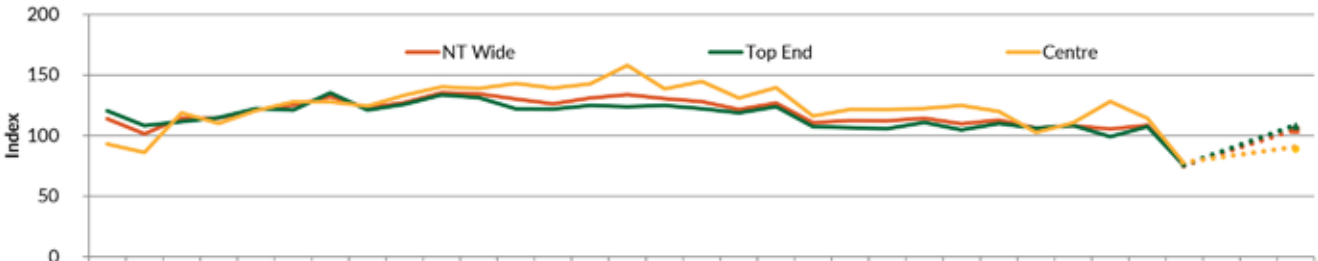
Tourism NT Industry Sentiment Poll
September Quarter 2020

Industry Sentiment Poll: Business Outlook

Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?

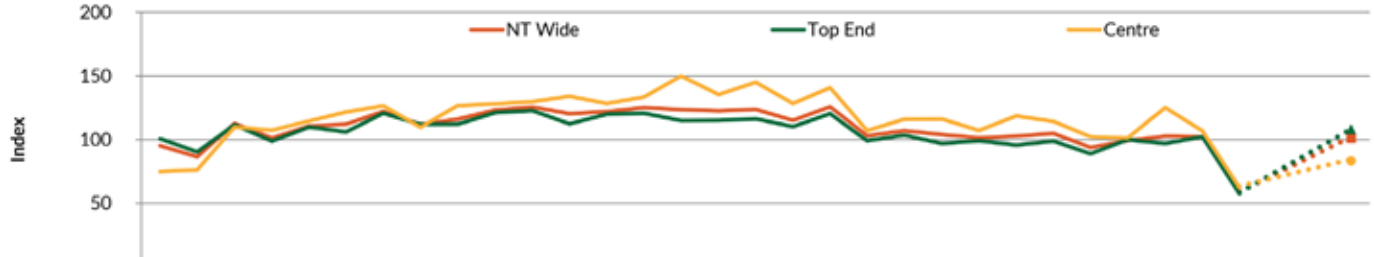


	Sep qtr 12	Dec qtr 12	Mar qtr 13	Jun qtr 13	Sep qtr 13	Dec qtr 13	Mar qtr 14	Jun qtr 14	Sep qtr 14	Dec qtr 14	Mar qtr 15	Jun qtr 15	Sep qtr 15	Dec qtr 15	Mar qtr 16	Jun qtr 16	Sep qtr 16	Dec qtr 16	Mar qtr 17	Jun qtr 17	Sep qtr 17	Dec qtr 17	Mar qtr 18	Jun qtr 18	Sep qtr 18	Dec qtr 18	Mar qtr 19	Jun qtr 19	Sep qtr 19	Dec qtr 19	Mar qtr 20	Jun qtr 20	Sep qtr 20
NT Wide	114	102	114	114	121	125	132	123	127	135	135	130	126	131	134	131	128	122	127	111	112	112	114	110	113	106	108	105	109	75			105
Top End	120	108	112	115	122	121	135	121	126	134	131	122	122	125	124	125	122	119	124	107	107	106	111	105	110	106	108	99	108	75			108
Centre	93	86	119	110	121	128	128	124	133	140	139	143	139	143	158	139	145	131	140	116	122	121	122	125	120	103	111	128	114	77			89

Note: Shaded section with no data relates to period where the sentiment poll was halted due to COVID-19.

Industry Sentiment Poll: Regional Outlook

Question: What do you think the outlook for tourism will be like for the next 12 months for your region?



	Sep qtr 12	Dec qtr 12	Mar qtr 13	Jun qtr 13	Sep qtr 13	Dec qtr 13	Mar qtr 14	Jun qtr 14	Sep qtr 14	Dec qtr 14	Mar qtr 15	Jun qtr 15	Sep qtr 15	Dec qtr 15	Mar qtr 16	Jun qtr 16	Sep qtr 16	Dec qtr 16	Mar qtr 17	Jun qtr 17	Sep qtr 17	Dec qtr 17	Mar qtr 18	Jun qtr 18	Sep qtr 18	Dec qtr 18	Mar qtr 19	Jun qtr 19	Sep qtr 19	Dec qtr 19	Mar qtr 20	Jun qtr 20	Sep qtr 20
NT Wide	95	87	113	101	111	112	122	112	116	123	126	120	122	125	123	123	124	115	126	103	107	104	102	103	105	94	99	103	102	58			101
Top End	101	90	112	99	110	106	121	112	112	121	123	113	120	121	115	115	116	110	120	99	104	97	99	96	99	89	100	97	102	57			108
Centre	75	76	110	108	115	122	127	110	127	128	130	134	128	133	150	135	145	128	141	107	116	116	107	119	114	102	101	125	107	62			83

Note: Shaded section with no data relates to period where the sentiment poll was halted due to COVID-19.

BUSINESS OUTLOOK

- Darwin and Surrounds (115ix)
- Katherine (128ix)
- Kakadu Arnhem (100ix)
- Barkly/Tablelands (200ix)
- Alice Springs and Surrounds (86ix)
- Uluru and Surrounds (125ix)

REGIONAL OUTLOOK

- Darwin and Surrounds (113ix)
- Katherine (122ix)
- Kakadu Arnhem (86ix)
- Barkly/Tablelands (150ix)
- Alice Springs and Surrounds (74ix)
- Uluru and Surrounds (100ix)

Operator sentiment across most regions in regards to their own business outlook was mostly positive for the next 12 months. Operators in Kakadu Arnhem expected their business performance to remain the same, while operators in Alice Springs expected a poor outlook for their own businesses.
Operator outlook for the tourism region was more pessimistic than the assessment for their own business.

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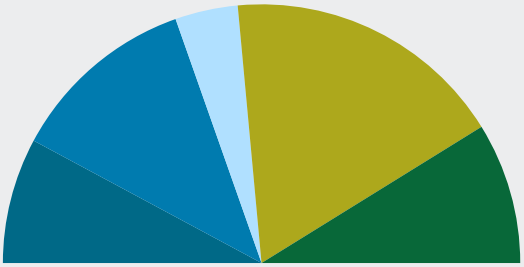
TOP END BUSINESS OUTLOOK

108 IX*

n = 51

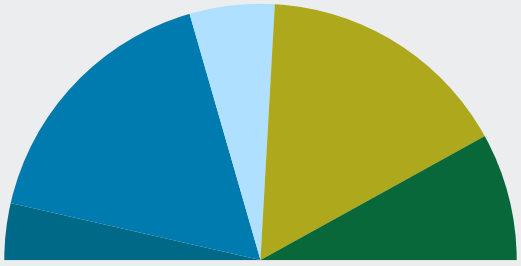


- Very Poor 16%
- Poor 24%
- Remain the same 8%
- Good 35%
- Very Good 18%

TOP END REGIONAL OUTLOOK

108 IX*

n = 56

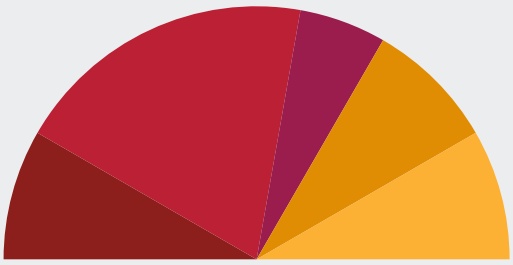


- Very Poor 7%
- Poor 34%
- Remain the same 11%
- Good 32%
- Very Good 16%

CENTRE BUSINESS OUTLOOK

89 IX*

n = 18

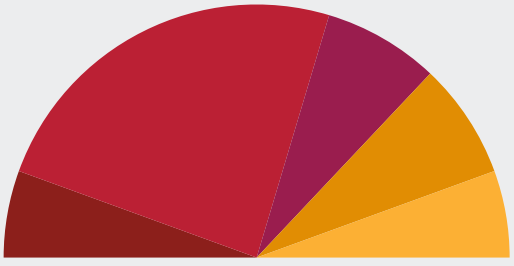


- Very Poor 17%
- Poor 39%
- Remain the same 11%
- Good 17%
- Very Good 17%

CENTRE REGIONAL OUTLOOK

83 IX*

n = 27



- Very Poor 11%
- Poor 48%
- Remain the same 15%
- Good 15%
- Very Good 11%

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***Using the Index measure:** Each Index measure is derived by assigning a value of 0 to a 'very poor' response, 50 to 'poor', 100 to 'same', 150 to 'good' and 200 to a 'very good'. An average value of 100 across operators therefore indicates performance is "on par with the previous year".

Notes:

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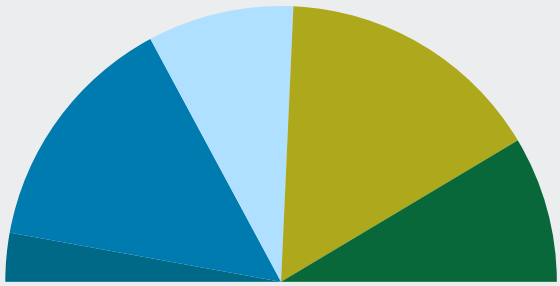
b: Respondents may be operating in multiple sectors, therefore the sum of sectors will not add up to total respondents.

c: All Other Sectors includes hospitality, retail, business events, aviation, art centres and roadhouses.

DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*

113 IX*

n = 35



- Very Poor 6%
- Poor 29%
- Remain the same 17%
- Good 31%
- Very Good 17%

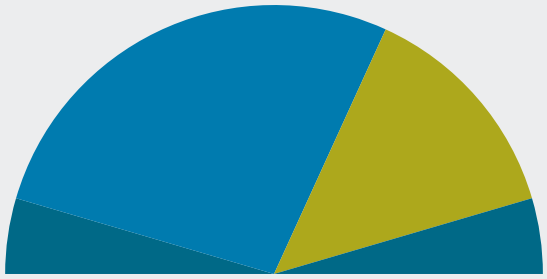
13 points above baseline

Operator outlook for the Darwin and Surrounds region was higher with almost half (48%) having a positive outlook for the next 12 months.

KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

86 IX*

n = 11



- Very Poor 9%
- Poor 55%
- Remain the same 0%
- Good 27%
- Very Good 9%

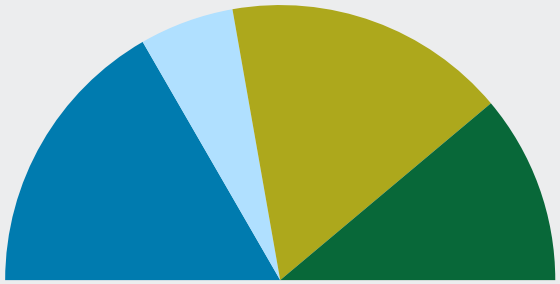
14 points below baseline

Operator outlook for the Kakadu Arnhem region was lower with almost two thirds (64%) reporting a negative outlook for the next 12 month period.

KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

122 IX*

n = 9



- Very Poor 0%
- Poor 33%
- Remain the same 11%
- Good 33%
- Very Good 22%

22 points above baseline

Over half (55%) of operators in the Katherine and Surrounds region had a positive outlook for the next 12 months.

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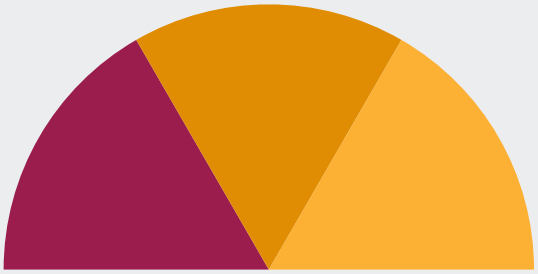
BARKLY / TABLELANDS REGIONAL OUTLOOK INDEX*

150 IX*

n = 3



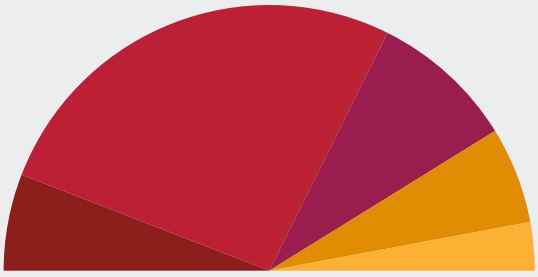
50 points above baseline

Two third of operators (66%) in the region reported a positive outlook for their region for the next 12 months.

ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*

74 IX*

n = 17



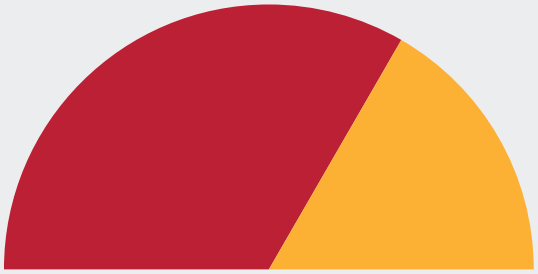
26 points below baseline

Almost two thirds (65%) of operators in the Alice Springs and surrounds region expected a poorer outlook for the next 12 months.

ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*

100 IX*

n = 3



At baseline

Just over two thirds of operators (67%) of operators in the region had a poor outlook for the Uluru and Surrounds region for the coming 12 months.

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Notes:

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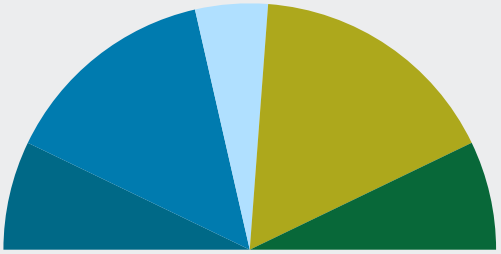
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

102 IX*

n = 21

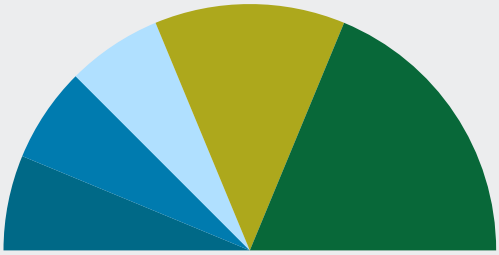


- Very Poor 14%
- Poor 29%
- Remain the same 10%
- Good 33%
- Very Good 14%

NT BUSINESS OUTLOOK BY SECTOR - Attractions

131 IX*

n = 8

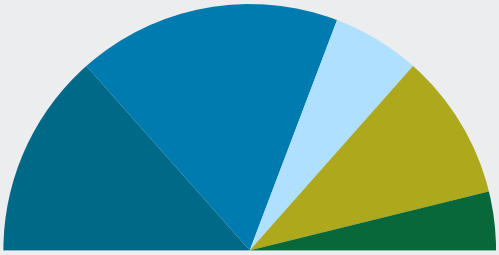


- Very Poor 13%
- Poor 13%
- Remain the same 13%
- Good 25%
- Very Good 38%

NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

73 IX*

n = 26

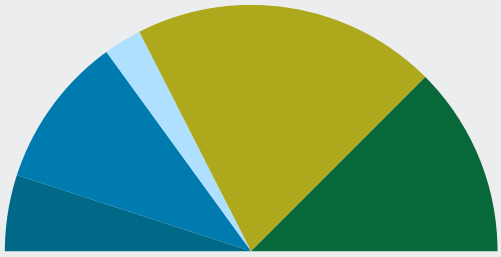


- Very Poor 27%
- Poor 35%
- Remain the same 12%
- Good 19%
- Very Good 8%

NT BUSINESS OUTLOOK BY SECTOR - All other Sectors

125 IX*

n = 20



- Very Poor 10%
- Poor 20%
- Remain the same 5%
- Good 40%
- Very Good 25%

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