Red Centre-NATS visitors inject $12 million into Territory economy

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Visitors to the Red Centre-NATS automotive festival in Alice Springs provided a massive boost for local businesses by spending $12 million during their stay, new figures released by the Northern Territory Government today reveal.

Chief Minister Adam Giles said Red Centre NATS had exceeded all expectations in its inaugural year attracting more than 450 entrants and over 13,600 spectators, and registrations were now open for the 2016 event.

“Red Centre-NATS showcased the very best in street machines, elite show cars, hot rods, classics, exotics and supercars,” he said.

“This annual event will sit alongside existing major events like the V8 Supercars and the Finke Desert Race, collectively bringing thousands of interstate visitors, especially motoring and racing enthusiasts to the Northern Territory each year.

“These new figures show visitors who came for the three-day event on average stayed for 10 or 11 days to also have a holiday and visit the Territory’s unique attractions and spectacular landmarks.

“The Northern Territory Government was proud to support the event in the inaugural year with an investment of $1 million and these new figures show the investment was certainly well worth it.”

Key figures from the Northern Territory Major Events Company’s survey of entrants and spectators reveal:

- There were 457 entrants with 41% coming from intrastate or interstate and staying on average 10 nights in Alice Springs and the surrounding region;
- There were 13,631 spectators with 65% of attendees from intrastate and interstate and staying on average 11 nights in Alice Springs and the surrounding region;
- Total visitor expenditure was estimated at $12,035,078.

Mr Giles said the Country Liberals Government was working hard to develop a confident culture that celebrated the Territory’s outdoor lifestyle with world class events, festivals, sports and arts.
“By reducing Labor’s debt and getting the finances in order, we’re able to afford to invest in sporting and community festivals that celebrate the Territory’s unique way of life,” he said.

“The world class events we have in the Territory are attracting visitors from right throughout the country and overseas, which means more money spent at local businesses and more job opportunities for Territorians.

“It’s all part of the Country Liberals’ plan to drive the development of Northern Australia and build a $2.2 billion visitor economy by 2020.”

The inaugural Red Centre-NATS will feature on national television this Sunday 29 November when 7MATE airs a two hour special on the event from 10.30am.

Red Centre-NATS will be held from 2 – 4 September 2016 and entrants can register now at www.redcentrenats.com.au

“We know there are plenty of excited car enthusiasts already very keen to enter their car in next year’s event,” Mr Giles said.

“We’re hoping to make 2016 bigger and better and want to give entrants the opportunity to get organised early.”

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