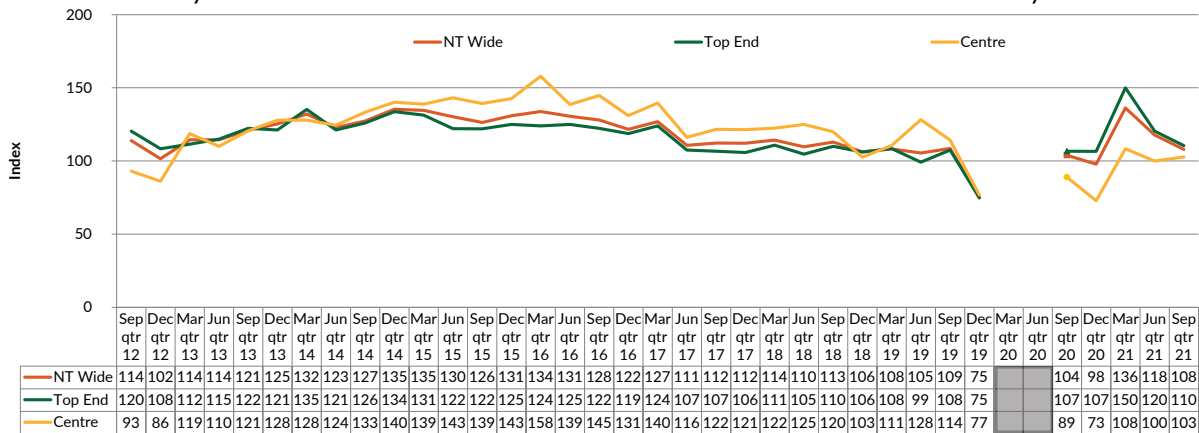


Tourism NT Industry Sentiment Poll September Quarter 2021

Industry Sentiment Poll: Business Outlook

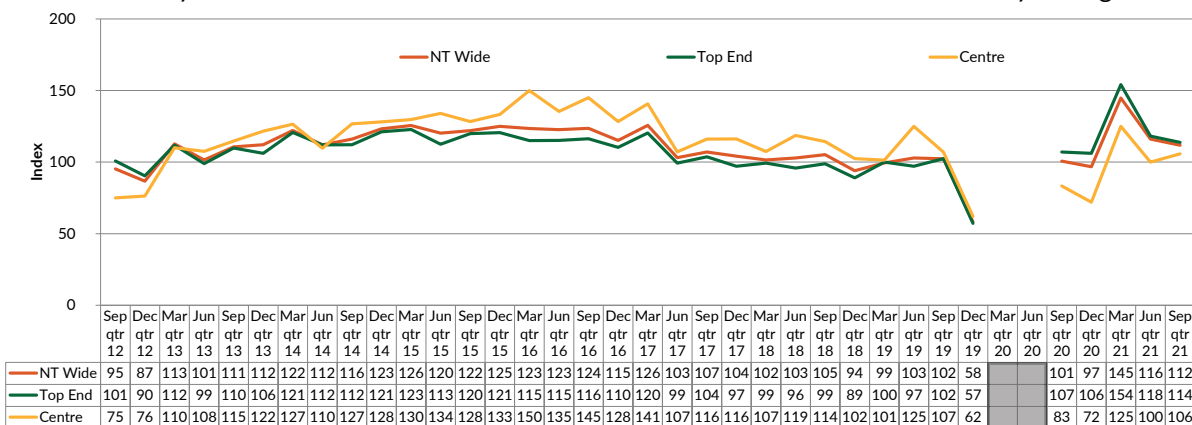
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



Note: Shaded section with no data relates to period where the sentiment poll was halted due to COVID-19.

Industry Sentiment Poll: Regional Outlook

Question: What do you think the outlook for tourism will be like for the next 12 months for your region?



Note: Shaded section with no data relates to period where the sentiment poll was halted due to COVID-19.

BUSINESS OUTLOOK

- Darwin and Surrounds (109ix)
- Katherine (118ix)
- Kakadu Arnhem (105ix)
- Barkly/Tablelands (117ix)
- Alice Springs and Surrounds (115ix)
- Uluru and Surrounds (88ix)



REGIONAL OUTLOOK

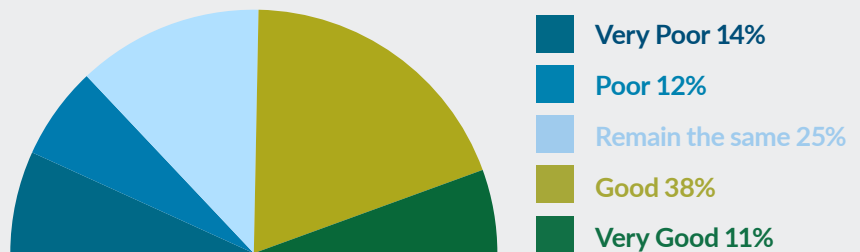
- Darwin and Surrounds (109ix)
- Katherine (125ix)
- Kakadu Arnhem (105ix)
- Barkly/Tablelands (100ix)
- Alice Springs and Surrounds (116ix)
- Uluru and Surrounds (93ix)

Operator sentiment for the Top End regions in regards to their own business outlook was positive over the next 12 months, while the outlook for businesses in the Centre was reasonably flat. Similarly, operator sentiment related to regional outlook for the Top End overall was positive, while the outlook remained mixed for the Centre. Operator sentiment for Aboriginal tourism businesses in regards to their own business outlook was flat, however operator sentiment related to regional outlook for Aboriginal tourism businesses was positive. This is the first edition of the poll identifying Aboriginal tourism business operators sentiment.

Tourism NT Industry Sentiment Poll September Quarter 2021

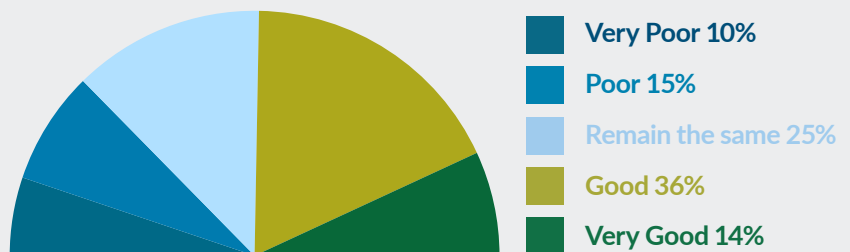
TOP END BUSINESS OUTLOOK

110 IX*
n = 81



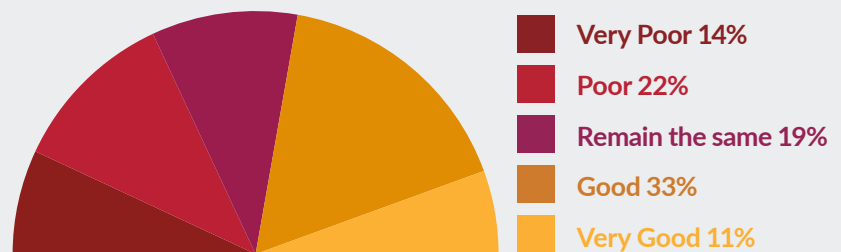
TOP END REGIONAL OUTLOOK

114 IX*
n = 87



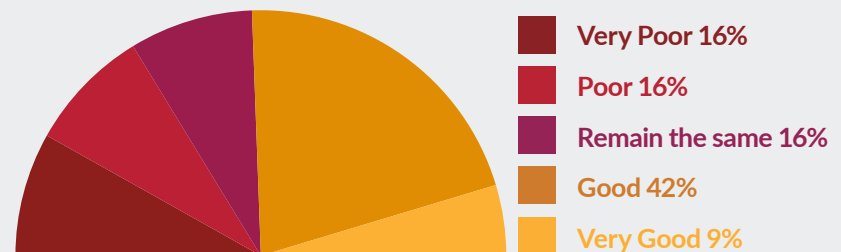
CENTRE BUSINESS OUTLOOK

103 IX*
n = 36



CENTRE REGIONAL OUTLOOK

106 IX*
n = 43



Disclaimer: The Department of Industry, Tourism and Trade has taken due care 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 1,337 employing tourism businesses across the Northern Territory in 2019-20. Results presented for the Industry Sentiment Poll are informed by a sample size of 119 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

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

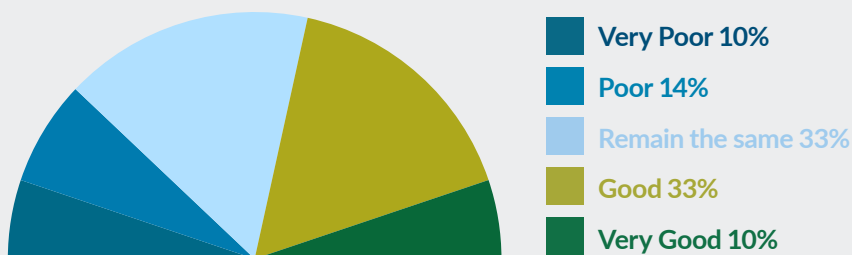
Notes:

- 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.

Tourism NT Industry Sentiment Poll September Quarter 2021

DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*

109 IX*
n = 58

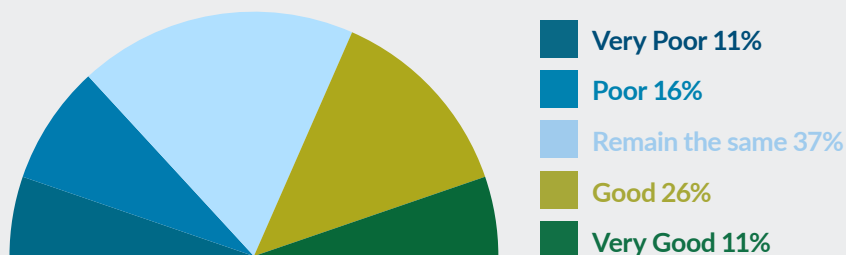


9 points above baseline

Operator outlook for the Darwin and Surrounds region was moderately positive with 43% having a positive outlook for the next 12 months.

KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

105 IX*
n = 19

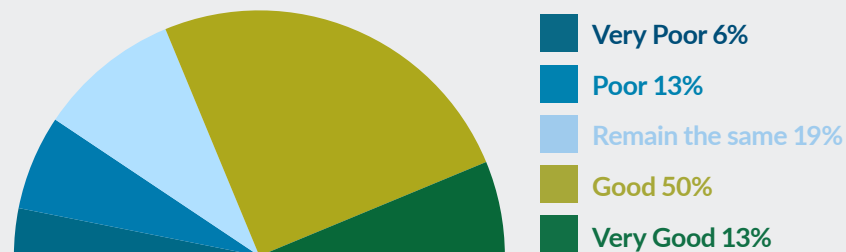


5 points above baseline

Operator outlook for the Kakadu Arnhem region was relatively flat with 37% of operators reporting a positive outlook for the next 12 month period.

KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

125 IX*
n = 16



25 points above baseline

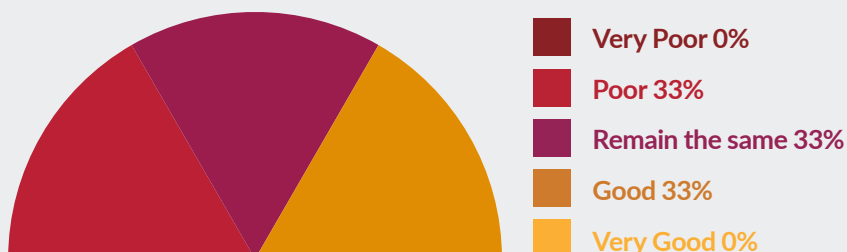
Over half (63%) of operators responding in the Katherine and Surrounds region had a positive outlook for the next 12 months.

Tourism NT Industry Sentiment Poll September Quarter 2021

BARKLY / TABLELANDS REGIONAL OUTLOOK INDEX*

100

IX*
n = 3



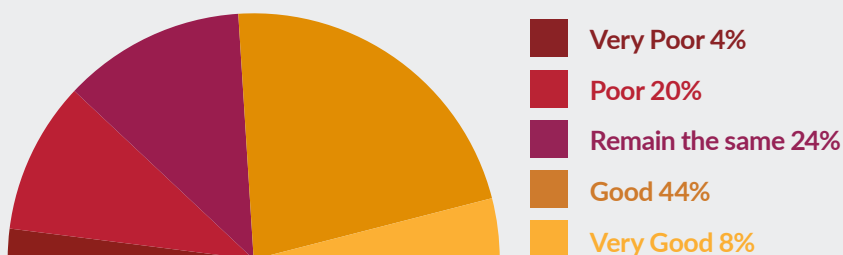
At baseline

Respondents in this region were evenly split in regards to the outlook for the next 12 months.

ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*

116

IX*
n = 25



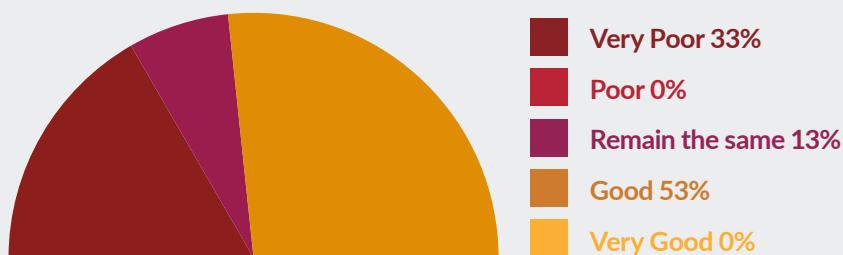
16 points above baseline

Over half (52%) of respondents in the Alice Springs and Surrounds region expected a better outlook for the next 12 months.

ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*

93

IX*
n = 15



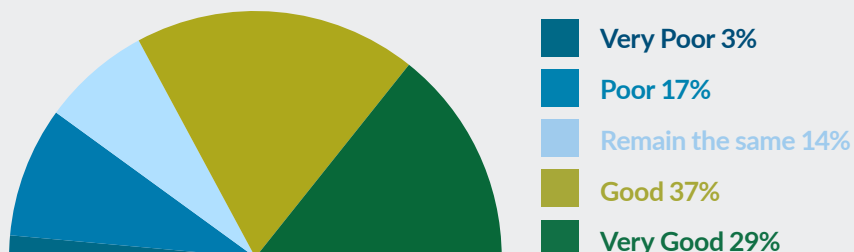
7 points below baseline

Over half of respondents (53%) in the region had a good outlook for the Uluru and Surrounds region for the coming 12 months; however this was countered by a third of operators stating outlook would be very poor in the next 12 months.

Tourism NT Industry Sentiment Poll September Quarter 2021

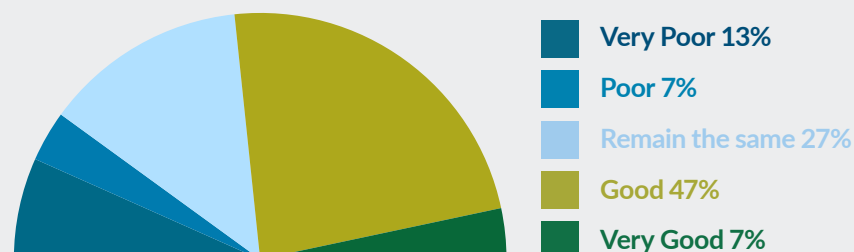
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

136 IX*
n = 35



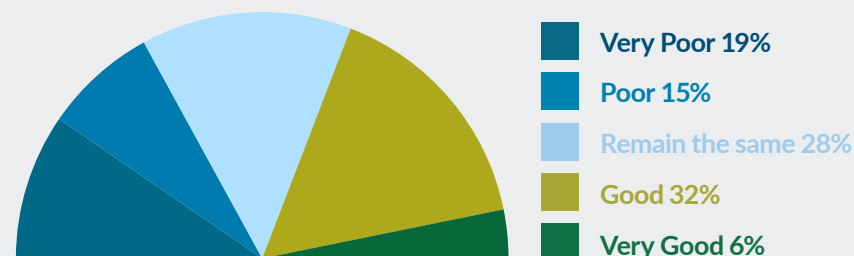
NT BUSINESS OUTLOOK BY SECTOR - Attractions

113 IX*
n = 15



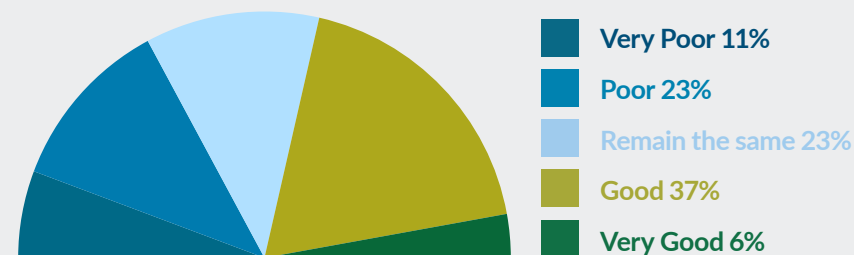
NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

96 IX*
n = 47



NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

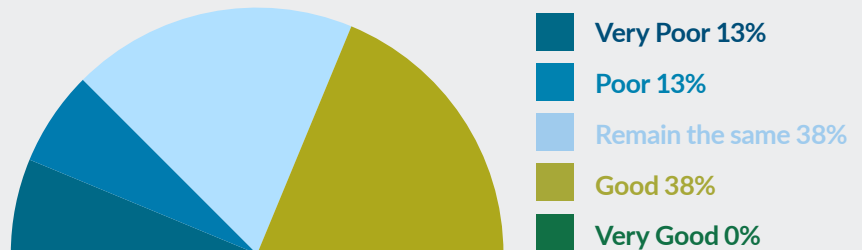
101 IX*
n = 35



Tourism NT Industry Sentiment Poll September Quarter 2021

NT BUSINESS OUTLOOK - Aboriginal Tourism Business

100 IX*
n = 8



NT REGIONAL OUTLOOK - Aboriginal Tourism Business

117 IX*
n = 9

