



TOURISM CENTRAL AUSTRALIA

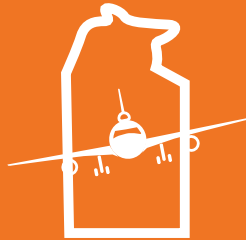
The Heart. The Soul. The Centre.



TOURISM EMPLOYS
15,200
PEOPLE ACROSS THE NT*



7,500 PEOPLE
are directly employed
in tourism in the NT*
7,700 PEOPLE
are indirectly
employed as a result
of tourism in the NT*



INBOUND ARRIVALS TO
AYERS ROCK AIRPORT
233,000[^]
(UP 13%)
ALICE SPRINGS AIRPORT
459,000[^]
(STEADY)
TENNANT CREEK AIRPORT
RPT services recently
commenced

\$1,263
\$1

For every \$1 of government
funding put into Tourism
Central Australia, \$1,263 is
generated in direct visitor
expenditure in the Red Centre[§]
(65% Above peer group average)



\$717,000,000
Total Red Centre
visitor expenditure
- Australian \$470m
- Overseas visitors \$247m[#]



TOURISM CENTRAL AUSTRALIA is one of two official Regional Tourism Organisations in the Northern Territory (the other being Tourism Top End). Tourism Central Australia looks after the region between the SA border, QLD border and WA border, up to and including Newcastle Waters. This area includes Yulara, Alice Springs, Tennant Creek and many other regions and communities in between. Tourism Central Australia has four main objectives – to provide industry leadership, to promote Central Australia (The Red Centre), to work with industry to facilitate quality tourism experiences and to represent and advocate on behalf of our members.



TOURISM CENTRAL AUSTRALIA
Corner of Todd Mall & Parsons Street, Alice Springs
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www.discovercentralaustralia.com



SOURCES:
*Tourism employment: Tourism Research Australia's State Tourism Satellite Accounts, 2013-14 | #Visitor expenditure: Tourism Research Australia's Regional Overnight Visitor Expenditure Model, 2015
^Airport Arrivals: Bureau of Infrastructure, Transport and Regional Economics, 2015. | §Government Funding: Tourism Central Australia Aspire Benchmarking Report, 2014-2015.