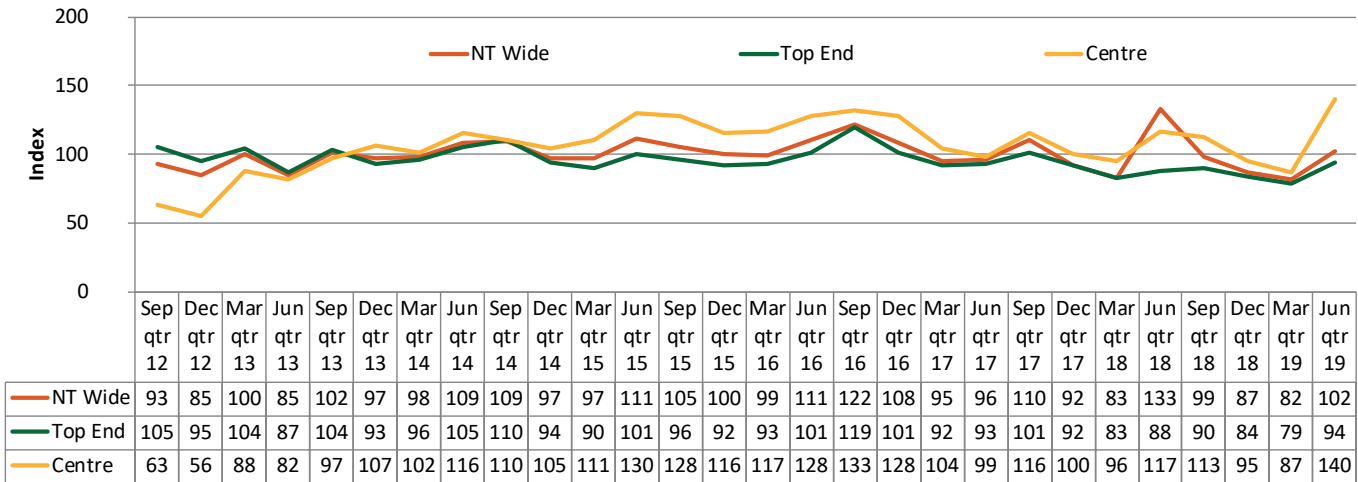


TOURISM NT INDUSTRY SENTIMENT POLL - CENTRE

Report Period: June Quarter 2019

DEPARTMENT OF
TOURISM, SPORT AND CULTURE

Industry Sentiment Poll: Self-Reported Visitor Numbers



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

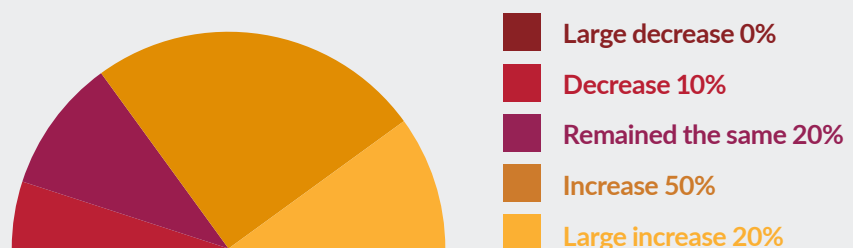
CENTRE AVERAGE

Operator sentiment across the Centre for the June quarter 2019 was varied across the regions. All regions observed strong performance.



VISITOR NUMBER INDEX*

140 ix*
n = 20



40 points above baseline -
Observed increase in visitor
numbers

Overall, observed visitation for businesses across Central Australia for the June 2019 quarter was above the baseline – which was stronger than the 2018 quarter up 40 points with an index of 140ix compared to 117ix.

TOURISM NT INDUSTRY SENTIMENT POLL - CENTRE REGIONAL

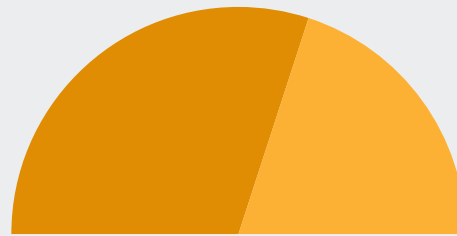
Report Period: June Quarter 2019

DEPARTMENT OF
TOURISM, SPORT AND CULTURE

ULURU AND SURROUNDS VISITOR NUMBER INDEX*

170 IX*
n = 5

70 points above baseline



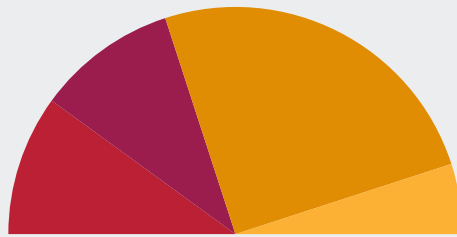
Large decrease 0%
Decrease 0%
Remained the same 0%
Increase 60%
Large increase 40%

Operators in the region reported an increase in visitation.

ALICE SPRINGS AND SURROUNDS VISITOR NUMBER INDEX*

125 IX*
n = 10

25 points above baseline



Large decrease 0%
Decrease 20%
Remained the same 20%
Increase 50%
Large increase 10%

Over half of the operators (60%) reported more visitors.

*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".

Disclaimer: The Department of Tourism, Sport 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 1,341 employing tourism businesses across the Northern Territory in 2015-16.

Results presented for the Centre regions 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. For more information, please contact the Research team on: research.tourismnt@nt.gov.au

Notes:

- Figures might not add up to 100% due to rounding.
- Respondents may be operating in multiple sectors, therefore the sum of sectors will not add up to total respondents.
- All Other Sectors includes hospitality, retail, business events, aviation, art centres and roadhouses.