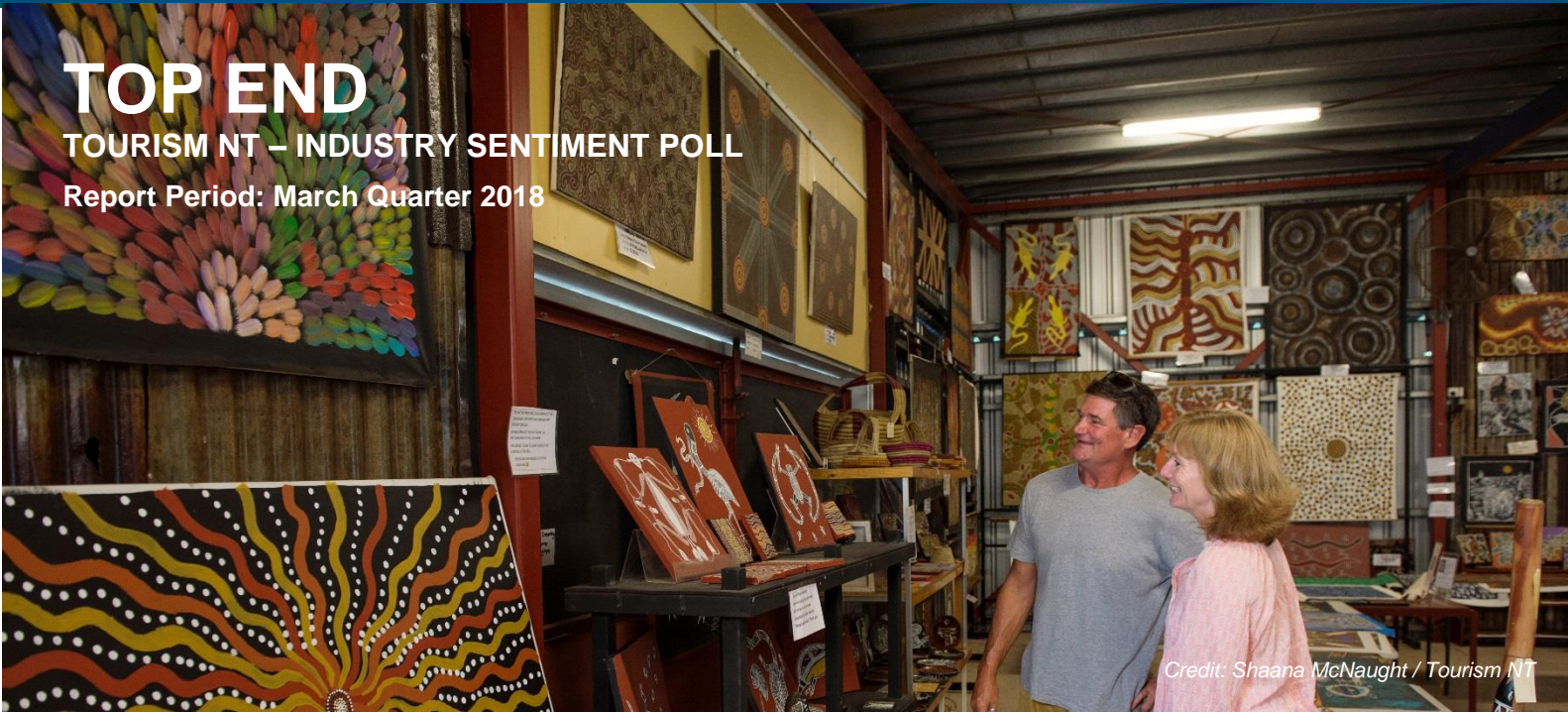


TOP END

TOURISM NT – INDUSTRY SENTIMENT POLL

Report Period: March Quarter 2018



Credit: Shaana McNaught / 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?

Top End Average



Operator sentiment across the Top End for the March quarter 2018 was lower across all regions; Darwin and Surrounds (86ix), Katherine (79ix) and Kakadu Arnhem (77ix).

Visitor Number Index*

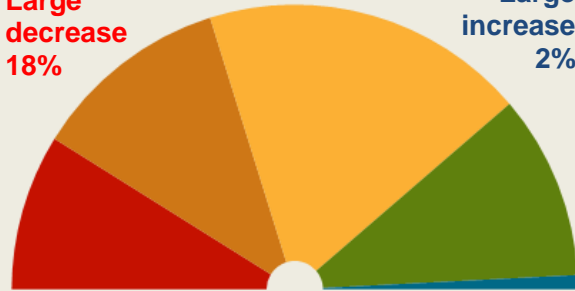
83_{ix}

17 points below baseline n = 62

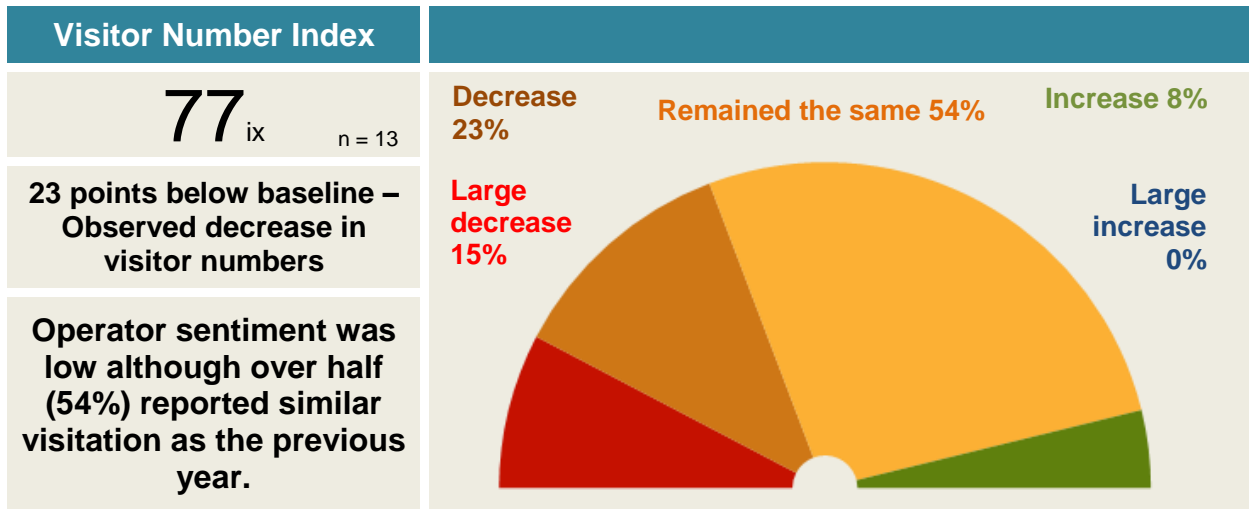
Overall visitor numbers for businesses across the Top End for the March quarter 2018 were seen as slightly down on levels experienced back in the March quarter 2017. Approximately two fifths (41%) observed an 'overall decrease' and over a third (37%) observed no change.

Decrease 23% Remained the same 37% Increase 21%

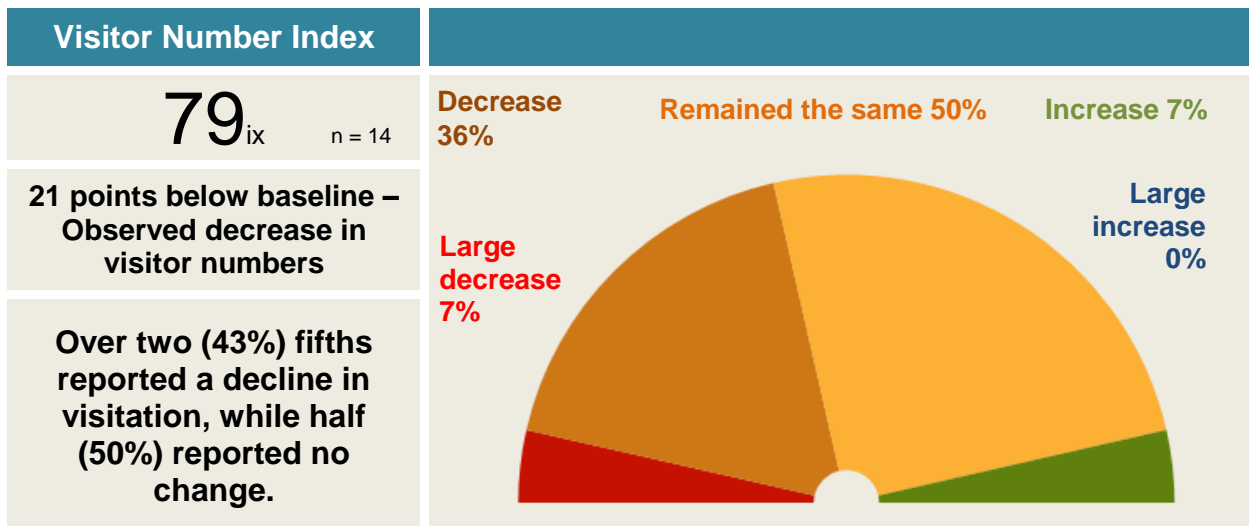
Large decrease 18% Large increase 2%



Kakadu/Arnhem Land

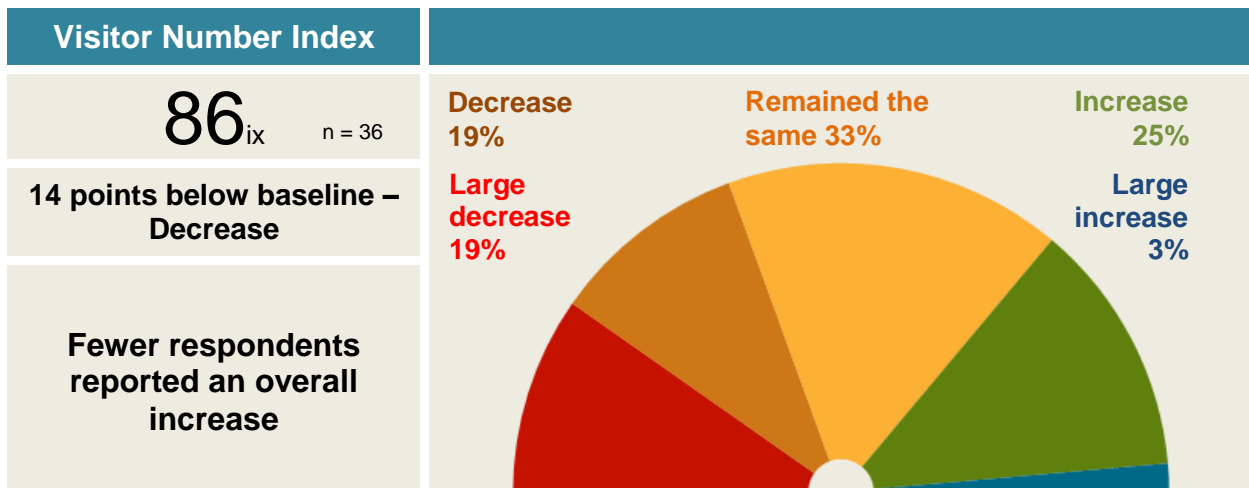


Katherine and Surrounds



Darwin and Surrounds – Region and Sector

Darwin and Surrounds – Total Region

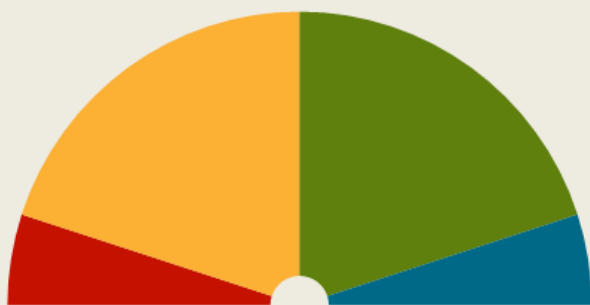


Darwin and Surrounds – By sector

Accommodation

- Large increase 10%
- Increase 40%
- Remained the same 40%
- Decrease 0%
- Large decrease 10%

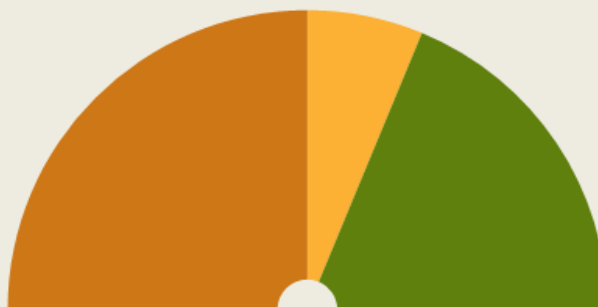
Index:
120ix
n= 10



Attractions

- Large increase 0%
- Increase 38%
- Remained the same 13%
- Decrease 50%
- Large decrease 0%

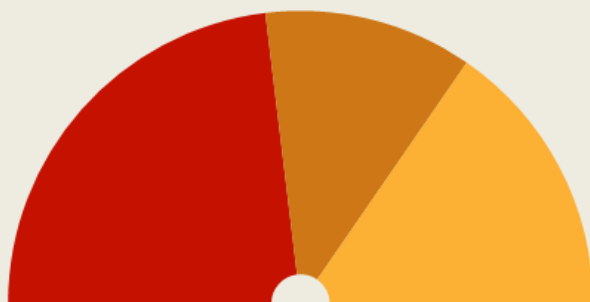
Index:
94ix
n= 8



Touring and Transport

- Large increase 0%
- Increase 0%
- Remained the same 31%
- Decrease 23%
- Large decrease 46%

Index:
42ix
n= 13



All Other Sectors

- Large increase 0%
- Increase 50%
- Remained the same 50%
- Decrease 0%
- Large decrease 0%

Index:
125ix
n= 6



***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 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 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 998 employing tourism businesses across the Top End in 2015-16. Results presented from the Industry Sentiment Poll are informed by a sample size of 69 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