

# AYERS ROCK RESORT

## Presentation for SEGRA Tour



**VOYAGES**  
INDIGENOUS TOURISM  
AUSTRALIA

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# 1. Key facilities and services



- **Hotel rooms-** at close to 700 over 4 hotels not counting 15 luxury villas of “Longitude 131” plus campground and lodges
- **Hotels** are in different star categories ranging from 2 all the way up to 5 stars and associated with Accor Brands
- **F&B outlets-** 3 Bars and 12 Food Outlets including new outlets at SID, 3 SOS sites and “Tali Wiru”
- **C&B capacity-** 2 Ballrooms (180 and 280 guests); 1 Meeting room and 3 Boardrooms, Marquee for 120 guests and other outdoor venues
- **Retail outlets-** 9 including IGA plus 3 galleries offering Indigenous arts and crafts at different price points
- **Other Facilities-** nearly 1000 staff housing for ARR team members, business partners and Government Services; Recreation and Residence Club; medical services, Police, NT Fire department, Elementary School, Child Care Centre, Bank, Post Office, Commercial Laundry



# 1. Key facilities and services

- **Infrastructure-** Airport, roads and fire trails; power & water provided by PWC; chilled and hot domestic water produced by resort; waste management on resort property
- **Procurement/Freight Management-** Annual purchases of goods in excess of \$50M arriving by “road trains” consolidated in Adelaide and Alice Springs (Indigenous Procurement Policy)
- **Other Services-** Community and events planning; Central Landscaping, in-house Security, library and “Adult Education Centre”; Commercial Laundry
- **Free Indigenous Guest Activities-** ranging from Dot Painting classes, bush tucker yarns, traditional weaponry, Wakagetti dancer and Mani-Mani- (traditional Anangu story performed with contemporary dancers and holographs)

## 2. Key Statistics



- Total population of Yulara 1,200 plus
- Total number of employees for ARR nearly 800 including Indigenous trainees and Engagement team
- Total number of visitors nearing 300K
- Average length of stay 2.02 days
- Daily Airline services by Qantas Link from Cairns and Alice Springs; Virgin Australia and Jetstar out of Sydney and in addition Jetstar out of Melbourne 4 times a week since July
- Geographic mix– Domestic versus International 55 to 45%
  - Domestic major feeder markets are NSW, Victoria, Queensland
  - International mainly from Europe and UK, Asia in particular Japan and China and USA

### 3. Major Renovation projects since ILC/ Voyages took over/ completed or approved for execution



- a) All 230 Guest rooms at SID
- b) Public areas SID- new restaurant, bar, gallery and meeting/ board space
- c) Conference Centre- UMP
- d) 63 one and two bedroom apartments in Emu Walk
- e) Infrastructure- underground pipes, chillers, cooling towers, domestic water heaters, car fleet replacement
- f) Renewable energy- solar panel fields to provide 30% of energy demands
- g) Housing
- h) Creation of National Indigenous Training Academy and housing facilities