



Gunlom Falls Upper Pool, Kakadu National Park

TOP END

TOURISM NT – INDUSTRY SENTIMENT POLL

Report Period: December Quarter 2016

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?

Top End Average



Overall operator sentiment across the Top End for the December quarter 2016 was reported as similar to levels experienced back in December quarter 2015.

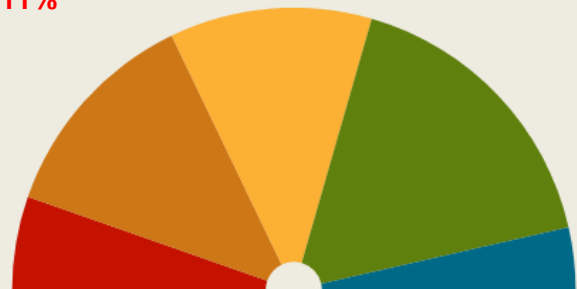
Visitor Number Index

101_{ix}

1% above baseline – No change n = 56

Mixed reporting from operators for this December quarter compared to the last December quarter - 41% noted an increase while 36% reported a decrease in visitation

Decrease 25%	Remained the same 23%	Increased 34%
Large decrease 11%		Large increase 7%



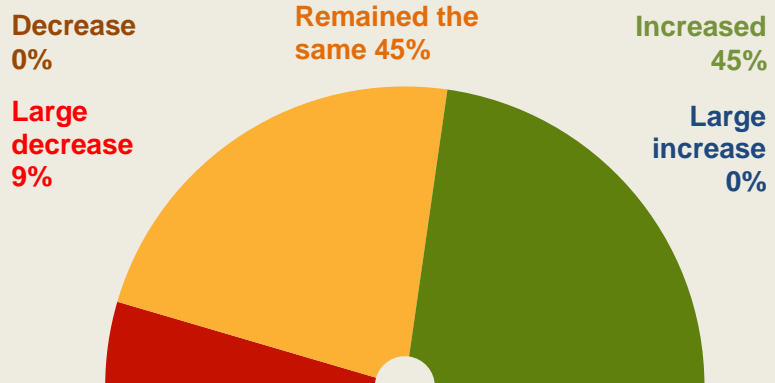
Kakadu/Arnhem Land

Visitor Number Index

114_{ix} n = 11

14% above baseline –
Observed increase in visitor
numbers

Operator sentiment is high
with almost half (45%)
reporting more visitors than
last December quarter



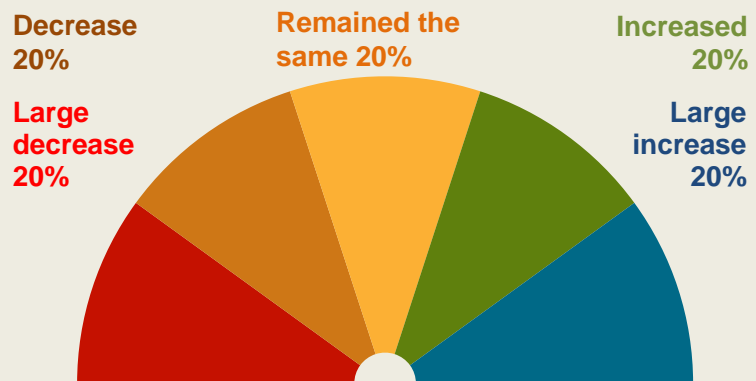
Katherine And Surrounds

Visitor Number Index

100_{ix} n = 9

At baseline – No change

Operator sentiment varied
across the region for the
December quarter 2016 –
resulting in no change on
the previous December
quarter



Darwin and Surrounds – Region and Sector

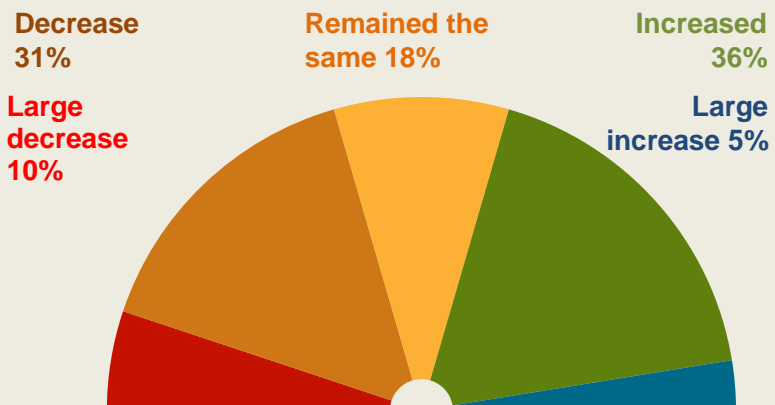
Darwin and Surrounds – All sectors

Visitor Number Index

97_{ix} n = 39

3% below baseline – Small
observed fall in numbers

Fewer operators reported a
'large increase' in visitors
to their business compared
to the last December
quarter



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*Figurers might not add to 100 due to rounding.

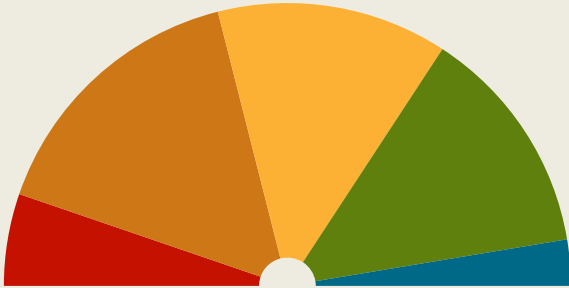
Accommodation

- Large increase 5%
- Increased 26%
- Remained the same 26%
- Decrease 32%
- Large decrease 11%

Index:

92ix

n=19



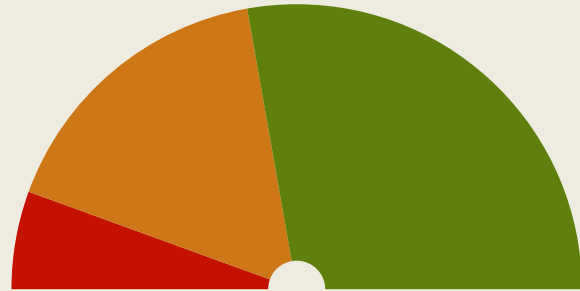
Attractions

- Large increase 0%
- Increased 56%
- Remained the same 0%
- Decrease 33%
- Large decrease 11%

Index:

100ix

n=9



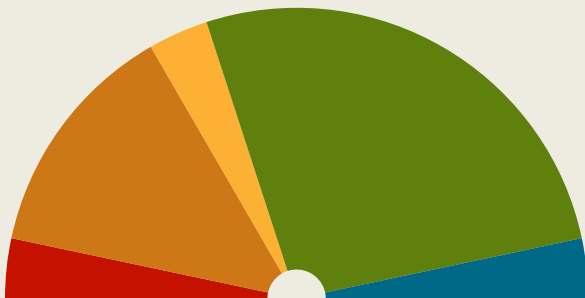
Touring and Transport

- Large increase 7%
- Increased 53%
- Remained the same 7%
- Decrease 27%
- Large decrease 7%

Index:

113ix

n=15



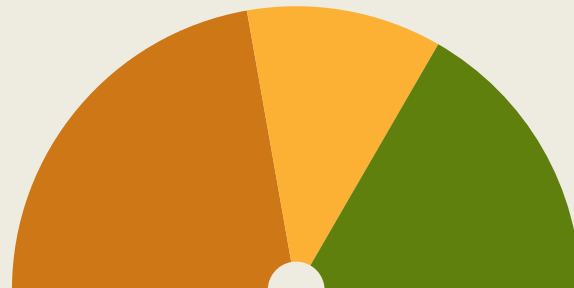
All Other Sectors

- Large increase 0%
- Increased 33%
- Remained the same 22%
- Decrease 44%
- Large decrease 0%

Index:

94ix

n=10



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 1,637 tourism businesses across the Top End in 2015-16. Results presented from the Industry Sentiment Poll are informed by a sample size of 56 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