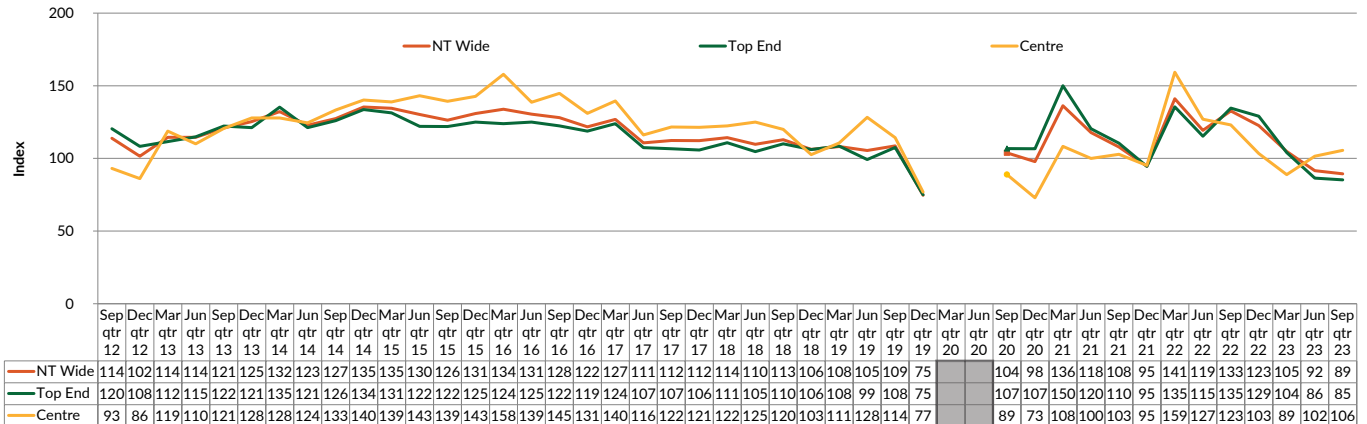


# Tourism NT Industry Sentiment Poll September Quarter 2023

## Industry Sentiment Poll: Business Outlook

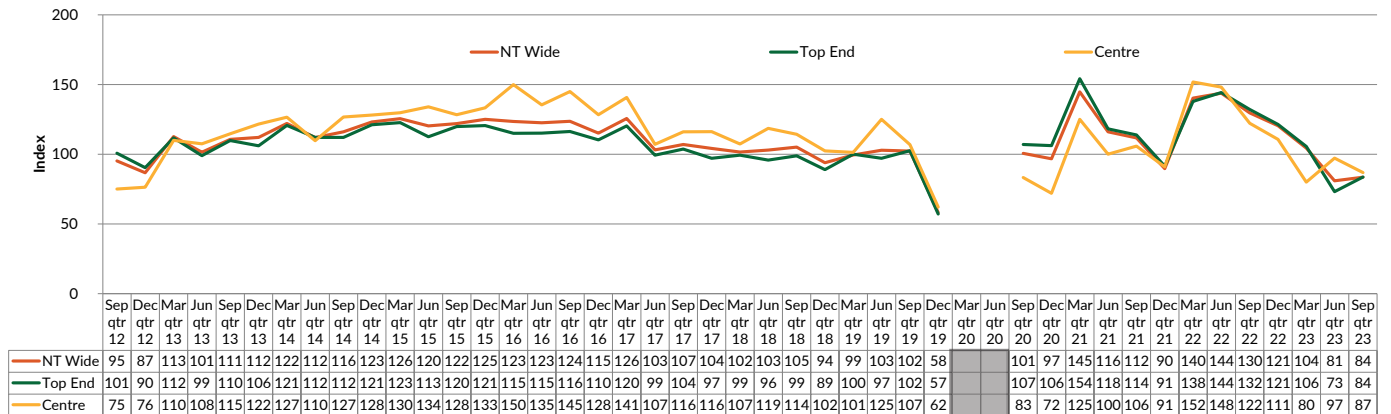
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (80ix)
- Katherine (100ix)
- Kakadu Arnhem (67ix)
- Barkly/Tablelands (N/A)
- Alice Springs and Surrounds (104ix)
- Uluru and Surrounds (88ix)



### REGIONAL OUTLOOK

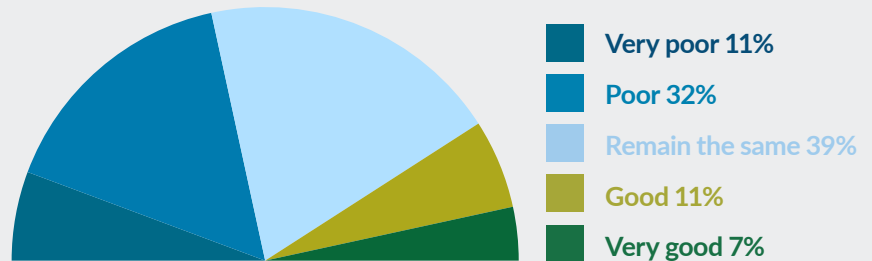
- Darwin and Surrounds (79ix)
- Katherine (100ix)
- Kakadu Arnhem (83ix)
- Barkly/Tablelands (N/A)
- Alice Springs and Surrounds (86ix)
- Uluru and Surrounds (75ix)

Operator sentiment with regards to their own business outlook was positive in the Centre overall, while business sentiment for the Top End region and across the NT was negative for the next 12 months. The latest monthly National Business Confidence Survey conducted by Roy Morgan as at 31 October 2023 notes the national business confidence average at 77.4, with the consumer confidence average below 85 for a record 39 weeks (the longest streak at this level since 1990-91). Operator sentiment across most regions with regards to their own regional outlook for the next 12 months was negative. These results were also lower compared to the September quarter 2022. The only region which did not have negative results was Katherine and surrounds which was on par with the September quarter of 2022.

# Tourism NT Industry Sentiment Poll September Quarter 2023

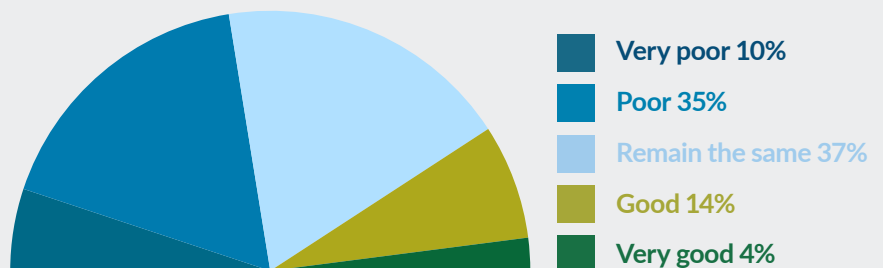
## TOP END BUSINESS OUTLOOK

**85** IX\*  
n = 44



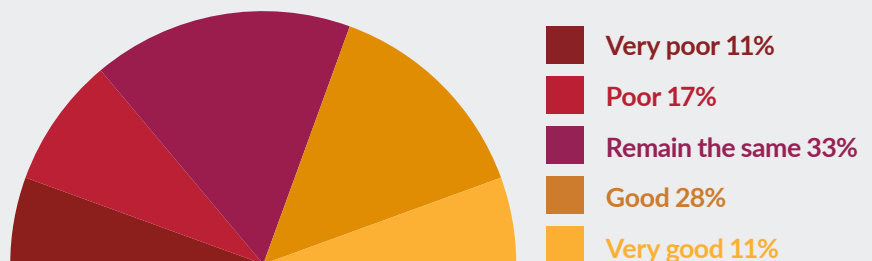
## TOP END REGIONAL OUTLOOK

**84** IX\*  
n = 49



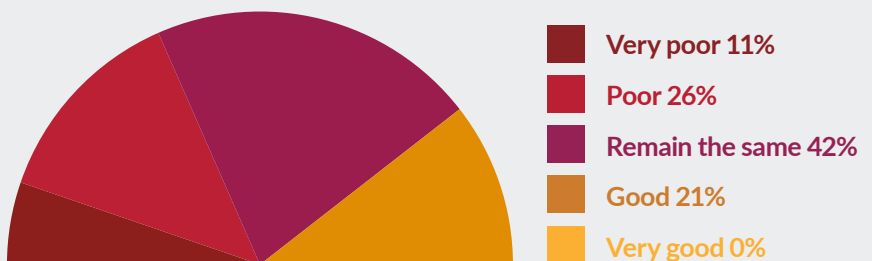
## CENTRE BUSINESS OUTLOOK

**106** IX\*  
n = 18



## CENTRE REGIONAL OUTLOOK

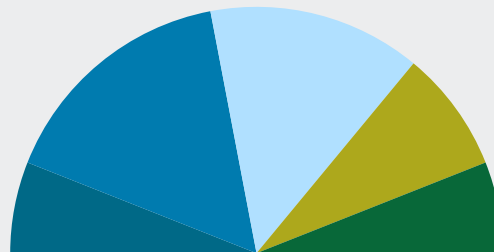
**87** IX\*  
n = 19



# Tourism NT Industry Sentiment Poll September Quarter 2023

## NT BUSINESS OUTLOOK BY SECTOR - Accommodation

**92** IX\*  
n = 25



- Very poor 12%
- Poor 32%
- Remain the same 28%
- Good 16%
- Very good 12%

## NT BUSINESS OUTLOOK BY SECTOR - Attractions

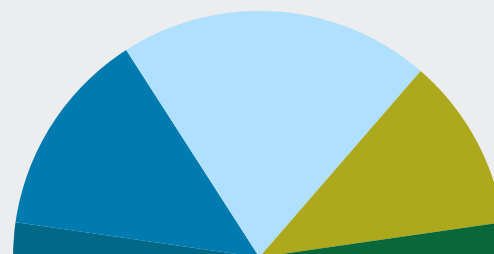
**100** IX\*  
n = 5



- Very poor 0%
- Poor 0%
- Remain the same 100%
- Good 0%
- Very good 0%

## NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

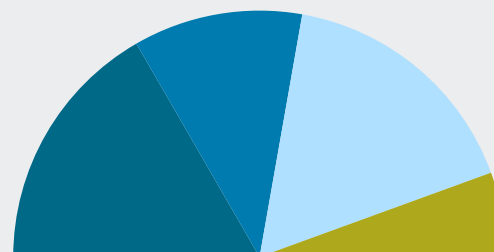
**98** IX\*  
n = 22



- Very poor 5%
- Poor 27%
- Remain the same 40%
- Good 23%
- Very good 5%

## NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

**61** IX\*  
n = 9

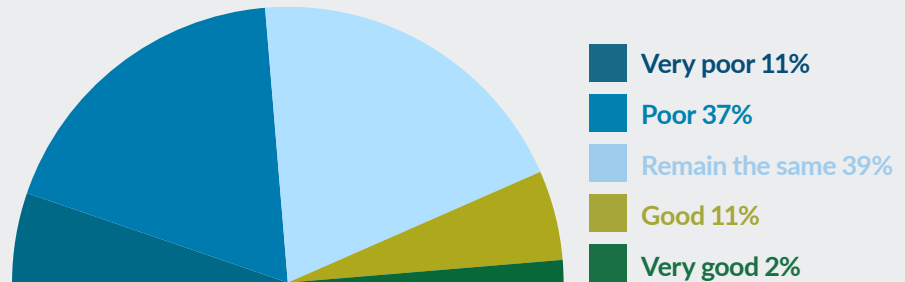


- Very poor 33%
- Poor 22%
- Remain the same 33%
- Good 12%
- Very good 0%

# Tourism NT Industry Sentiment Poll September Quarter 2023

## DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**79** IX\*  
n = 38

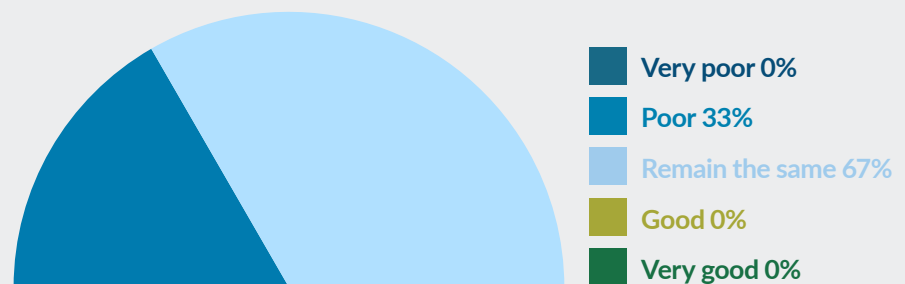


21 points below baseline

Operator outlook for the Darwin and Surrounds region was lower with 48% having a negative outlook for the next 12 months.

## KAKADU ARNHEM REGIONAL OUTLOOK INDEX\*

**83** IX\*  
n = 3

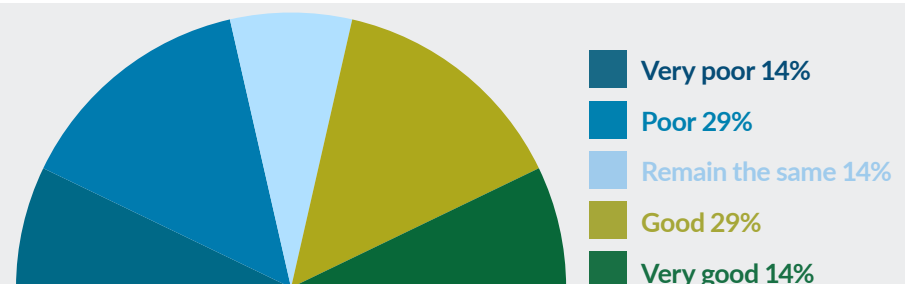


17 points below baseline

Operator outlook for the Kakadu Arnhem region was lower with 33% of operators reporting a negative outlook for the next 12 month period.

## KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**100** IX\*  
n = 7



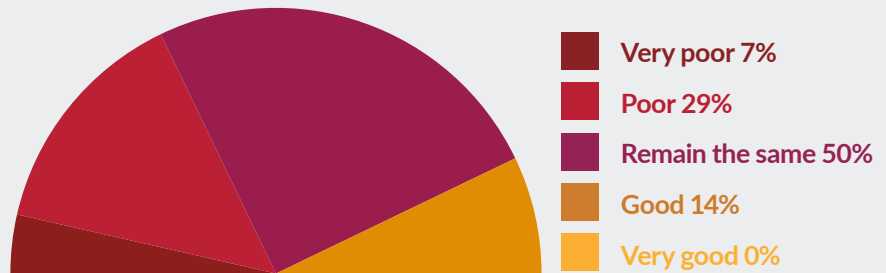
At baseline

An equal proportion of operators (43%) of operators responding in the Katherine and Surrounds region had a positive or negative outlook for the next 12 months.

# Tourism NT Industry Sentiment Poll September Quarter 2023

## ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**86** IX\*  
n = 14

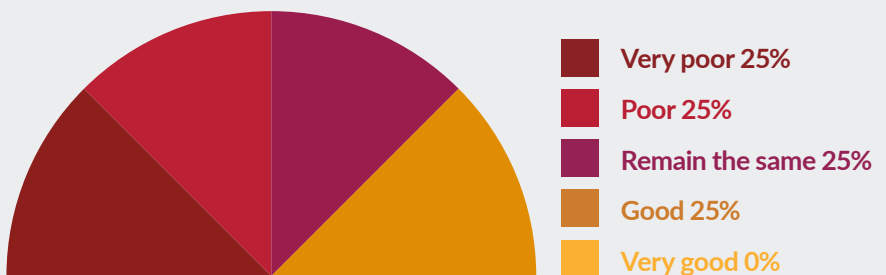


14 points below baseline

Over third of respondents (36%) in the region had a poor outlook for the region while half (50%) of operators stated the outlook would remain the same over the next 12 months.

## ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**75** IX\*  
n = 4



25 points below baseline

A quarter of respondents (25%) in the region had a good outlook for the Uluru and Surrounds region for the coming 12 months; however this was countered by a half (50%) of operators stating the outlook would be poor for the next 12 months.

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Tourism Research Australia estimated that there were 1,499 employing tourism businesses across the Northern Territory in 2021-22. 68 operators participated in the Industry Sentiment Poll for the September quarter 2023. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 49 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 20 tourism operators. As such, these results are not representative of regional performance or a census of operator sentiment. Please also note operators can overlap between Top End and Centre regions. 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.