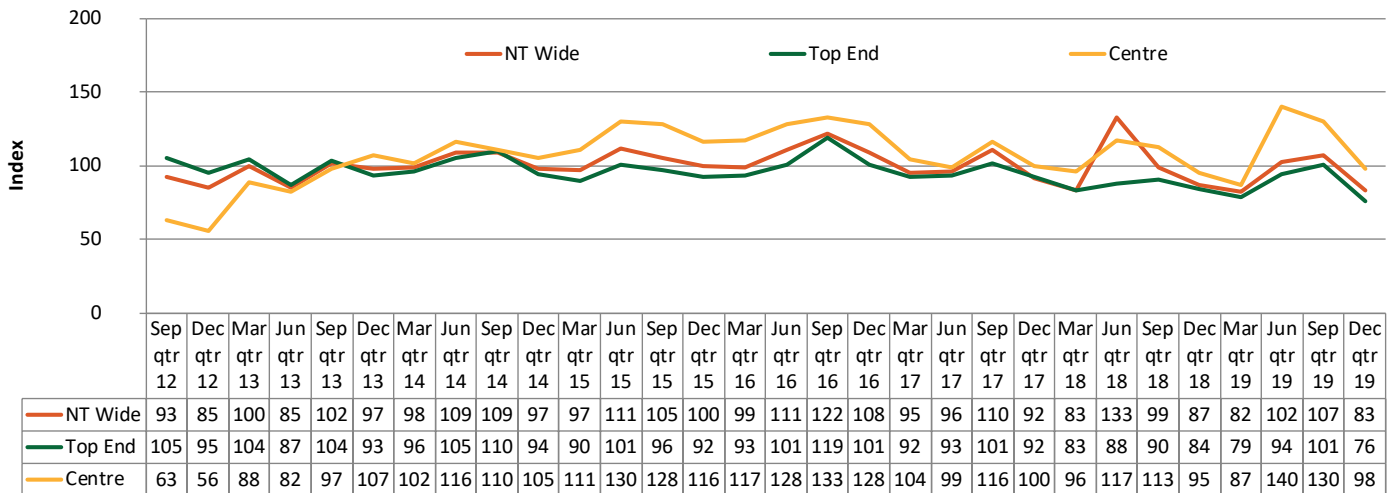


# Tourism NT Industry Sentiment Poll Centre Region - December Quarter 2019

## Industry Sentiment Poll: Self-Reported Visitor Numbers

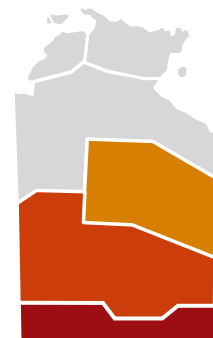


Question: How did your NT tourism business measure in terms of visitor numbers for last quarter compared to the same period last year for both international and domestic visitors?

## CENTRE REGION AVERAGE

Operator sentiment across the Centre region for the December quarter 2019 was varied across the regions.

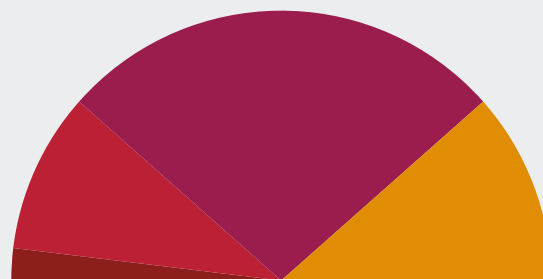
- Alice Springs and Surrounds (100ix)
- Barkly/Tablelands region (88ix)
- Uluru and Surrounds (108ix).



## VISITOR NUMBER INDEX\*

# 98

IX\*  
n = 26



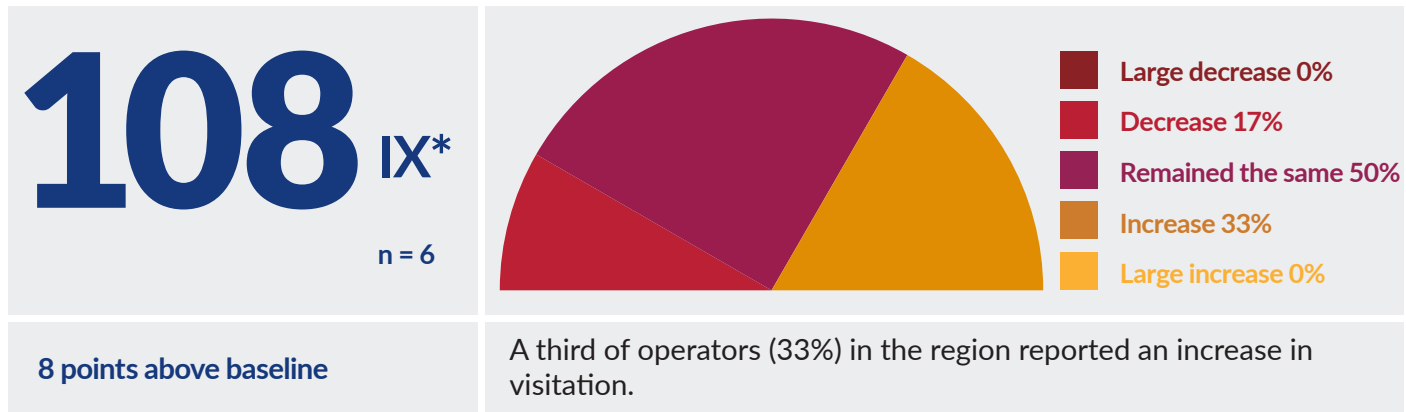
- Large decrease 4%
- Decrease 19%
- Remained the same 54%
- Increase 23%
- Large increase 0%

2 points below baseline - Slight decrease in visitor numbers

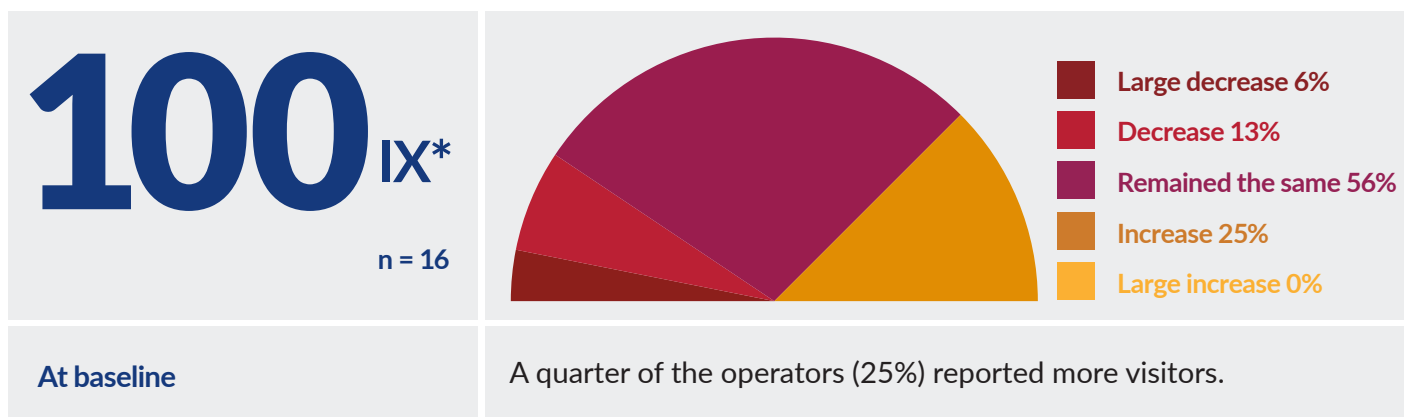
Overall, visitation for businesses across Central Australia for the December 2019 quarter was below the baseline. This was stronger than the December 2018 quarter, up 3 points with an index of 98ix compared to 95ix.

# Tourism NT Industry Sentiment Poll Centre Region - December Quarter 2019

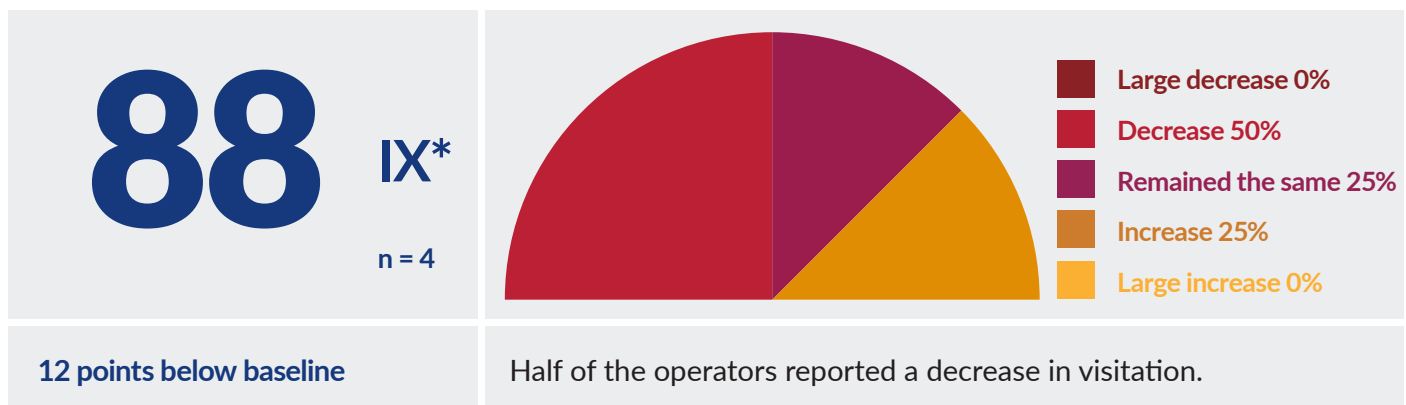
## ULURU AND SURROUNDS VISITOR NUMBER INDEX\*



## ALICE SPRINGS AND SURROUNDS VISITOR NUMBER INDEX\*



## BARKLY / TABLELANDS REGION VISITOR NUMBER INDEX\*



**Disclaimer:** The Department of Tourism, Sport and Culture has taken due care and skill in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. The Department disclaims all liability associated with the use of this information. Tourism Research Australia estimated that there were 1,341 employing tourism businesses across the Northern Territory in 2017-18. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 26 tourism operators. As such, these results are not representative of regional performance or a census of operator sentiment. For more information, please contact the Research team on: [research.tourismnt@nt.gov.au](mailto:research.tourismnt@nt.gov.au)

**\*Using the Index measure:** Each Index measure is derived by assigning a value of 0 to a 'large decrease' response, 50 to 'decrease', 100 to 'same', 150 to 'increase' and 200 to a 'large increase'. An average value of 100 across operators therefore indicates performance is "on par with the previous year".

**Notes:**

- a: Figures might not add up to 100% due to rounding.
- b: Respondents may be operating in multiple sectors, therefore the sum of sectors will not add up to total respondents.
- c: All Other Sectors includes hospitality, retail, business events, aviation, art centres and roadhouses.