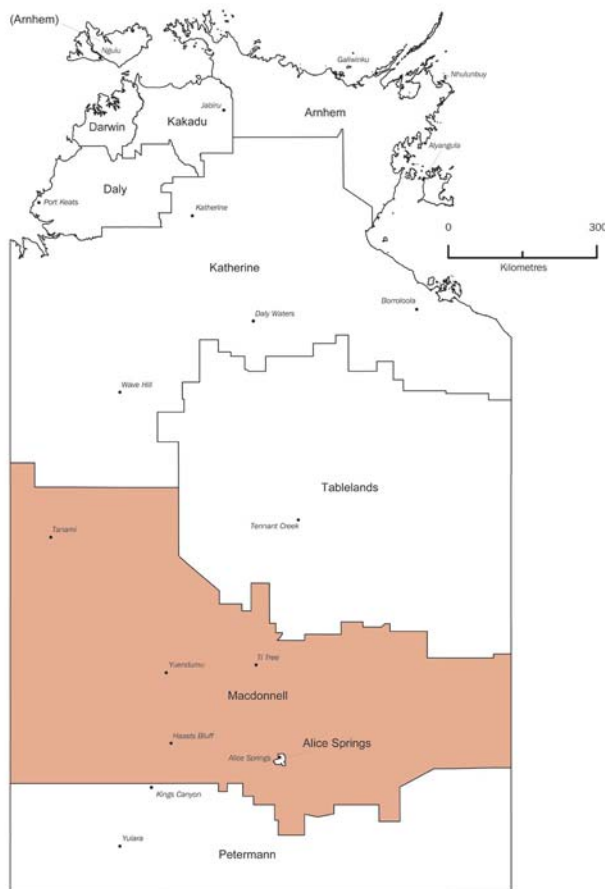


Regional Tourism Profiles 2008/09

Northern Territory

MacDonnell region



In 2008/09:

- \$18 million was spent by visitors in the region – 78% was by domestic overnight visitors
- A total of 125,000 visitors went to the region – 51% were domestic day visitors
- 213,000 nights were spent in the region – 87% were by domestic overnight visitors

MacDonnell region summary 2008/09

| | Expenditure | Visitors | Nights | Average stay | Average trip expenditure | Average nightly expenditure |
|--------------------|-------------|----------|--------|--------------|--------------------------|-----------------------------|
| | \$ million | '000 | '000 | Nights | \$ | \$ |
| Domestic day | np | 52 | - | - | np | - |
| Domestic overnight | np | 64 | 185 | 3 | np | np |
| International | np | 9 | 28 | 3 | np | np |



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Key

np Not published due to reliability concerns.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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Image: Rainbow Valley, Northern Territory
Courtesy of Tourism Australia/Tourism NT

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