



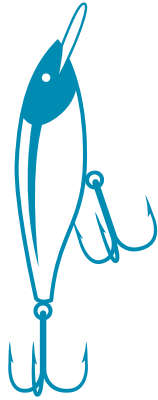
# MILLION DOLLAR FISH SEASON 4 Impact Study Highlights

## 23,648 REGISTRANTS

71% NT residents

28% Interstate/International

\*1% no postcode provided



Season 4 of Million Dollar Fish generated:

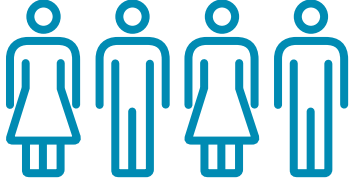
## \$31 million IN VISITOR EXPENDITURE

\$7.2 million induced expenditure  
*(directly attributed to the competition)*



Season 4 of Million Dollar Fish supported:

## 32



FULL TIME EQUIVALENT JOBS

## 4/10

Registered interstate and international visitors travelled specifically to the NT for the Million Dollar Fish competition.

## 98%

of registrants indicated they were likely or very likely to participate in Million Dollar Fish again.



34% of visitors surveyed said they changed the timing of their trip to the Top End to make it coincide with the Million Dollar Fish competition.

## 85%



85% of registrants that went fishing said they were very satisfied or satisfied with the overall experience.

82% of registrants went fishing in the Top End during Season 4 of Million Dollar Fish.