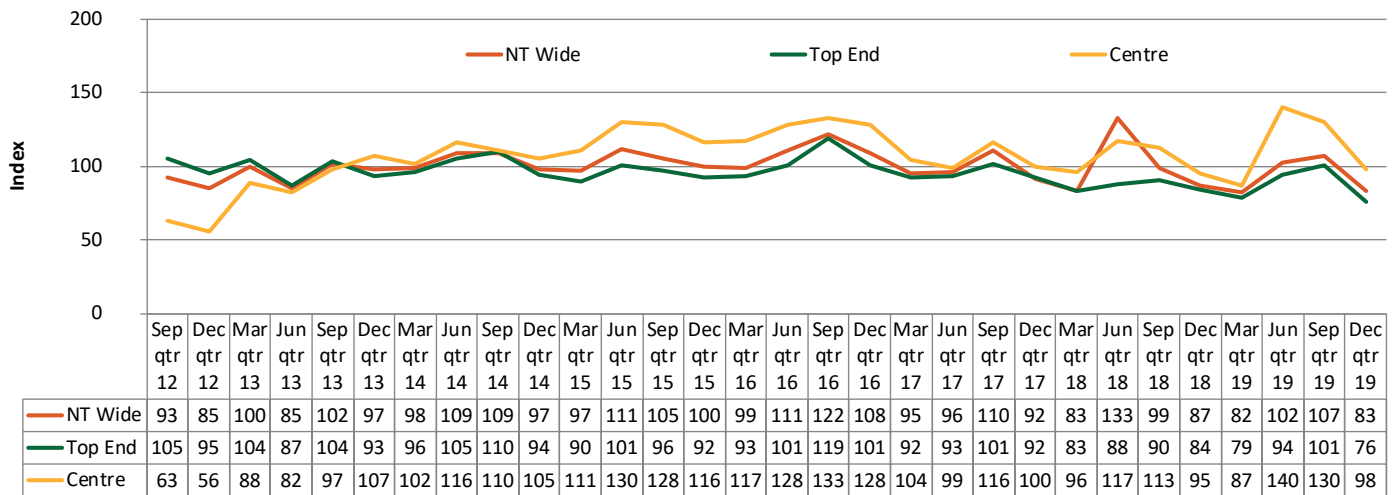


Tourism NT Industry Sentiment Poll Top End - December Quarter 2019

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 December quarter 2019 was lower across the regions.

- Darwin and Surrounds (70ix)
- Katherine (70ix)
- Kakadu Arnhem (92ix).

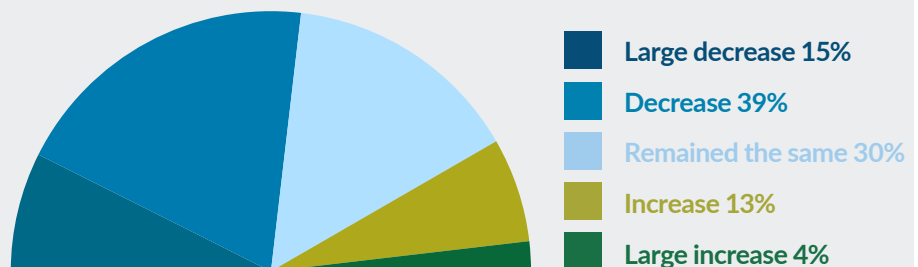


VISITOR NUMBER INDEX*

76

IX*

n = 54



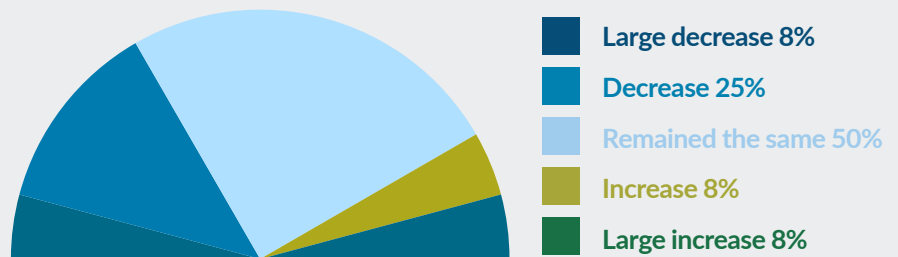
24 point below baseline - Visitor numbers were lower than the previous year

Overall visitor numbers for businesses across the Top End for the December quarter 2019 were seen as lower than those levels experienced in the December quarter 2018. Over half (54%) observed an 'overall decrease'.

Tourism NT Industry Sentiment Poll Top End - December Quarter 2019

KAKADU ARNHEM VISITOR NUMBER INDEX*

92 IX*
n = 12

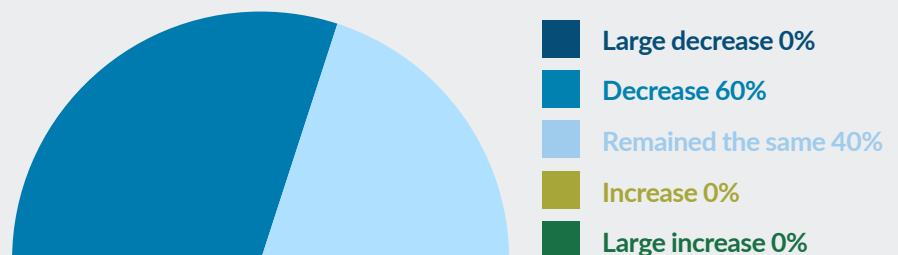


8 points below baseline -
Observed decrease in visitor
numbers

Operator sentiment was lower with a third (33%) reporting a decrease in visitation compared to the previous year.

KATHERINE AND SURROUNDS VISITOR NUMBER INDEX*

70 IX*
n = 5

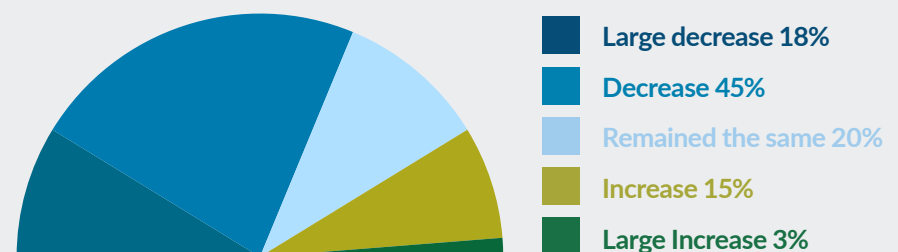


30 points below baseline -
decrease in visitor numbers

Operator performance was lower with three fifths (60%) reporting an overall decrease in visitation compared to the previous year.

DARWIN AND SURROUNDS VISITOR NUMBER INDEX*

70 IX*
n = 40



30 points below baseline -
decrease in visitor numbers

Almost two thirds (63%) of respondents reported an overall decrease.

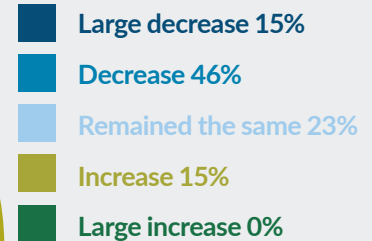
Tourism NT Industry Sentiment Poll Top End - December Quarter 2019

DARWIN AND SURROUNDS BY SECTOR - Accommodation

69

IX*

n = 13

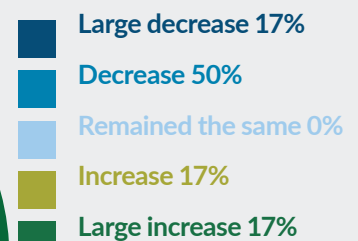
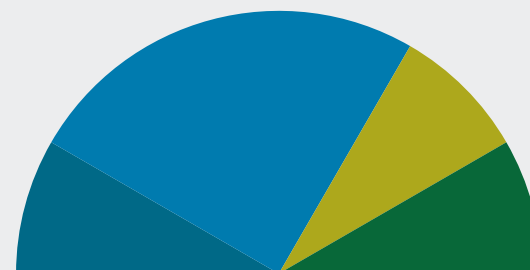


DARWIN AND SURROUNDS BY SECTOR - Attractions

83

IX*

n = 6

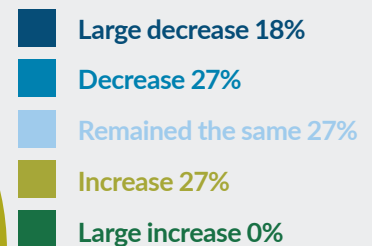
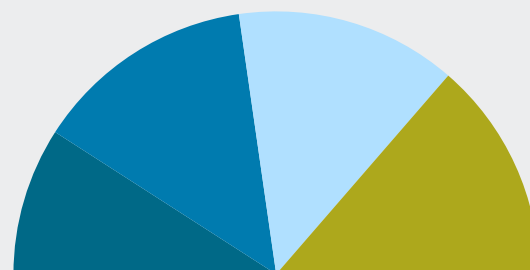


DARWIN AND SURROUNDS BY SECTOR - Touring and Transport

82

IX*

n = 11

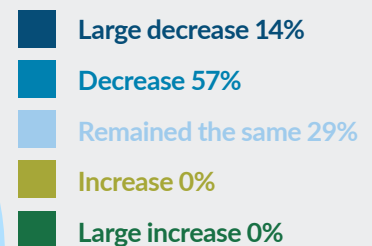
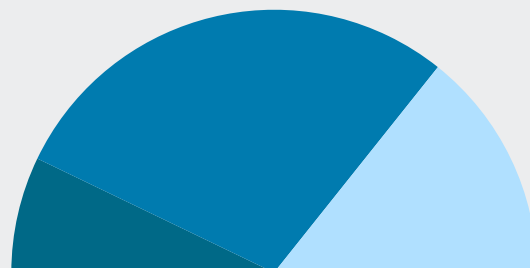


DARWIN AND SURROUNDS BY SECTOR - All other Sectors

57

IX*

n = 14



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 2017-18. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 54 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

***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:

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