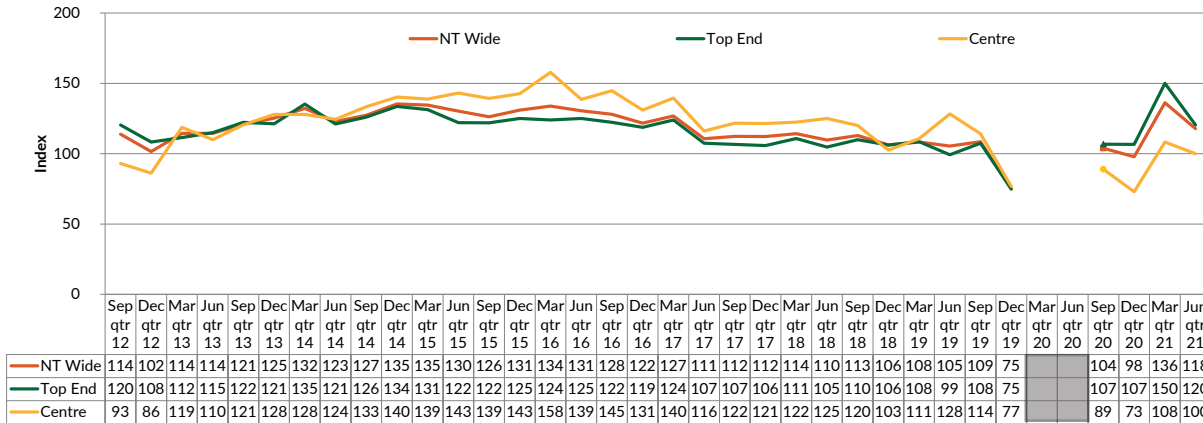


Tourism NT Industry Sentiment Poll June Quarter 2021

Industry Sentiment Poll: Business Outlook

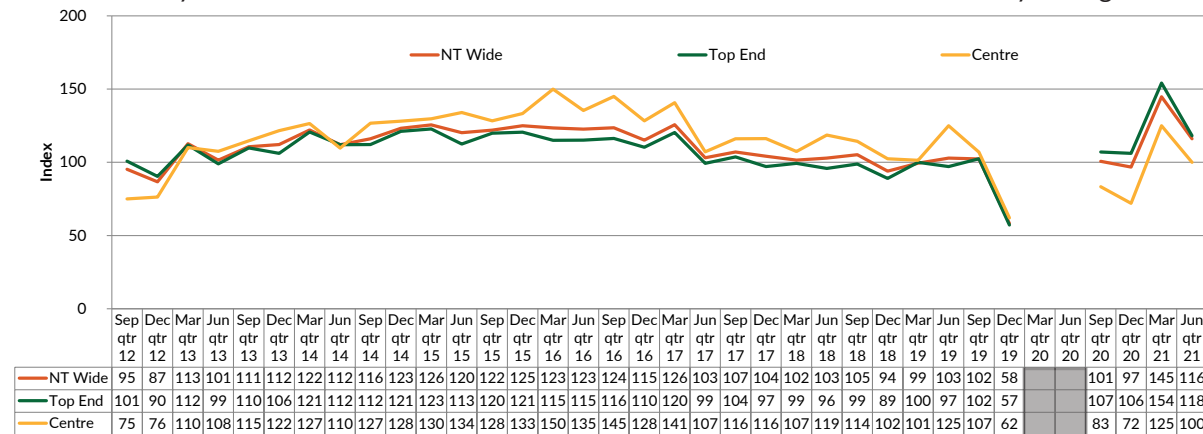
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (132ix)
- Katherine (60ix)
- Kakadu Arnhem (50ix)
- Barkly/Tablelands (n/a)
- Alice Springs and Surrounds (106ix)
- Uluru and Surrounds (63ix)



REGIONAL OUTLOOK

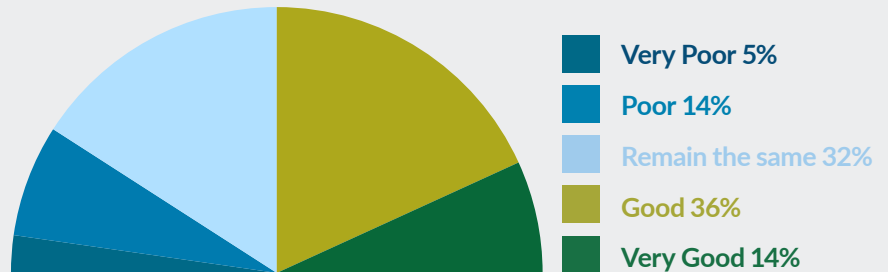
- Darwin and Surrounds (150ix)
- Katherine (40ix)
- Kakadu Arnhem (30ix)
- Barkly/Tablelands (n/a)
- Alice Springs and Surrounds (106ix)
- Uluru and Surrounds (63ix)

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 flat. Similarly, operator sentiment related to regional outlook for the Top End overall was positive, while the outlook remained mixed for the Centre. Ninety percent of the operators responding to the poll reported they were experiencing challenges in staffing issues. Challenges included: staff retention (16%), staff shortages (45%), attracting skilled staff (23%) and 29% noted they were limiting their operation due to staff shortages.

Tourism NT Industry Sentiment Poll June Quarter 2021

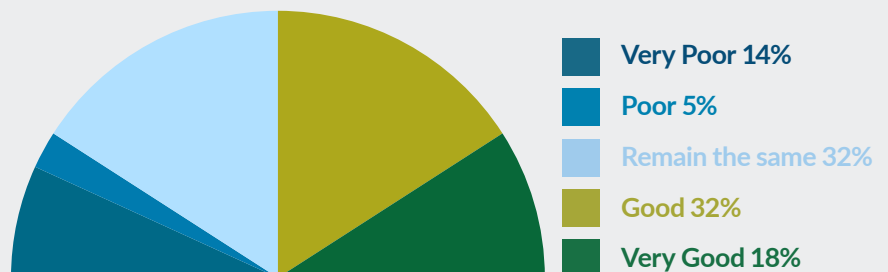
TOP END BUSINESS OUTLOOK

120 IX*
n = 22



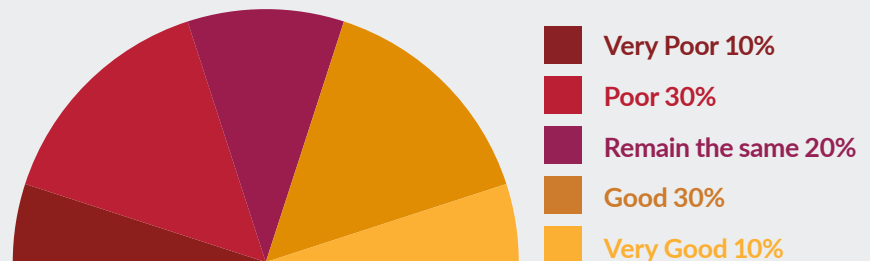
TOP END REGIONAL OUTLOOK

118 IX*
n = 22



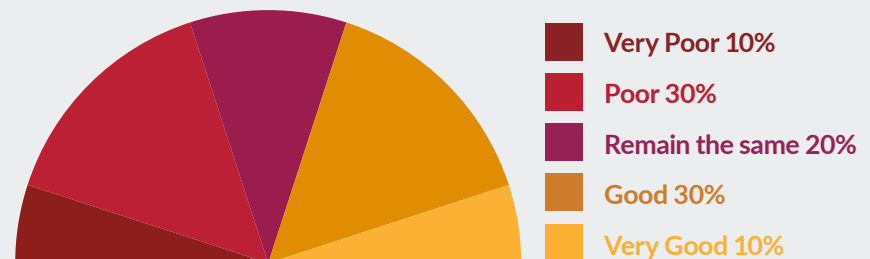
CENTRE BUSINESS OUTLOOK

100 IX*
n = 10



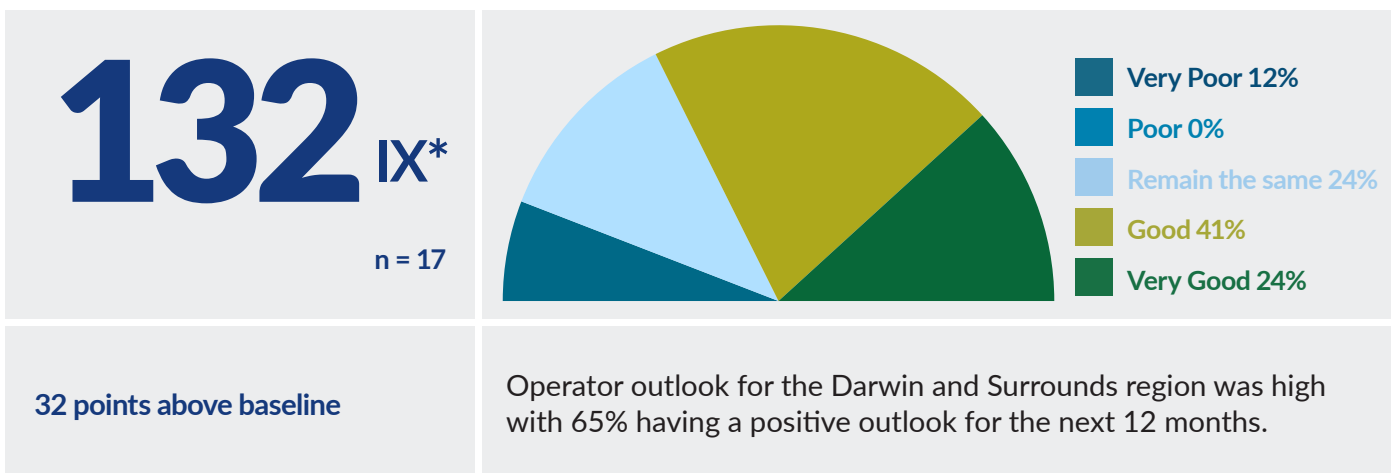
CENTRE REGIONAL OUTLOOK

100 IX*
n = 10

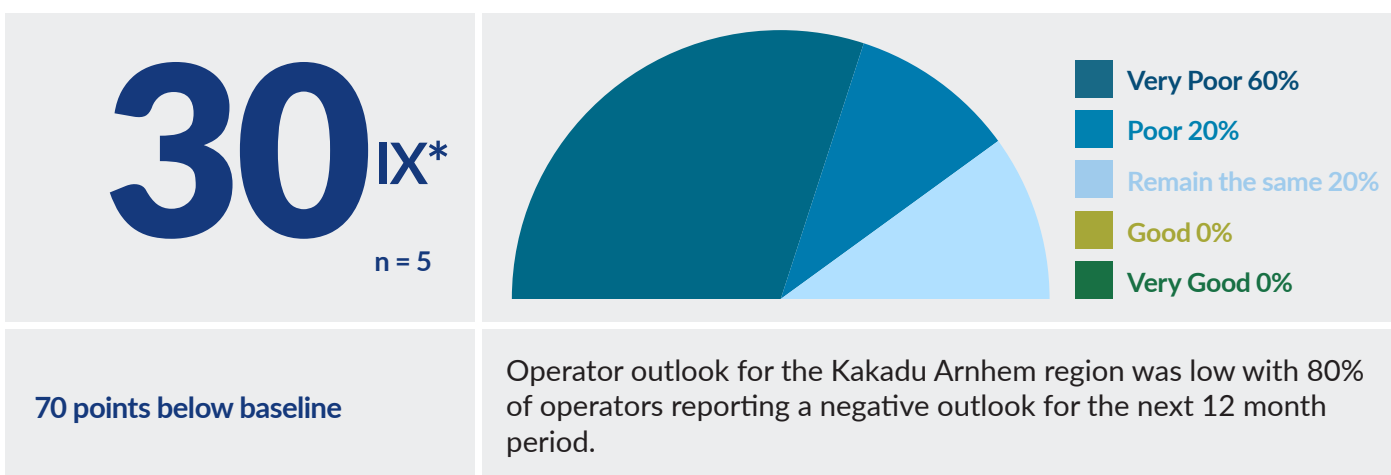


Tourism NT Industry Sentiment Poll June Quarter 2021

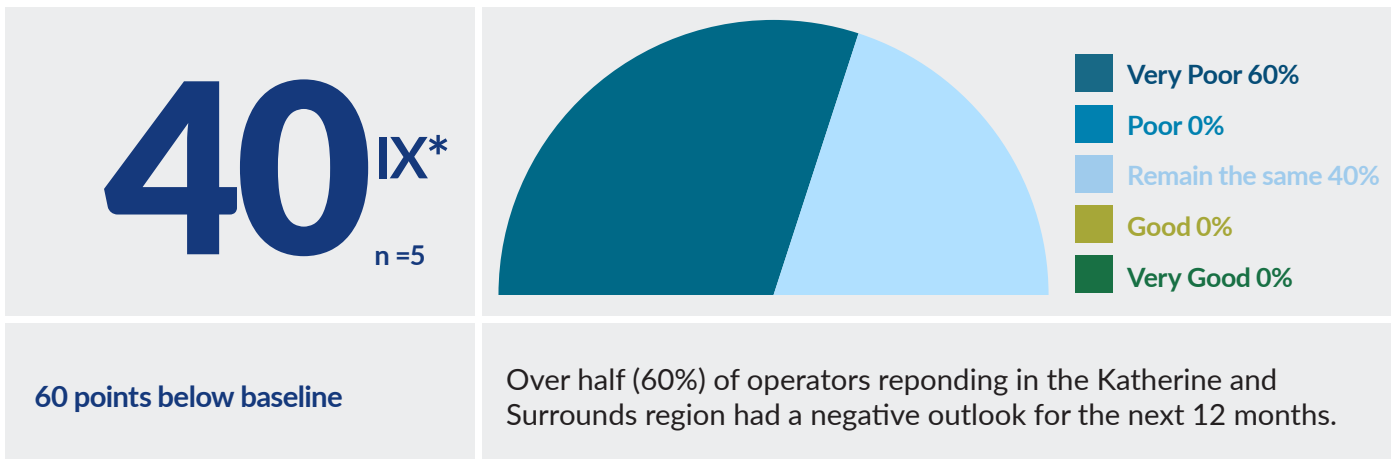
DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*



KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

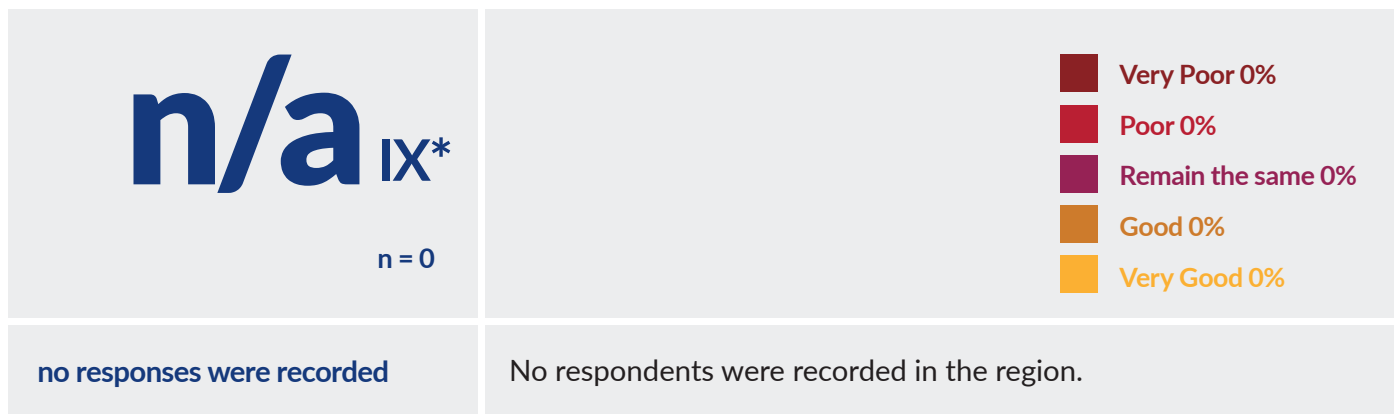


KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

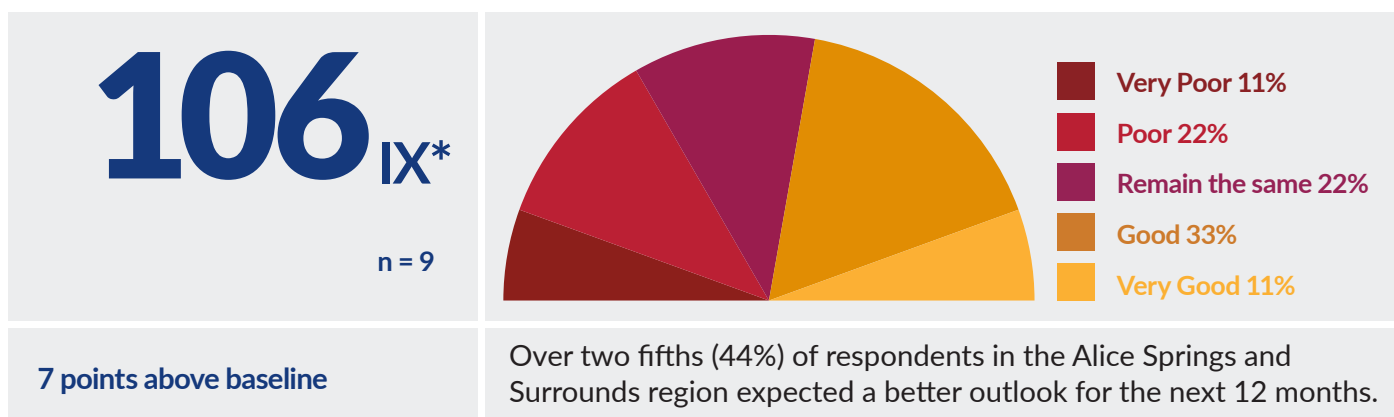


Tourism NT Industry Sentiment Poll June Quarter 2021

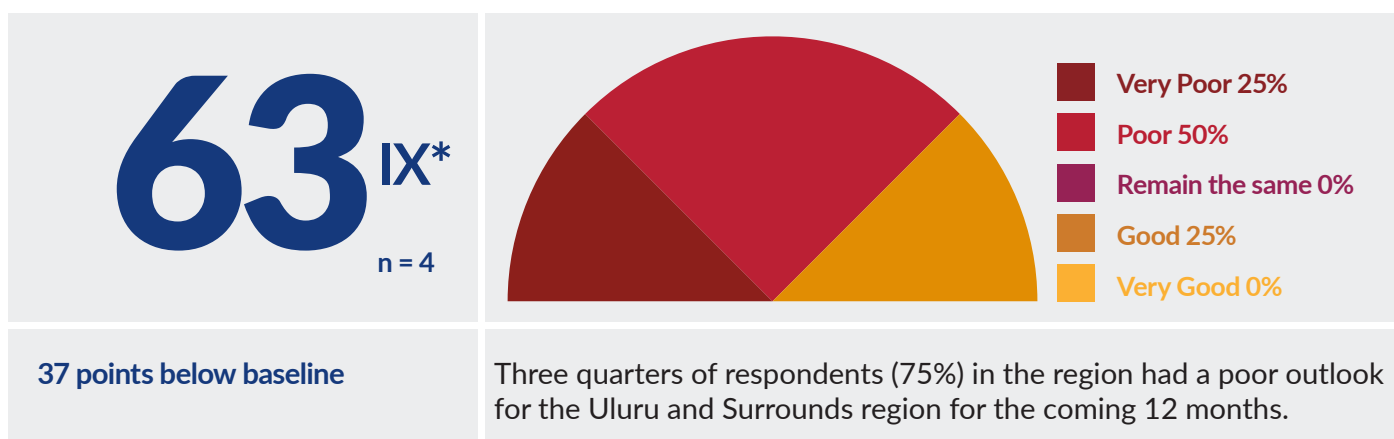
BARKLY / TABLELANDS REGIONAL OUTLOOK INDEX*



ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*



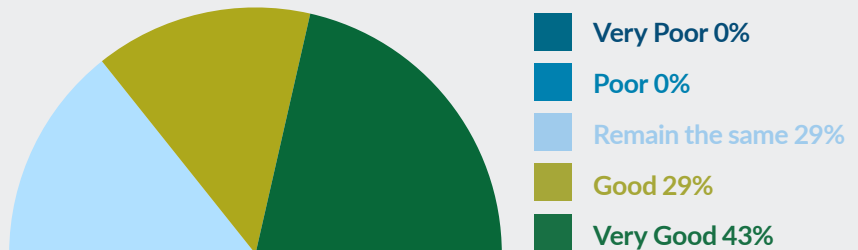
ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*



Tourism NT Industry Sentiment Poll June Quarter 2021

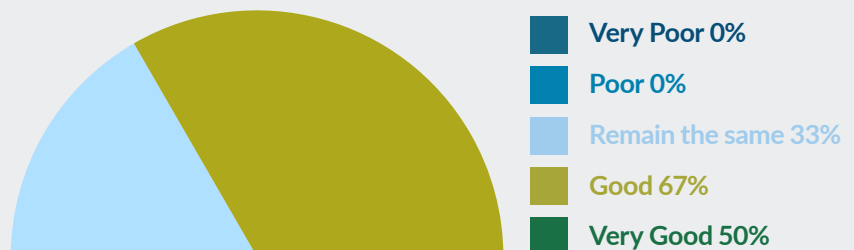
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

157 IX*
n = 7



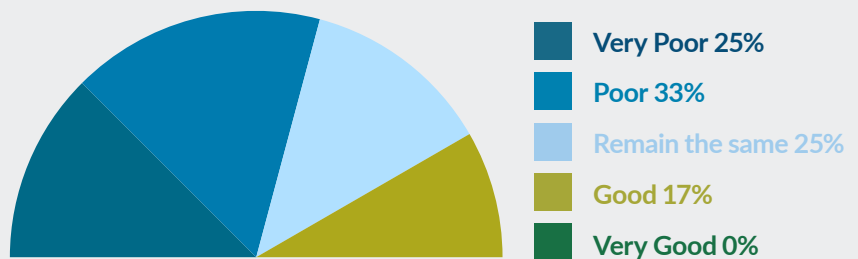
NT BUSINESS OUTLOOK BY SECTOR - Attractions

133 IX*
n = 6



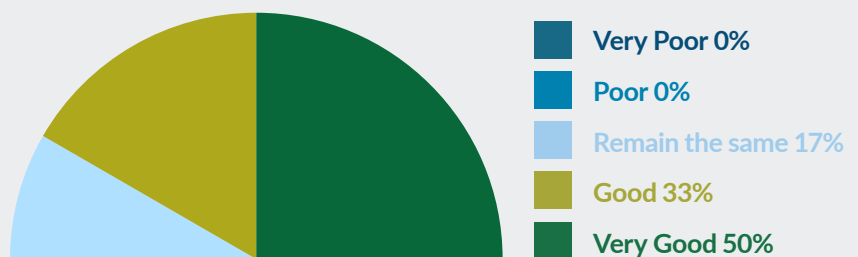
NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

67 IX*
n = 12



NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

167 IX*
n = 6



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 Industry Sentiment Poll are informed by a sample size of 31 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.