

# Stakeholder Satisfaction Survey 2020

## Executive Summary

### Key findings

#### Satisfaction with Tourism NT

Only **9%** (-7%) were not satisfied with Tourism NT overall in the last 12 months, the lowest of all years

Only **11%** were not satisfied with Tourism NT's COVID-19 response

#### Attitudes towards Tourism NT

Only **4%** (-2%) did not agree that Tourism NT's work is critical to the NT tourism industry

Only **9%** (-6%) did not agree that Tourism NT achieves good outcomes by working with other sectors

Note: Percentage changes refer to the difference between the stakeholder satisfaction survey conducted in 2020 versus 2018.

### Drivers of overall satisfaction



**38%**  
COVID-19 response to help business



**14%**  
Support local operators



**10%**  
Push the boundaries for solutions



**9%**  
Proactive and quick to act on initiatives



**9%**  
Direction for sustainable growth



**6%**  
Opportunities for input into initiatives

Note: Figures are based on a technique called driver analysis. The higher the percentage, the stronger the relationship that attribute has with overall satisfaction. Percentages do not add up to 100% as only the top six attributes are included.

### Strengths and areas for improvement

The perceived strengths of Tourism NT – marketing, communication, providing information, support and funding, are also the aspects that stakeholders would like to see more of. This suggests that the agency already has the tools industry representatives are calling for to reach more operators.

#### Strengths



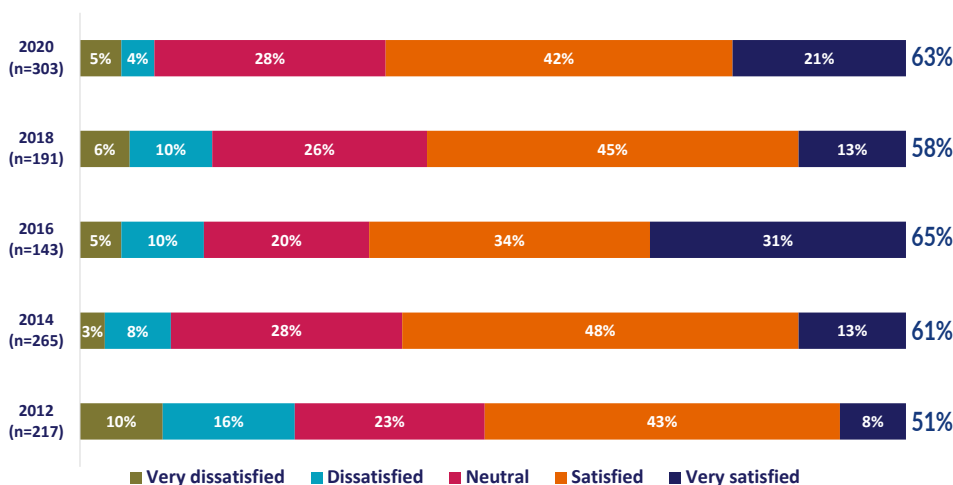
#### Areas for improvement



### Familiarity with Tourism NT's services



### Overall satisfaction - comparison with previous years



**33%**

received funding from Tourism NT over the past 12 months

**61%**

rated the NT tourism voucher scheme as very effective

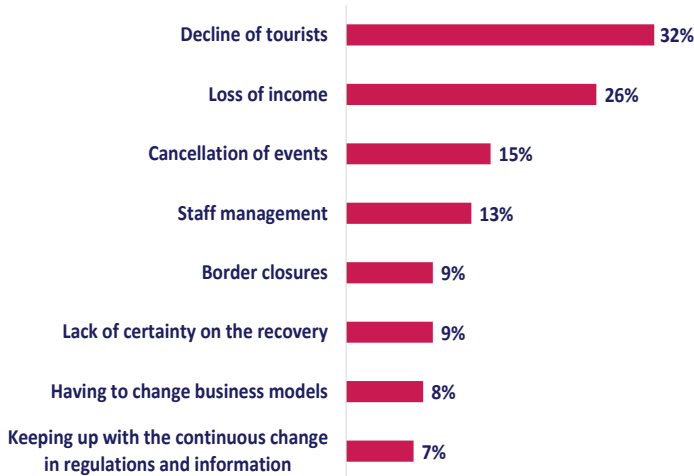
- Those who received funding from Tourism NT were more likely to be satisfied (74% versus no funding 57%).
- Operators in Alice Springs and MacDonnell areas were less likely to be satisfied (43%), whereas operators in Darwin were more likely to be satisfied (71%).
- Sole traders were less likely to be satisfied (38%).

### COVID-19 impacts

#### Summary of impacts and recovery

- The impacts of COVID-19 on the NT's tourism industry have been widespread and hard felt.
- The impacts have been devastating for some, and a time to reflect and adapt for others.
- On average, operators are relatively positive about the current situation, however there is more concern about the future outlook and a feeling that recovery will take time (62% estimated between 1 to 5 years).
- The recovery could be slow and not all operators will survive.
- There was a positive response to the communications from Tourism NT in relation to COVID-19.
- The majority were satisfied with Tourism NT's response to COVID-19, however there are opportunities for further support.

#### Biggest challenges during COVID-19

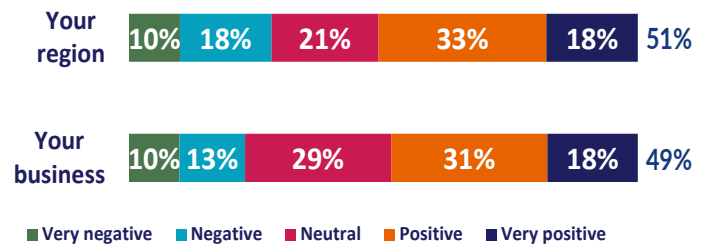


#### Tourism viability

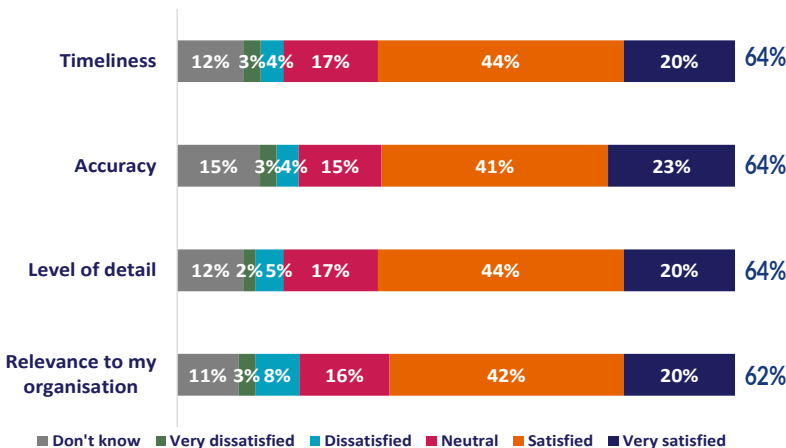
##### Current situation in the region



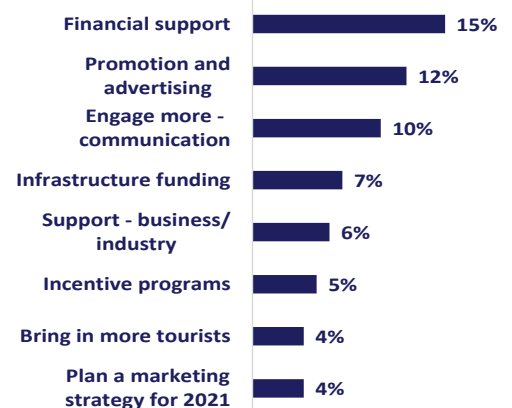
##### Outlook over the next 12 months



#### Satisfaction with COVID-19 communication



#### COVID-19 recovery support areas



#### Stakeholder interaction with Tourism NT

Significant differences between the 2020 and 2018 waves of the stakeholder satisfaction study included:



Less face to face or direct meetings (33% compared to 43%)



Less interaction at seminars and events (17% compared to 34%)



A larger proportion of stakeholders reporting no interaction with Tourism NT (11% compared to 0%)

Reported differences make sense in a COVID-19 environment when opportunities were restricted to engage with businesses face to face during a pandemic. As stakeholders value the personal interaction with Tourism NT to better understand the barriers and enablers affecting operators, this has been identified as an area for improvement and ongoing investment for the rest of 2021 and beyond.