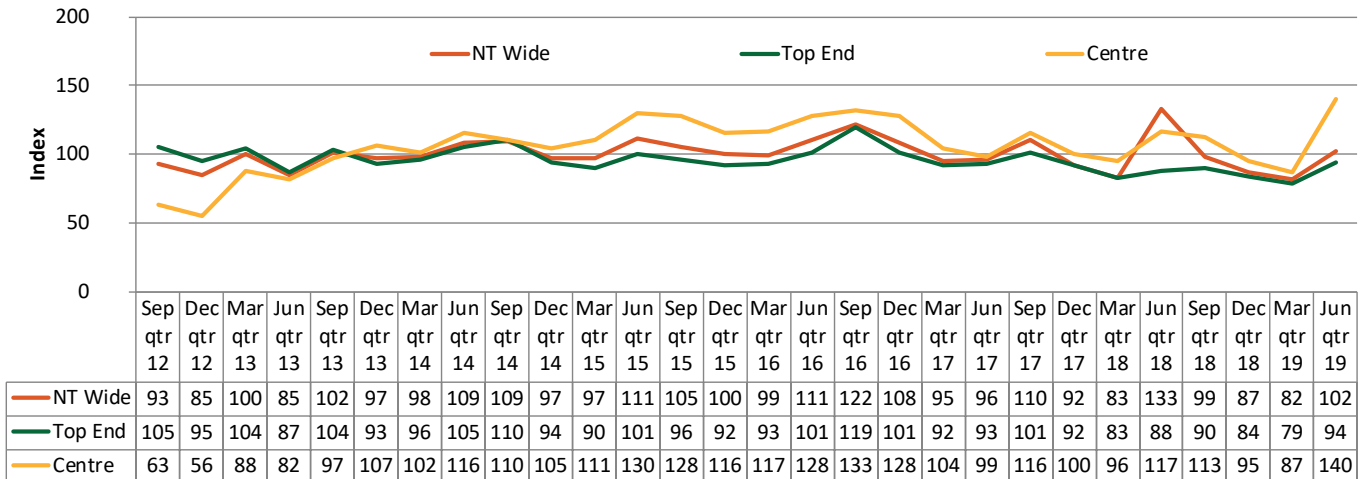


TOURISM NT INDUSTRY SENTIMENT POLL - TOP END

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?

TOP END AVERAGE

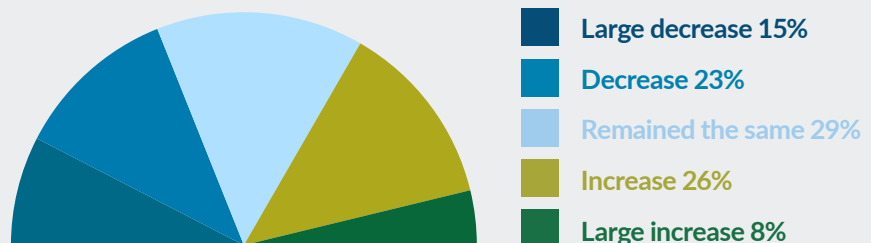
Operator sentiment across the Top End for the June quarter 2019 was lower across Darwin and Kakadu Arnhem regions.

- Darwin and Surrounds (87ix)
- Katherine (106ix)
- Kakadu Arnhem (75ix).



VISITOR NUMBER INDEX*

94 IX*
n = 66



6 points below baseline - Slight decrease in visitor numbers

Overall visitor numbers for businesses across the Top End for the June quarter 2019 were seen as down on levels experienced in the June quarter 2018. Almost two fifths (38%) observed an 'overall decrease' and almost a third (29%) observed no change in visitors.

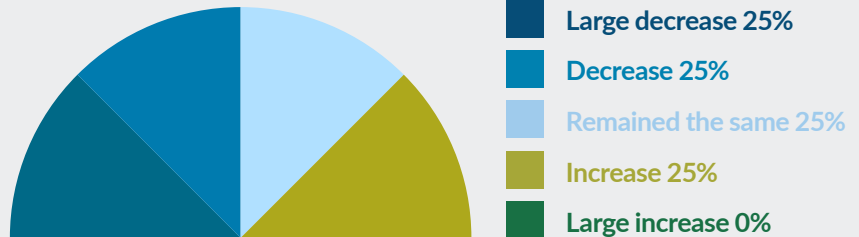
TOURISM NT INDUSTRY SENTIMENT POLL - TOP END

Report Period: June Quarter 2019

DEPARTMENT OF
TOURISM, SPORT AND CULTURE

KAKADU / ARNHEM LAND VISITOR NUMBER INDEX*

75 IX*
n = 16

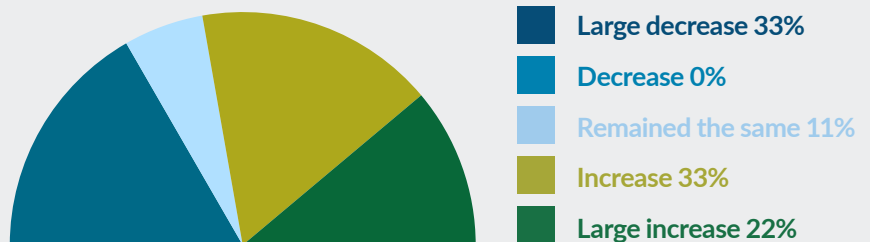


25 points below baseline -
Observed decrease in visitor
numbers

Operator sentiment was low with half (50%) reporting a decline in visitation compared to the previous year.

KATHERINE AND SURROUNDS VISITOR NUMBER INDEX*

106 IX*
n = 9

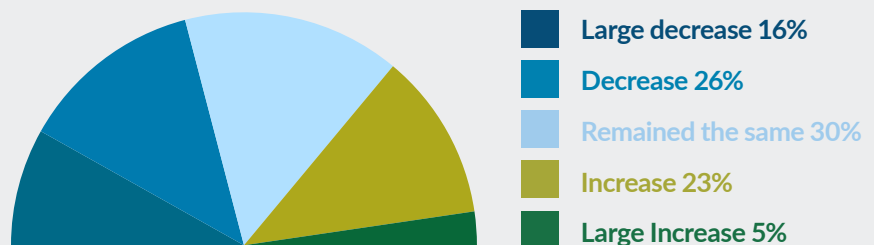


6 points above baseline - Slight
increase in visitor numbers

Operator performance was higher with over a half (55%) reporting an increase in visitation compared to the previous year. However this was offset somewhat by a third (33%) of operators reporting a large decline.

DARWIN AND SURROUNDS VISITOR NUMBER INDEX*

87 IX*
n = 43



13 points below baseline -
Observed decrease in visitor
numbers

Over two fifths (42%) of respondents reported an overall decrease.

TOURISM NT INDUSTRY SENTIMENT POLL - TOP END

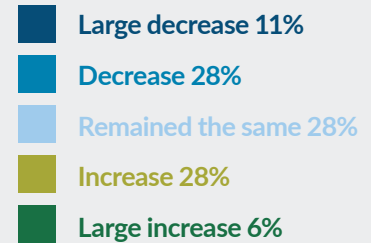
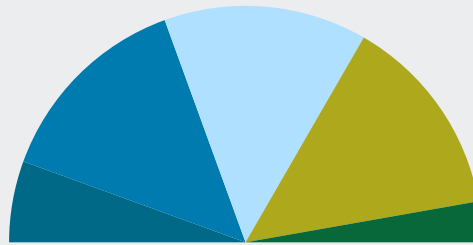
Report Period: June Quarter 2019

DEPARTMENT OF
TOURISM, SPORT AND CULTURE

DARWIN AND SURROUNDS BY SECTOR - Accommodation

94

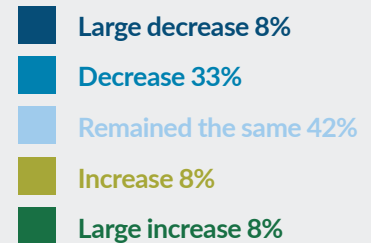
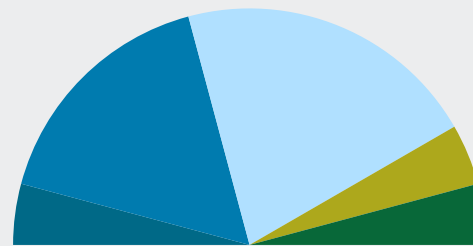
IX*
n = 18



DARWIN AND SURROUNDS BY SECTOR - Attractions

88

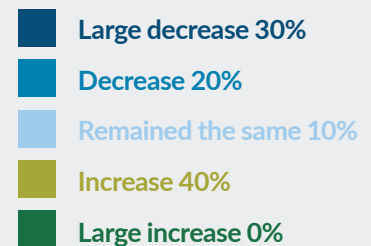
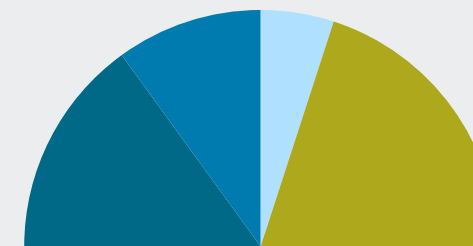
IX*
n = 12



DARWIN AND SURROUNDS BY SECTOR - Touring and Transport

80

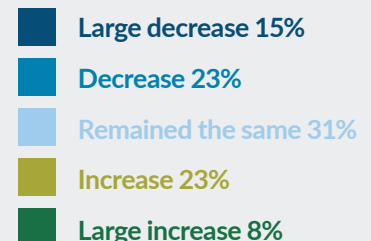
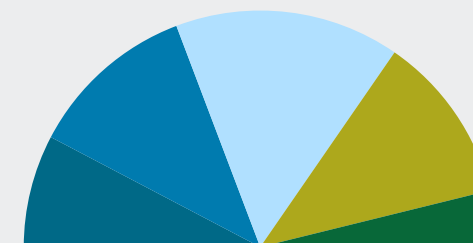
IX*
n = 10



DARWIN AND SURROUNDS BY SECTOR - All other Sectors

92

IX*
n = 13



*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:

- 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.

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 Top End region from the Industry Sentiment Poll are informed by a sample size of 66 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

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