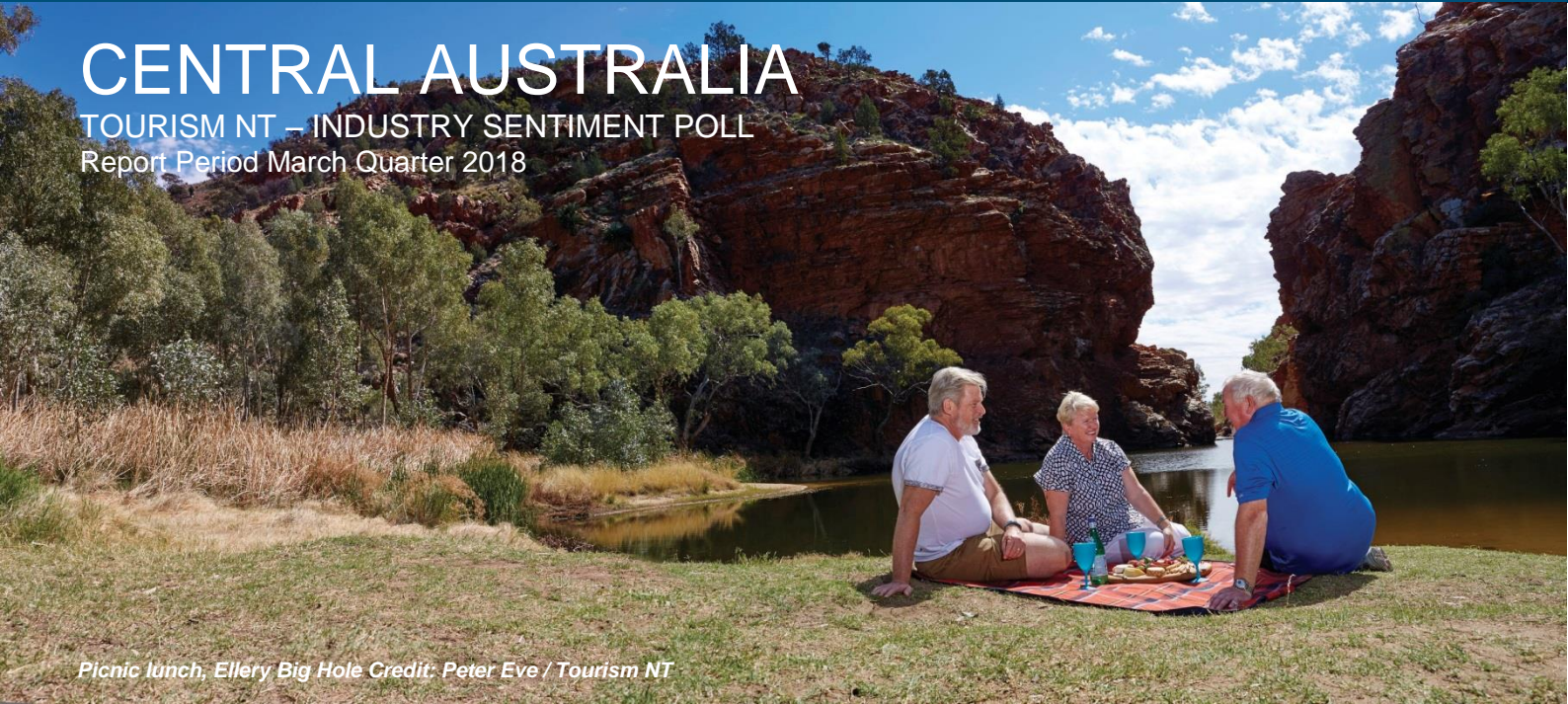


CENTRAL AUSTRALIA

TOURISM NT – INDUSTRY SENTIMENT POLL
Report Period March Quarter 2018



Picnic lunch, Ellery Big Hole Credit: Peter Eve / Tourism NT

Industry Sentiment Poll: Self-Reported Visitor Numbers

Question: How did your NT tourism business measure in terms of visitor numbers between January and March 2018 compared to the same period last year for both international and domestic visitors?

Central Australia Average



Operator sentiment across the Centre for the March quarter 2018 was varied across the regions. While Uluru observed the strongest performance, there were fewer visitors observed in Alice Springs.

Tourismnt.com.au

Publication Date: May 2018

Visitor Number Index*

96_x

4 points below baseline

n = 34

Overall, observed visitation for businesses across Central Australia for the March 2018 quarter was slightly below the baseline – which was weaker than the 2017 quarter with an index of 96ix.

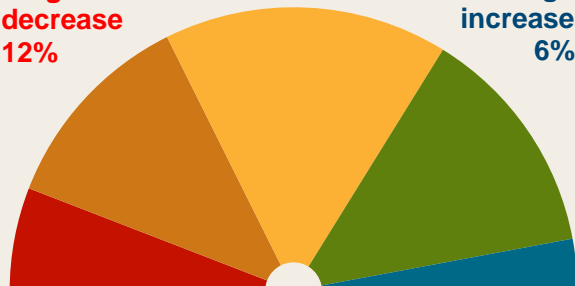
Decrease
24%

Remained the
same 32%

Increase
26%

Large
decrease
12%

Large
increase
6%



Uluru and Surrounds

Visitor Number Index

125_{ix} n = 6

25 points above baseline - Observed increase in visitor numbers

Half of all the operators (50%) reported more visitations.

Decrease
17%

Remained the same
33%

Increase
33%

Large decrease
0%

Large increase
17%



Alice Springs and Surrounds

Visitor Number Index

90_x n = 24

10 points below baseline

Almost two fifths of the operators (38%) reported fewer visitations.

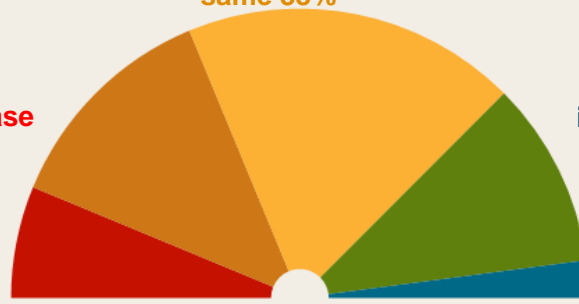
Decrease
25%

Remained the same
38%

Increase
21%

Large decrease
13%

Large increase
4%



Barkly/Tablelands Region

Visitor Number Index

100_{ix} n = 2

At baseline

All respondents reported no change in visitation.

Decrease
0%

Remained the same
100%

Increase
0%

Large decrease
0%

Large increase
0%



***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 to 100% due to rounding.

Disclaimer: The Department of Tourism 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 284 employing tourism businesses across Central Australia in 2015-16. Results presented from the Industry Sentiment Poll are informed by a sample size of 34 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