



CENTRAL AUSTRALIA

TOURISM NT – INDUSTRY SENTIMENT POLL

Report Period: December Quarter 2016

Amphitheatre, Palm Valley, Central Australia

Industry Sentiment Poll: Self-Reported Visitor Numbers

Question: How did your NT tourism business measure in terms of visitor numbers between October and December 2016 compared to the same period both international and domestic visitors?

Central Australia Average



Industry sentiment is strong amongst tourism operators across Central Australian with businesses reporting more visitors for the 2016 December quarter

Visitor Number Index

128_x

28% above baseline

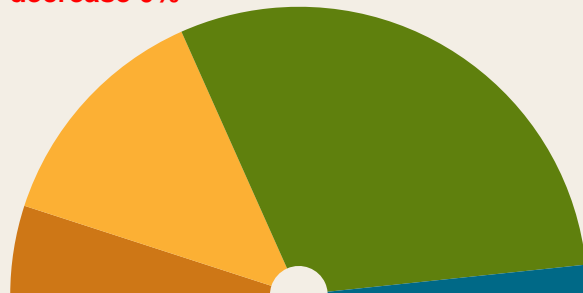
n = 30

Three in five (63%) businesses reported an overall increase in visitor numbers

Decrease 10% Remained the same 27% Increased 60%

Large decrease 0%

Large increase 3%



Uluru And Surrounds

Visitor Number Index

142_{ix} n = 6

42% above baseline -
Observed increase in visitor
numbers

Most operators (83%)
reported more visitation
than last December
quarter

Remained the same 17% Increase 83%

Decrease 0%



Alice Springs And Surrounds

Visitor Number Index

133_{ix} n = 24

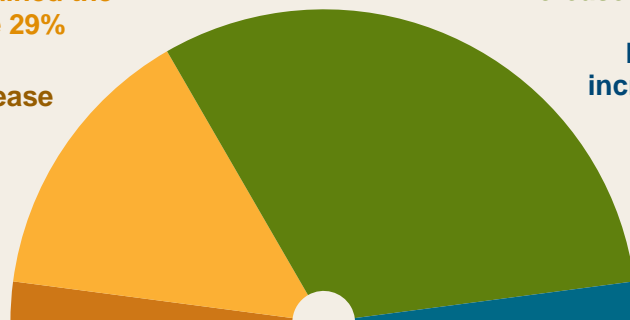
33% above baseline

Four in six (67%)
operators reported more
visitation than last
December quarter

Remained the same 29% Increased 63%

Decrease 4%

Large increase 4%



Barkly Region

Visitor Number Index

88_{ix} n = 4

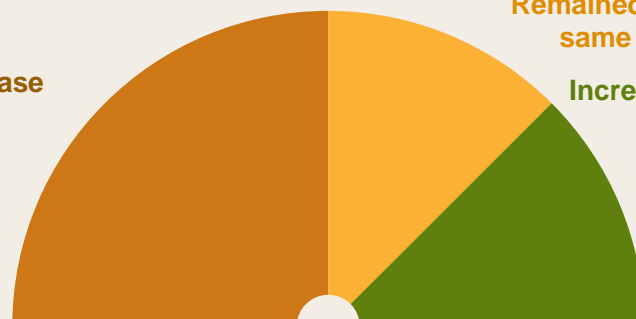
12% below baseline -
Observed fall in numbers

Half (50%) of the
respondents reported a
decrease in visitor
numbers

Remained the same 25%

Decrease 50%

Increased 25%



Disclaimer: Tourism NT 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. Tourism NT disclaims all liability associated with the use of this information. [Tourism Research Australia](#) estimated that there were 419 tourism businesses across Central Australia in 2015-16. Results presented from the Industry Sentiment Pol are informed by a sample size of 30 tourism operators. As such, these results are not representative of regional performance or a census of operator sentiment. For more information, please contact Tourism NT on: research.tourismnt@nt.gov.au