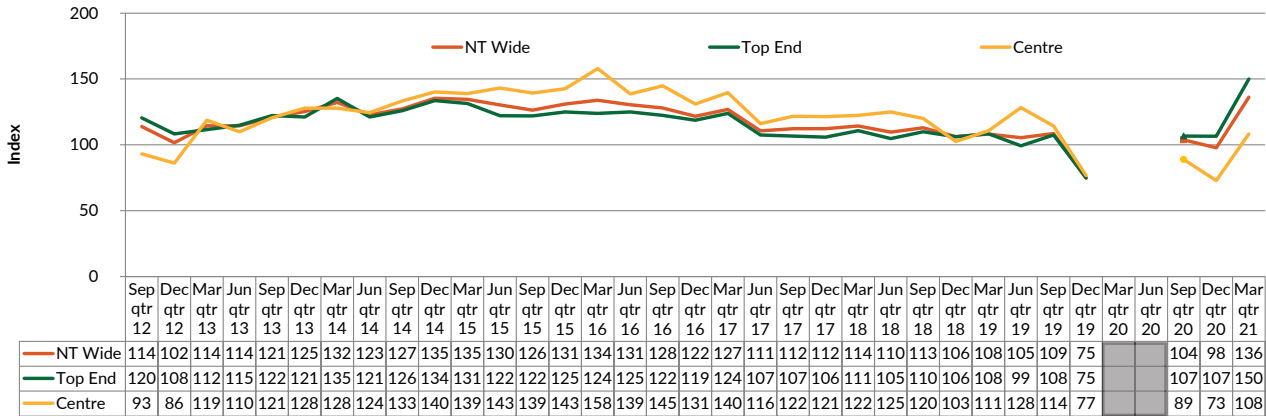


Tourism NT Industry Sentiment Poll March Quarter 2021

Industry Sentiment Poll: Business Outlook

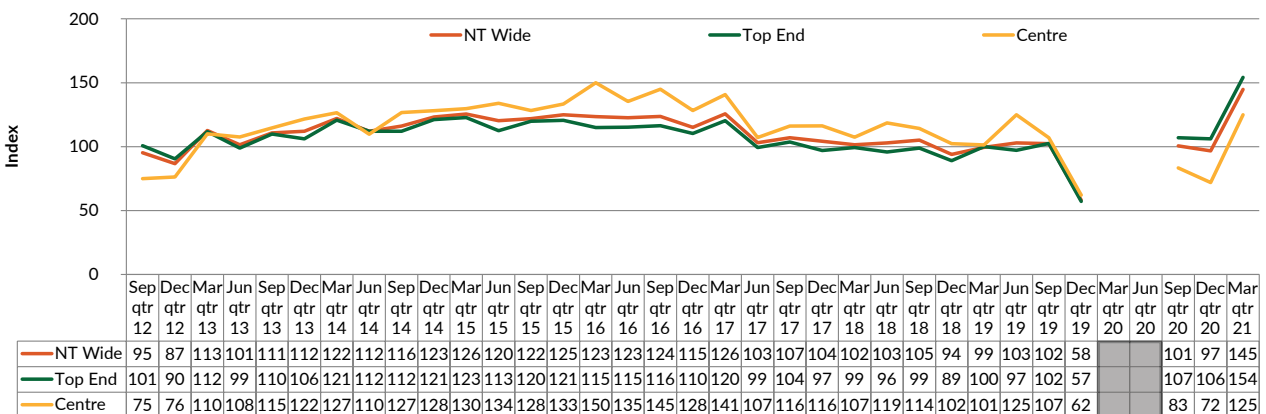
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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?



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

BUSINESS OUTLOOK

- Darwin and Surrounds (143ix)
- Katherine (113ix)
- Kakadu Arnhem (188ix)
- Barkly/Tablelands (175ix)
- Alice Springs and Surrounds (67ix)
- Uluru and Surrounds (100ix)



REGIONAL OUTLOOK

- Darwin and Surrounds (150ix)
- Katherine (138ix)
- Kakadu Arnhem (167ix)
- Barkly/Tablelands (183ix)
- Alice Springs and Surrounds (107ix)
- Uluru and Surrounds (50ix)

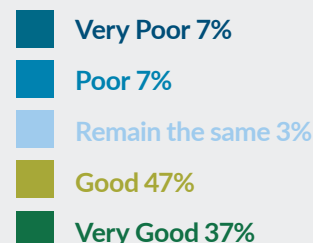
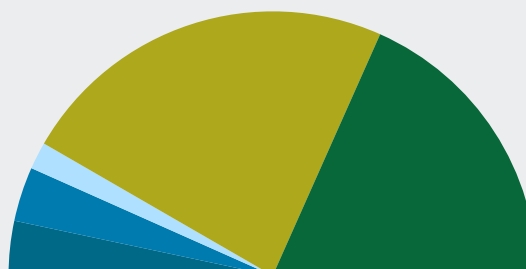
Operator sentiment for the Top End regions in regards to their own business outlook was positive over the next 12 months, while the outlook for businesses in the Centre was mixed. Similarly, operator sentiment related to regional outlook for the the Top End was positive, while remained mixed for the Centre. Forty percent of the operators responding to the poll reported they were experiencing challenges in staffing issues, predominantly those in the hospitality sector. Challenges included: staff retention (6%), staff shortages (17%), attracting skilled staff (15%) and 2% noted they were limiting their operation due to staff shortages.

Tourism NT Industry Sentiment Poll March Quarter 2021

TOP END BUSINESS OUTLOOK

150 IX*

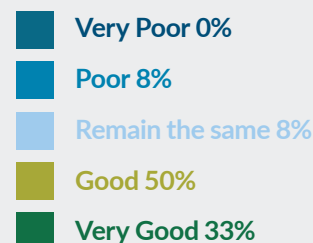
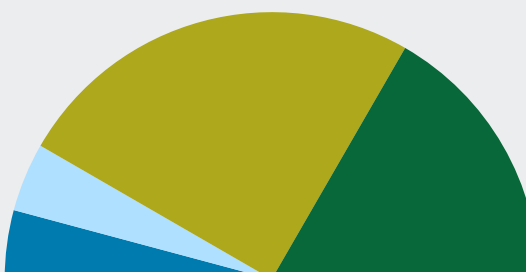
n = 30



TOP END REGIONAL OUTLOOK

154 IX*

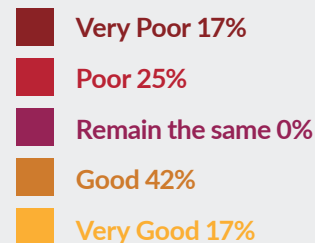
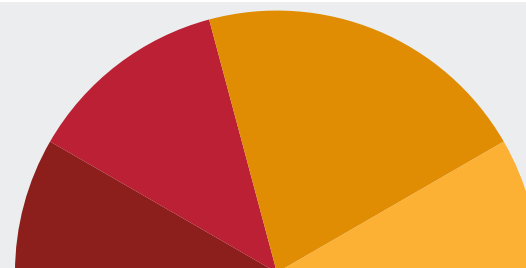
n = 36



CENTRE BUSINESS OUTLOOK

108 IX*

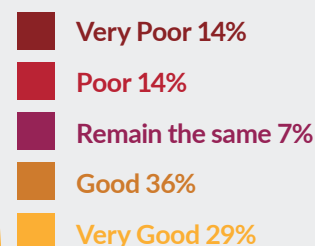
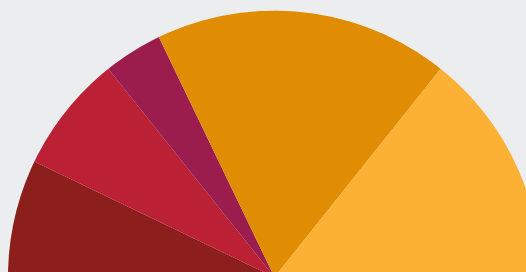
n = 12



CENTRE REGIONAL OUTLOOK

125 IX*

n = 14



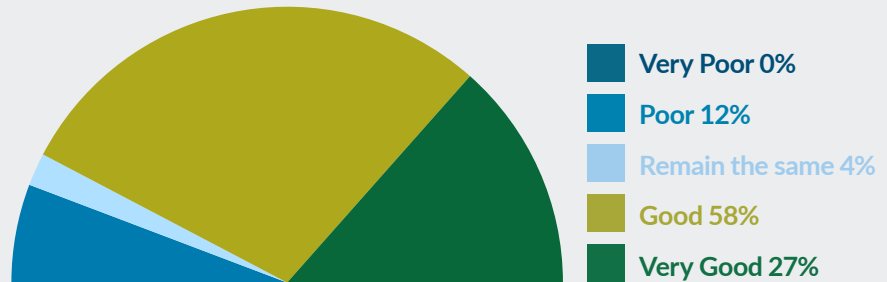
Tourism NT Industry Sentiment Poll March Quarter 2021

DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*

150

IX*

n = 26



50 points above baseline

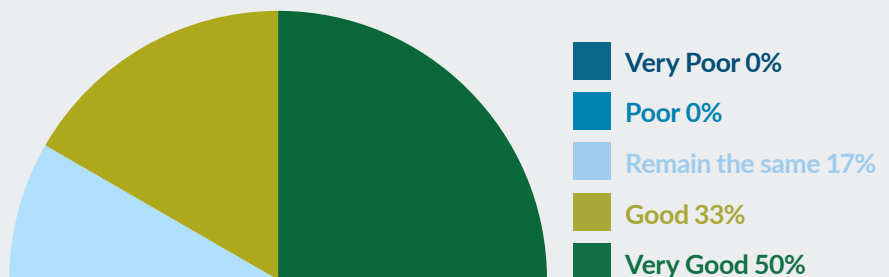
Operator outlook for the Darwin and Surrounds region was high with 85% having a positive outlook for the next 12 months.

KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

167

IX*

n = 6



67 points above baseline

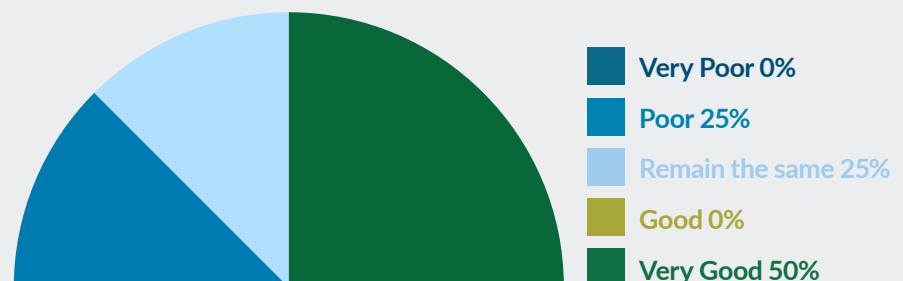
Operator outlook for the Kakadu Arnhem region was high with 83% of operators reporting a positive outlook for the next 12 month period.

KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

138

IX*

n = 4



38 points above baseline

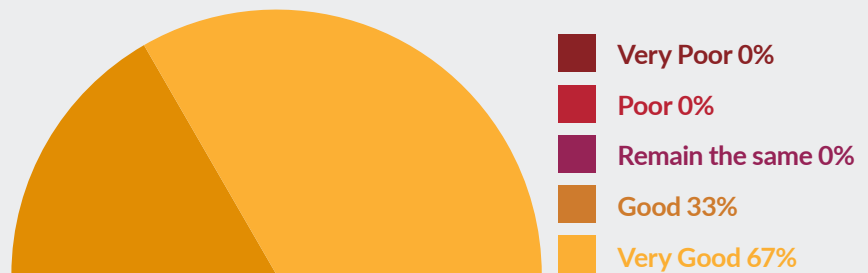
Half (50%) of operators repending in the Katherine and Surrounds region had a positive outlook for the next 12 months.

Tourism NT Industry Sentiment Poll March Quarter 2021

BARKLY / TABLELANDS REGIONAL OUTLOOK INDEX*

183 IX*

n = 3



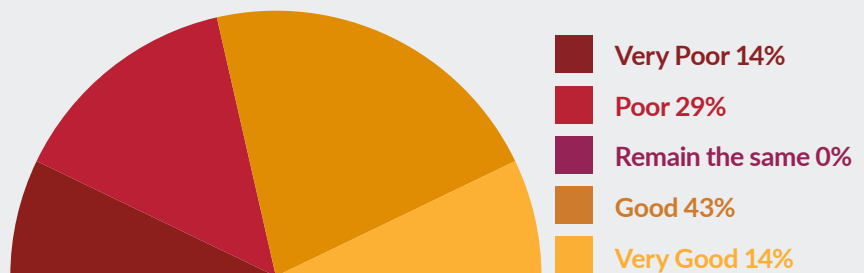
83 points above baseline

All respondents in the region reported a better outlook for their region for the next 12 months.

ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*

107 IX*

n = 7



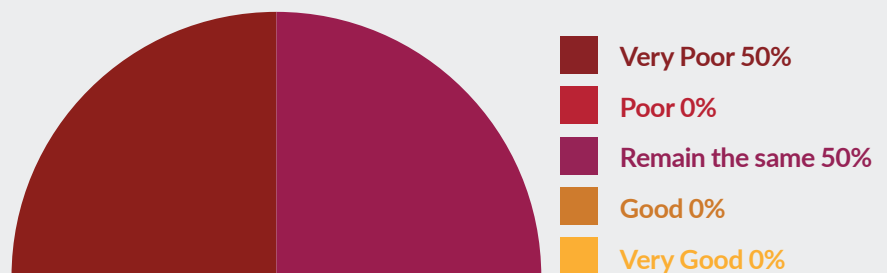
7 points above baseline

Over half (57%) of respondents in the Alice Springs and surrounds region expected a better outlook for the next 12 months.

ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*

50 IX*

n = 2



50 points below baseline

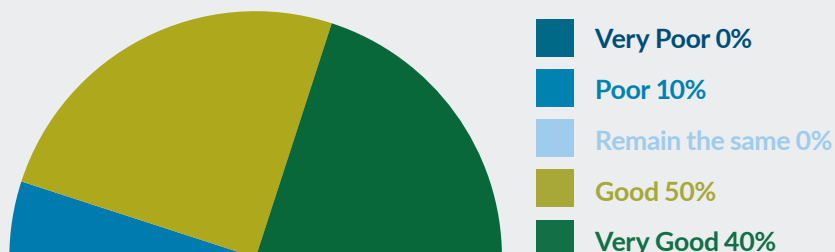
Half of respondents (50%) in the region had a poor outlook for the Uluru and Surrounds region for the coming 12 months.

Tourism NT Industry Sentiment Poll

March Quarter 2021

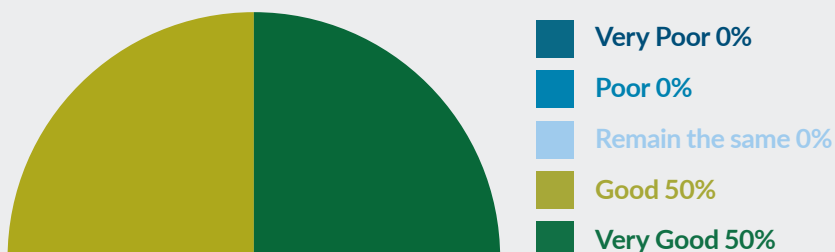
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

160 IX*
n = 10



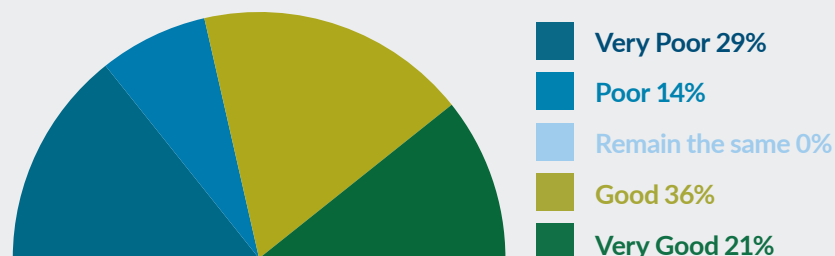
NT BUSINESS OUTLOOK BY SECTOR - Attractions

175 IX*
n = 8



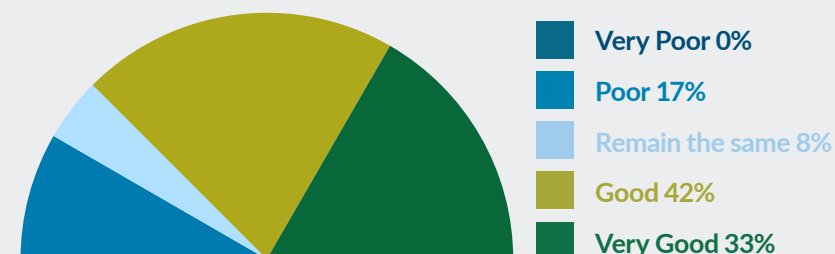
NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

104 IX*
n = 14



NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

146 IX*
n = 12



Disclaimer: The Department of Industry, Tourism and Trade has taken due care 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 1,337 employing tourism businesses across the Northern Territory in 2019-20. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 36 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 14 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 '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:

- 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.