



Marion Scrymgour
MINISTER FOR ARTS AND MUSEUMS

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Heritage plan makes visitors stay longer and spend more

Alice Springs' heritage will be developed as a significant tourism attraction in its own right following the launch of a first-of-its-kind action plan in Alice Springs today.

Environment and Heritage Minister Marion Scrymgour launched the draft research document, titled the *Value of Nature of Heritage Tourism in Alice Springs*, on behalf of Chief Minister Clare Martin.

The Summary Report and Draft Action Plan was initiated by Tourism NT last year to identify the potential role and value of heritage tourism to the Alice Springs industry.

"Our heritage places are very important in helping shape the Territory's identity and also play a huge role in our tourism industry." Ms Scrymgour said.

"Heritage tourism has clear economic benefits to the tourism industry and the wider community, but of equal importance is that it encourages the community to understand and celebrate its own unique qualities.

"The draft action plan gives stakeholders practical ways to implement the research findings, which in turn will encourage visitors to stay longer and spend more in our community."

The research was carried out by Charles Darwin University and was gathered during a series of interviews and forums with the tourism industry, heritage groups and NT Government agencies.

The plan defines heritage attractions as including historical sites, museums and events. It also found that visitors who were most likely to be interested in heritage tourism were:

- Either around the age traditionally associated with backpacking (24-35) or older travellers (55-64)
- Be travelling for holiday or leisure purposes
- Be from interstate or overseas
- Be travelling as an adult couple, and,
- Are first time visitors to the Northern Territory

Ms Scrymgour said the survey also identified that 10 percent of current visitor expenditure in Alice Springs in 2004 could be directly attributed to heritage tourism.

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