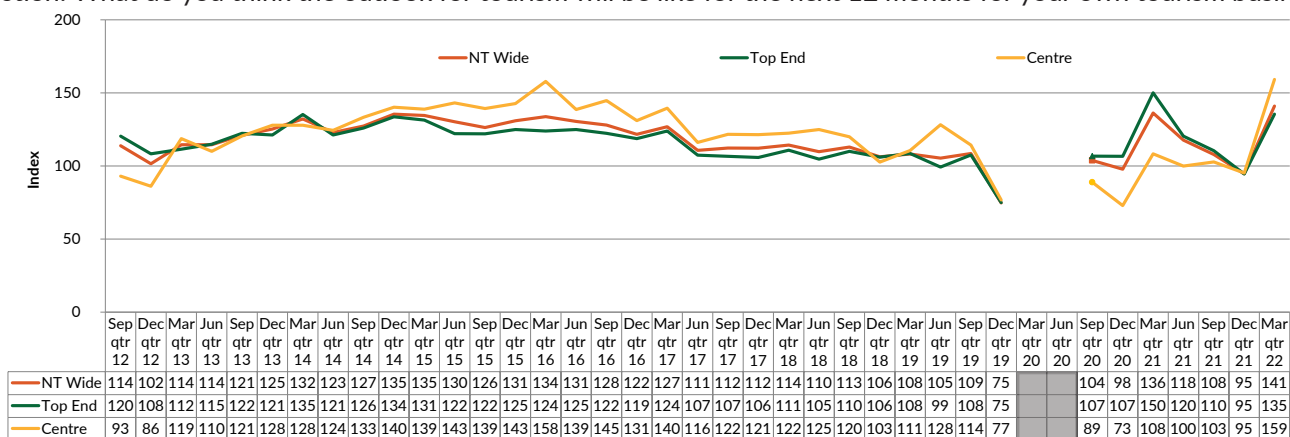


Tourism NT Industry Sentiment Poll March Quarter 2022

Industry Sentiment Poll: Business Outlook

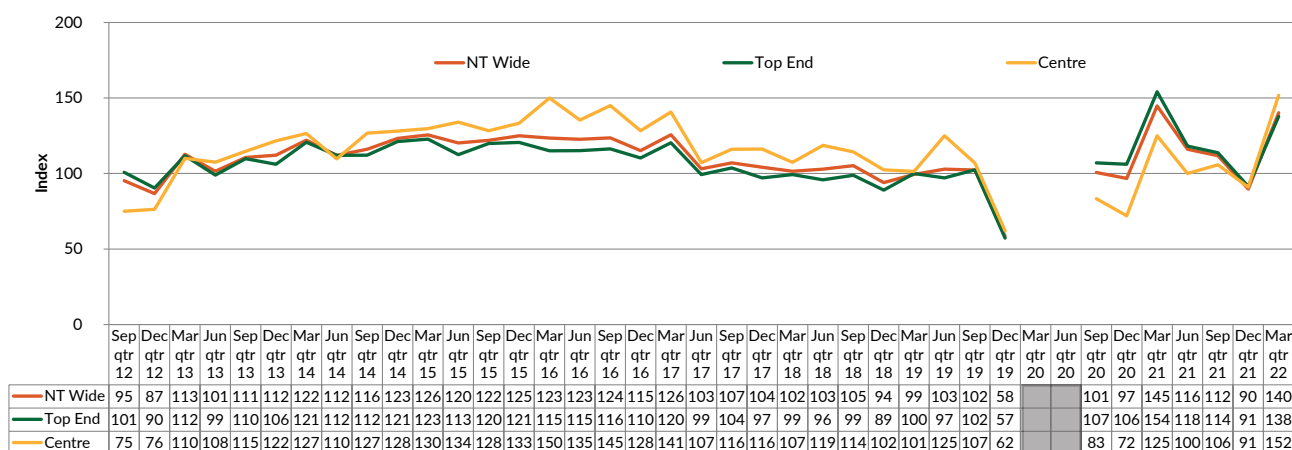
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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.

Operator sentiment across all regions in regards to their own business outlook was positive for the next 12 months. Sentiment across the NT is looking positive as Australia transitions away from the COVID-19 response measures. Operator outlook for the tourism region was similar to the assessment for their own business.

Operators responding to the poll indicated they are continuing to experience staffing issues. These challenges included: staffing shortages (62%), having to limit operations due to staff shortages (43%), and staff retention (28%). In response to these issues for tourism and other related sectors dependant on working holiday makers, the Australian government announced on 22 November 2021 the reopening of Australian borders to temporary visa holders. So far, 51,000 working holiday visas have been granted with 14,000 working holiday makers arriving in Australia since the announcement. In addition, NT Budget 2022 has allocated \$1.3 million to attract and retain the tourism workforce. Overall an \$86.4 million investment was announced in the budget towards Territory tourism and the event sector over the next 12 months, recognising the importance of the sector to the Territory's economic future.

Tourism NT Industry Sentiment Poll March Quarter 2022

BUSINESS OUTLOOK

- Darwin and Surrounds (136ix)
- Katherine (108ix)
- Kakadu Arnhem (132ix)
- Barkly/Tablelands (150ix)
- Alice Springs and Surrounds (159ix)
- Uluru and Surrounds (157ix)



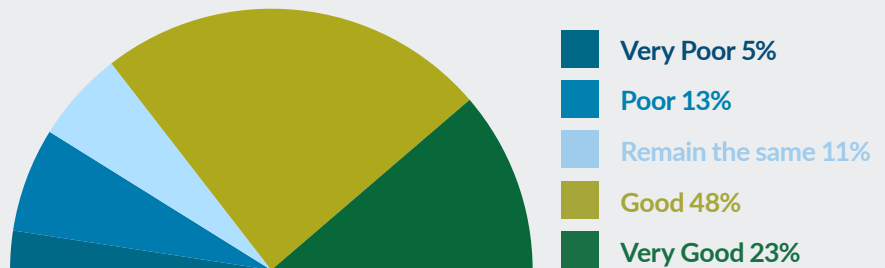
REGIONAL OUTLOOK

- Darwin and Surrounds (136ix)
- Katherine (123ix)
- Kakadu Arnhem (142ix)
- Barkly/Tablelands (167ix)
- Alice Springs and Surrounds (153ix)
- Uluru and Surrounds (150ix)

TOP END BUSINESS OUTLOOK

135 IX*

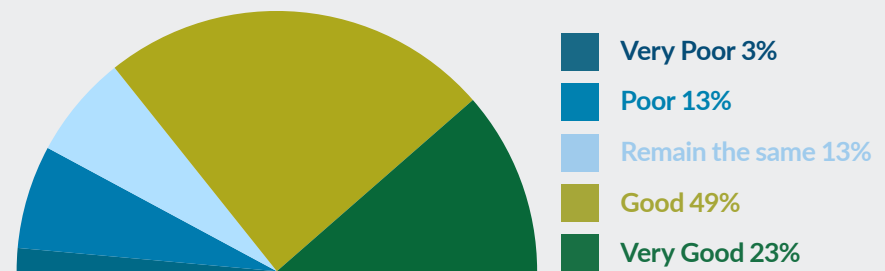
35 points above baseline n = 62



TOP END REGIONAL OUTLOOK

138 IX*

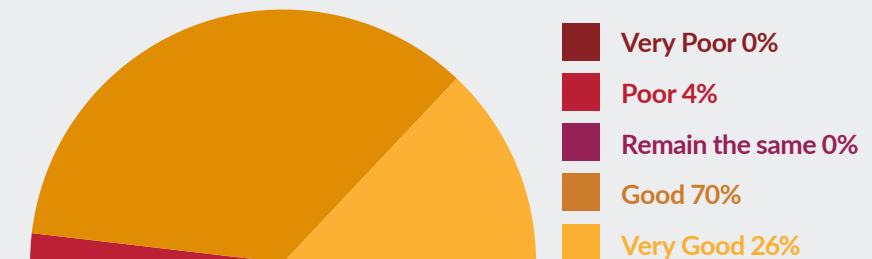
38 points above baseline n = 70



CENTRE BUSINESS OUTLOOK

159 IX*

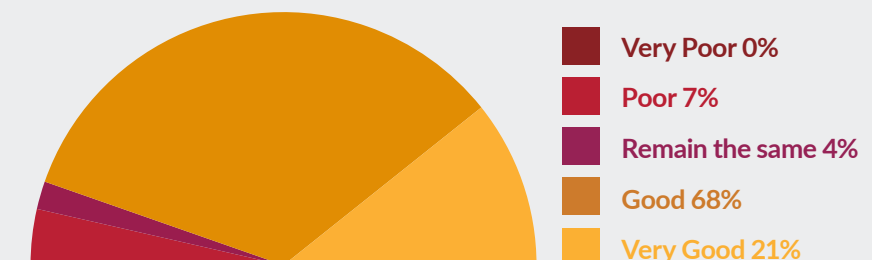
59 points above baseline n = 27



CENTRE REGIONAL OUTLOOK

153 IX*

53 points above baseline n = 28

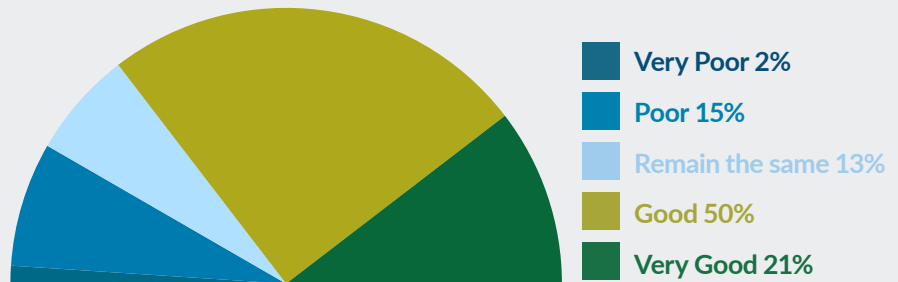


Tourism NT Industry Sentiment Poll March Quarter 2022

DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*

136

IX*
n = 48



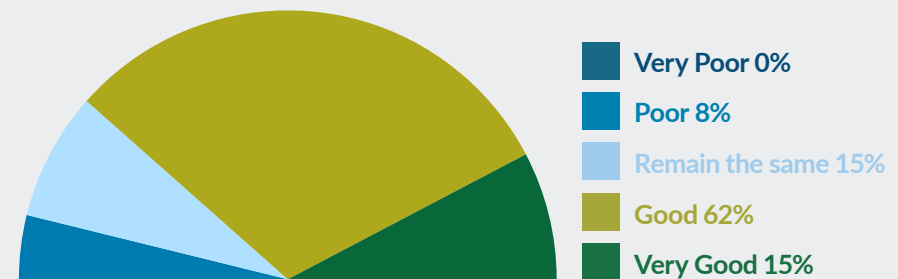
36 points above baseline

Operator outlook for the Darwin and Surrounds region was higher with over two thirds (71%) having a positive outlook for the next 12 months.

KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

142

IX*
n = 13



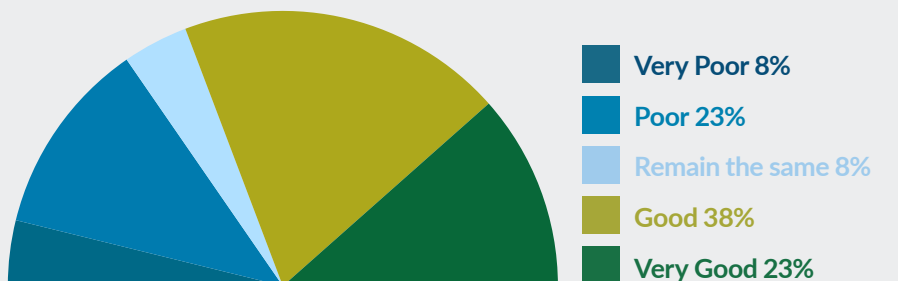
42 points above baseline

Operator outlook for the Kakadu Arnhem region was higher with over three quarters (77%) reporting a positive outlook for the next 12 month period.

KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

123

IX*
n = 13



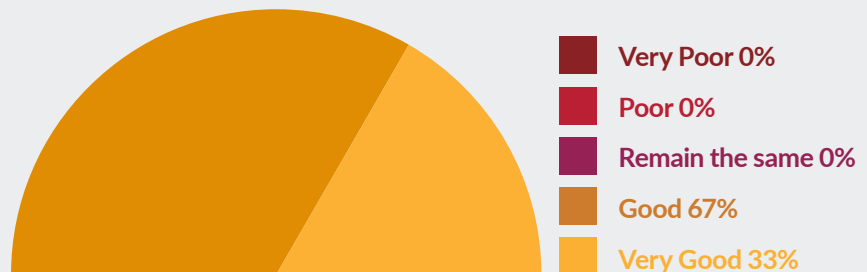
23 points above baseline

Over half (61%) of operators in the Katherine and Surrounds region had a positive outlook for the next 12 months.

Tourism NT Industry Sentiment Poll March Quarter 2022

BARKLY / TABLELANDS REGIONAL OUTLOOK INDEX*

167 IX*
n = 3

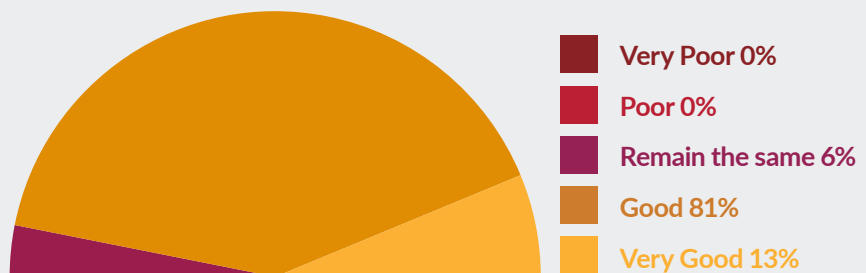


67 points above baseline

Operators in the region reported a positive outlook for their region for the next 12 months.

ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*

153 IX*
n = 16

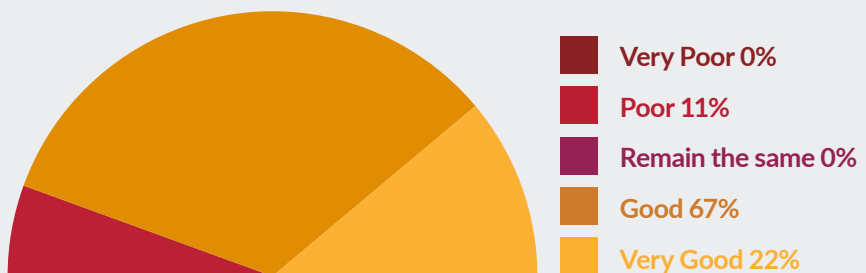


53 points above baseline

The majority (94%) of operators in the Alice Springs and surrounds region expected a good outlook for the next 12 months.

ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*

150 IX*
n = 9



50 points above baseline

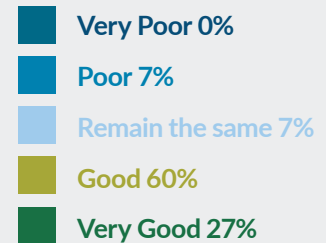
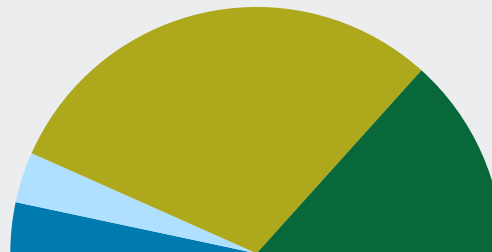
Almost nine in ten (89%) of operators in the region had a better outlook for the Uluru and Surrounds region for the coming 12 months.

Tourism NT Industry Sentiment Poll March Quarter 2022

NT BUSINESS OUTLOOK BY SECTOR - Accommodation

153 IX*

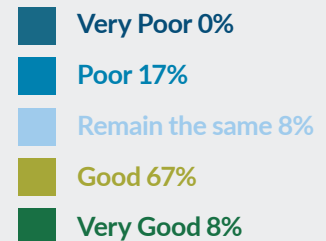
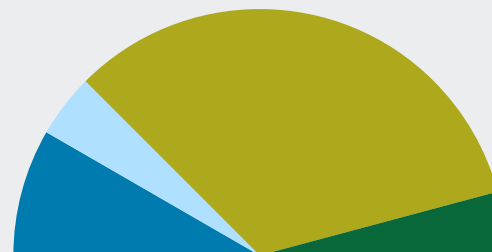
53 points above baseline n = 30



NT BUSINESS OUTLOOK BY SECTOR - Attractions

133 IX*

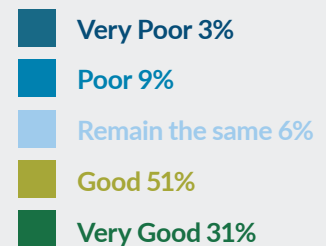
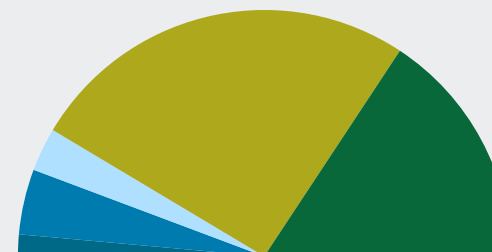
33 points above baseline n = 12



NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

150 IX*

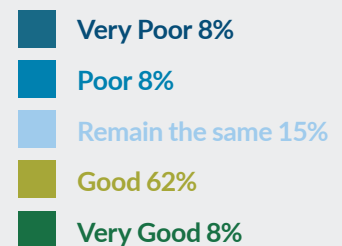
50 points above baseline n = 35



NT BUSINESS OUTLOOK BY SECTOR - All other Sectors

127 IX*

27 points above baseline n = 26



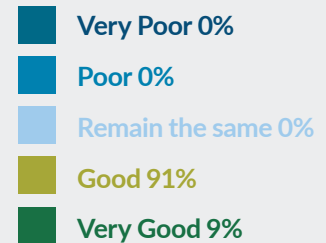
Tourism NT Industry Sentiment Poll March Quarter 2022

NT REGION OUTLOOK - Aboriginal Tourism Business

155

IX*

55 points above baseline n = 11



NT BUSINESS OUTLOOK - Aboriginal Tourism Business

144

IX*

44 points above baseline n = 9



Operator sentiment for Aboriginal tourism businesses in regards to own business outlook and regional outlook was positive.

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 1,443 employing tourism businesses across the Northern Territory in 2020-21. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 70 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 28 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.