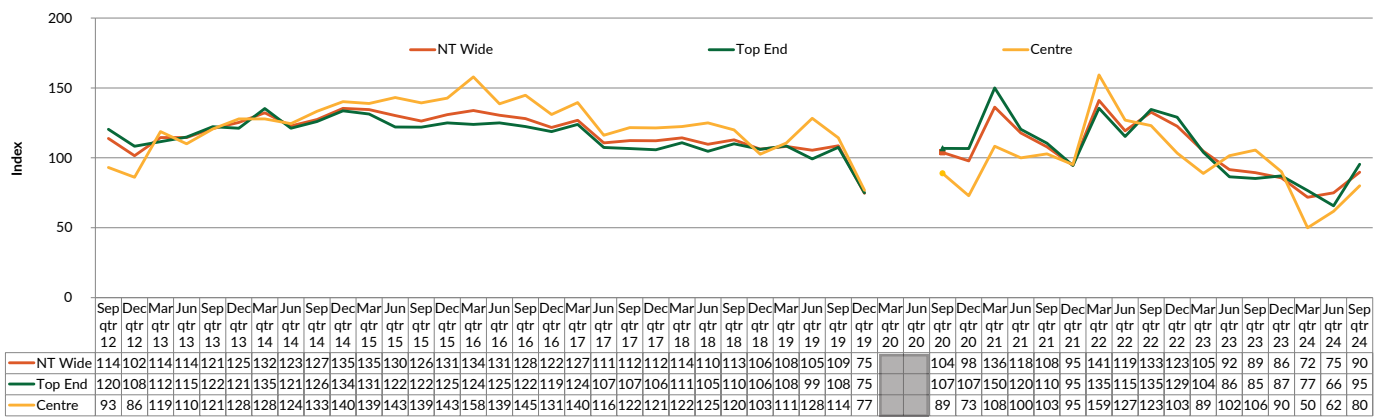


Tourism NT Industry Sentiment Poll September Quarter 2024

38 operators participated in the Industry Sentiment Poll for the September quarter 2024. According to the poll, operator sentiment with regards to their own business outlook was negative in the Centre and the Top End region, as well as across the NT for the next 12 months. Operator sentiment across most regions with regards to their regional outlook for the next 12 months was also negative, with Katherine Daly the only region to have a positive outlook and Barkly having a neutral outlook for their own business and region in the next 12 month period.

Industry Sentiment Poll: Business Outlook

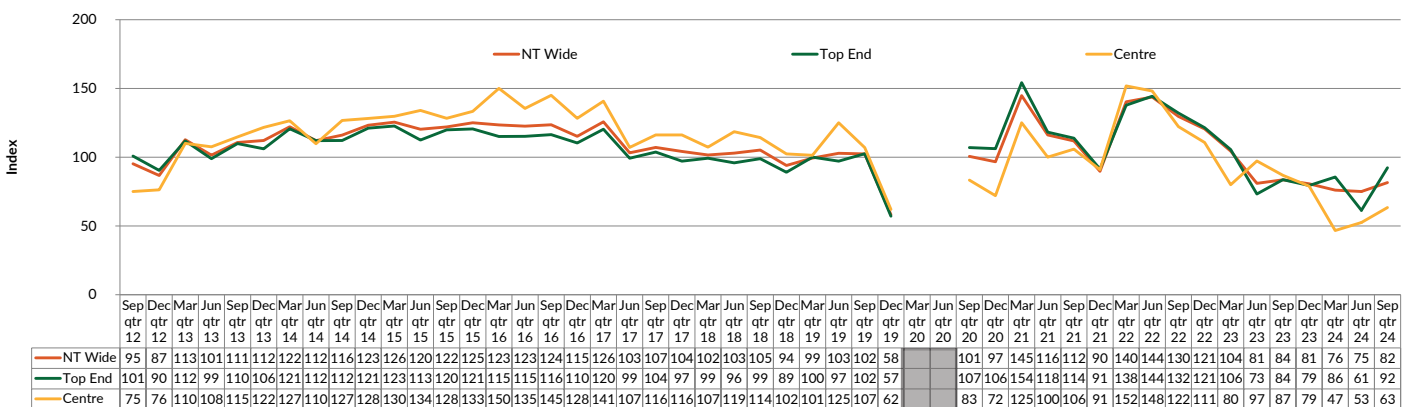
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (92ix)
- Katherine and Surrounds (150ix)
- Kakadu Arnhem (75ix)
- Barkly/Tablelands (100ix)
- Alice Springs and Surrounds (78ix)
- Uluru and Surrounds (75ix)



REGIONAL OUTLOOK

- Darwin and Surrounds (88ix)
- Katherine and Surrounds (150ix)
- Kakadu Arnhem (83ix)
- Barkly/Tablelands (50ix)
- Alice Springs and Surrounds (61ix)
- Uluru and Surrounds (75ix)

Tourism NT Industry Sentiment Poll

September Quarter 2024

Key challenges facing the tourism industry in the Northern Territory in the September quarter 2024

Low Bookings and Short Lead Times: Both domestic and international visitor numbers are low, with most bookings made last-minute. The shorter lead times had led to heightened uncertainty among many operators particularly those in the accommodation and hospitality sectors.

Operational Costs and Difficulties: Increased insurance costs and labor shortages make it difficult for businesses to meet high visitor expectations.

High Travel Costs and Economic Pressure: Economic constraints are affecting domestic tourism, and visitors are spending less affecting businesses' revenue. Expensive airfares and limited flights deter tourists from visiting the NT, especially compared to other regions with operators believing many travellers are staying closer to home in their own states.

Crime and Perception Issues: The perception of Alice Springs continues, deterring tourists and harming the area's reputation. The issue of crime is not limited to only Alice Springs with crime being perceived to be on the rise in Darwin and Kakadu as well.

Future Uncertainty: Many businesses lack visibility on bookings beyond the current season and are uncertain about the next 12 months, with some considering closure due to sustained low demand.

Leveraging of Tourism Product: Operators have voiced locations such as like Uluru and Darwin have better product development, and that there should be more leveraging of tourism product in other region as well as more tourism product development in these regions.

Challenges for fishing operators: In addition to this fishing operators have mentioned that NT legislation having impacted negatively on their operations, with the closure of previously popular fishing areas being closed off to operators.

Challenges in Regional Areas: Regional operators tend to have a more difficult time in accessing quality staff and maintaining services and expectations due to remote location.

Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content.

Tourism Research Australia estimated that there were 1,448 employing tourism businesses across the Northern Territory in 2022-23. 38 operators participated in the Industry Sentiment Poll for the September quarter 2024. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 26 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 15 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

***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.