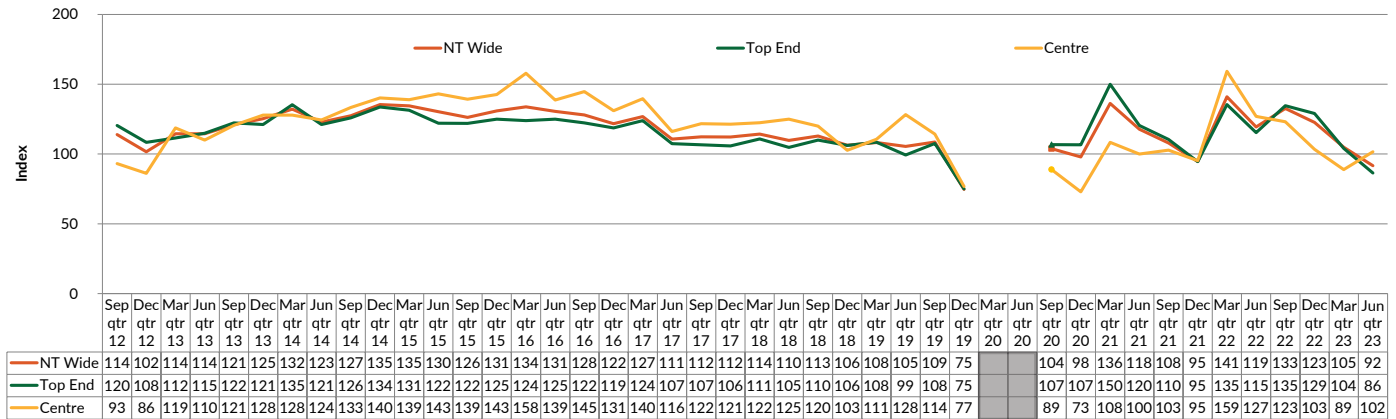


Tourism NT Industry Sentiment Poll June Quarter 2023

Industry Sentiment Poll: Business Outlook

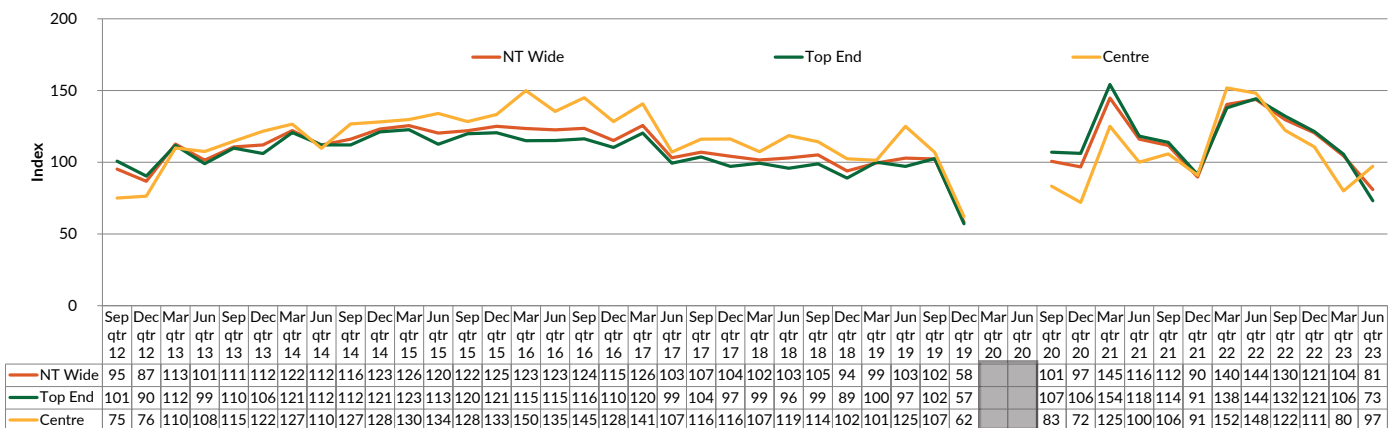
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (80ix)
- Katherine (114ix)
- Kakadu Arnhem (105ix)
- Barkly/Tablelands (150ix)
- Alice Springs and Surrounds (102ix)
- Uluru and Surrounds (128ix)



REGIONAL OUTLOOK

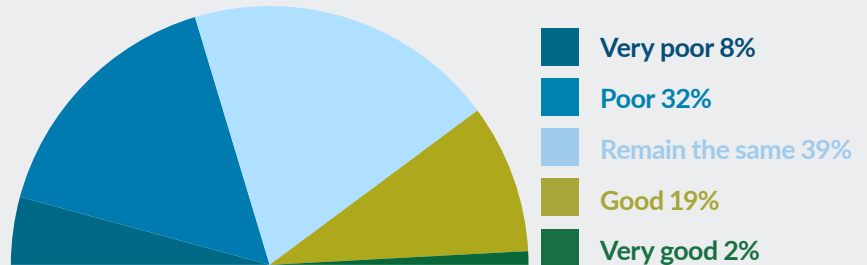
- Darwin and Surrounds (70ix)
- Katherine (96ix)
- Kakadu Arnhem (73ix)
- Barkly/Tablelands (200ix)
- Alice Springs and Surrounds (102ix)
- Uluru and Surrounds (104ix)

Operator sentiment in regards to their own business outlook was just over par in the Centre overall, while sentiment for the Top End region and across the NT was negative for the next 12 months. The results for the June quarter 2023 were much lower compared to the June quarter 2022 across all regions. The latest monthly national business confidence survey conducted by Roy Morgan notes national business confidence at 87.5 was the lowest business confidence reading since September 2020. In addition, 65% of businesses expect “bad economic times” for the economy over the next year. Operator sentiment across all regions in regards to their own region outlook over the next 12 months was negative. The results were also lower compared to the June quarter 2022. Operator sentiment by Aboriginal tourism businesses in regards to their own business outlook was positive, while the outlook for their tourism region was on par.

Tourism NT Industry Sentiment Poll June Quarter 2023

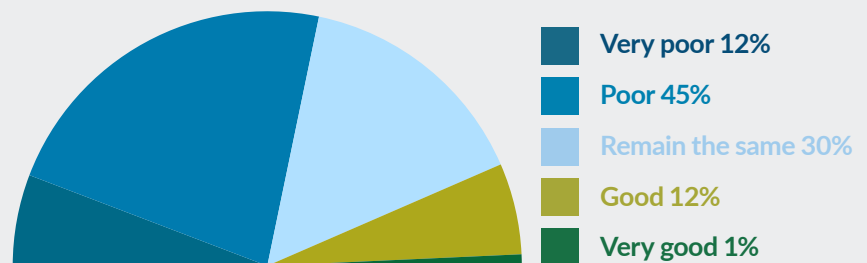
TOP END BUSINESS OUTLOOK

86 IX*
n = 59



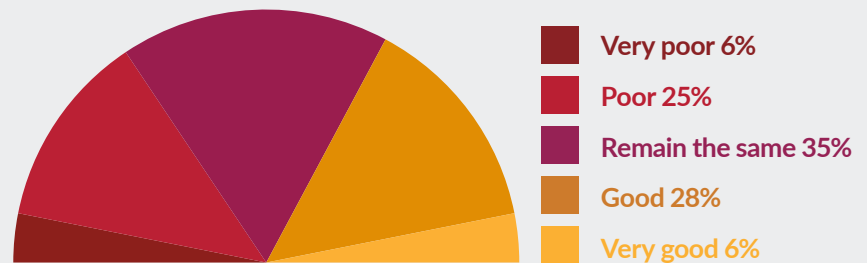
TOP END REGIONAL OUTLOOK

73 IX*
n = 69



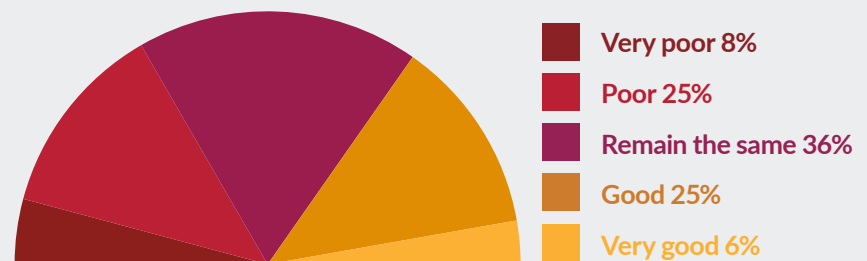
CENTRE BUSINESS OUTLOOK

102 IX*
n = 32



CENTRE REGIONAL OUTLOOK

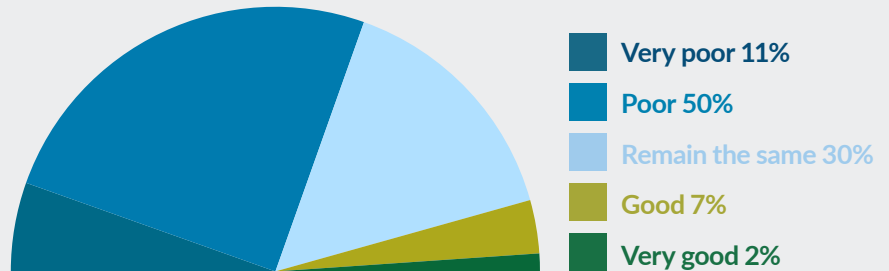
97 IX*
n = 36



Tourism NT Industry Sentiment Poll June Quarter 2023

DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*

70 IX*
n = 46

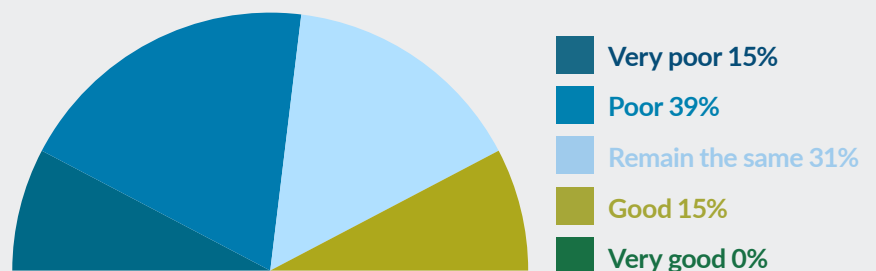


30 points below baseline

Operator outlook for the Darwin and Surrounds region was lower with 61% having a negative outlook for the next 12 months.

KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

73 IX*
n = 13

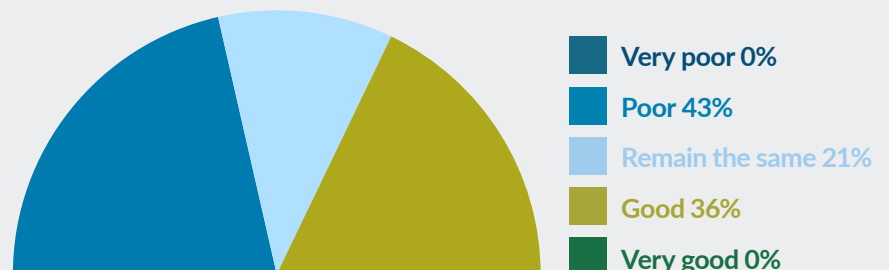


27 points below baseline

Operator outlook for the Kakadu Arnhem region was lower with 54% of operators reporting a negative outlook for the next 12 month period.

KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

96 IX*
n = 14

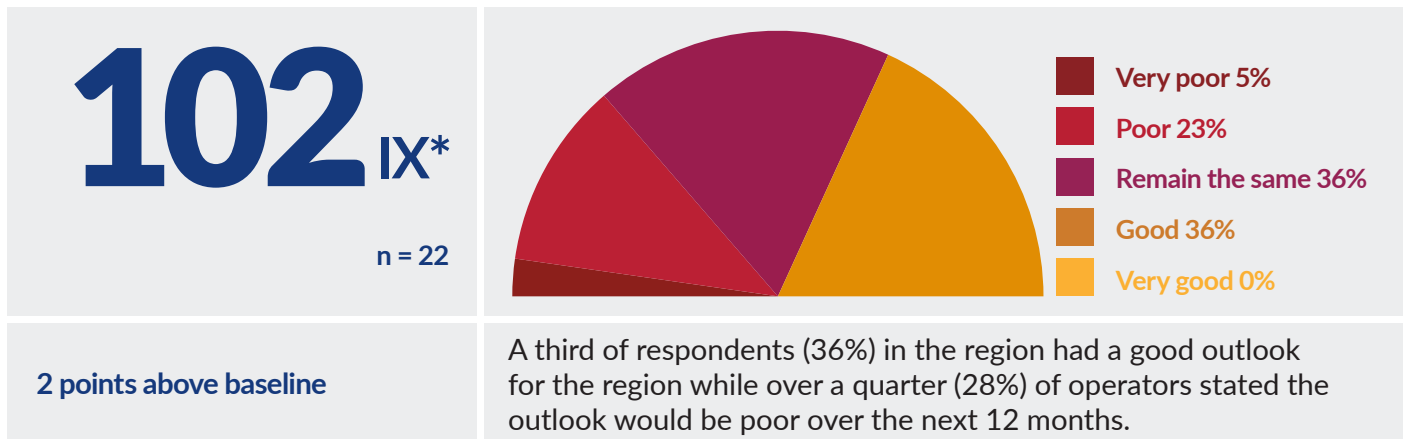


4 points below baseline

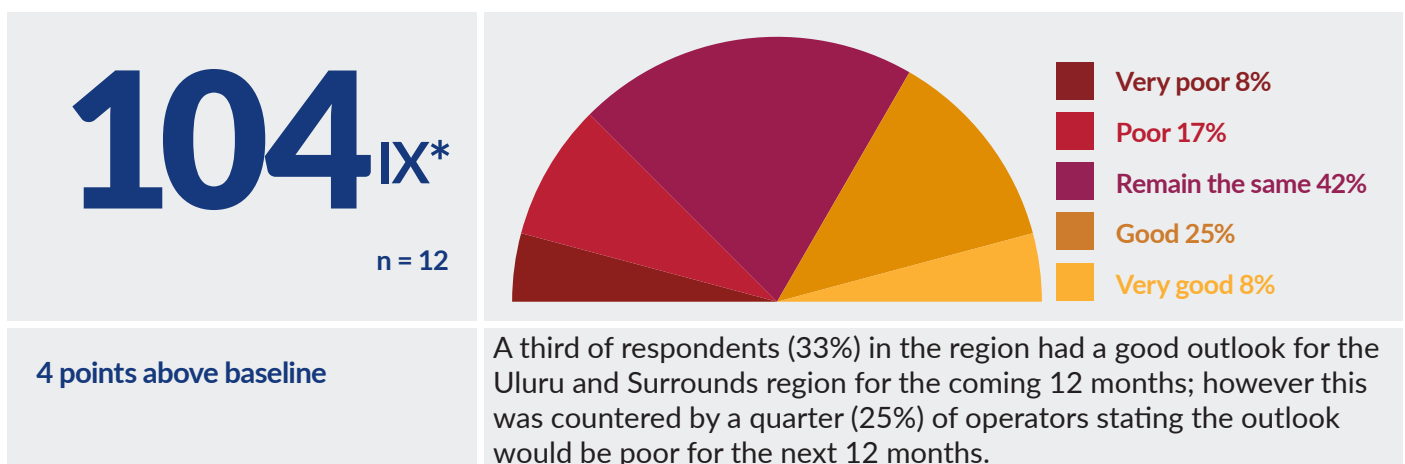
Over two fifths (43%) of operators responding in the Katherine and Surrounds region had a poor outlook for the next 12 months.

Tourism NT Industry Sentiment Poll June Quarter 2023

ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*



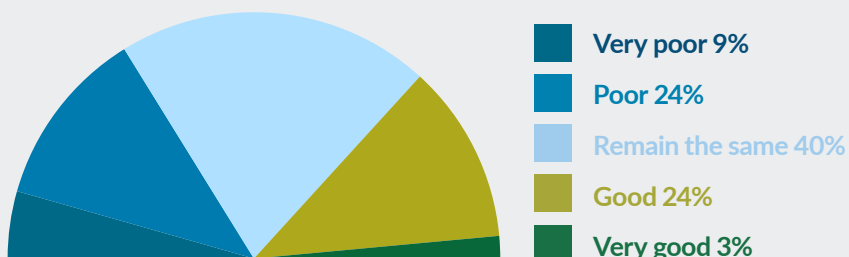
ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*



Tourism NT Industry Sentiment Poll June Quarter 2023

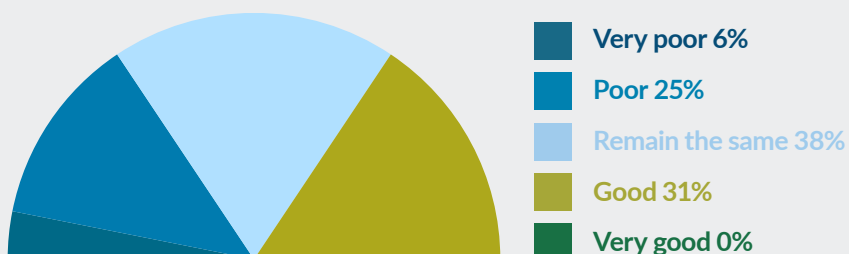
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

94 IX*
n = 34



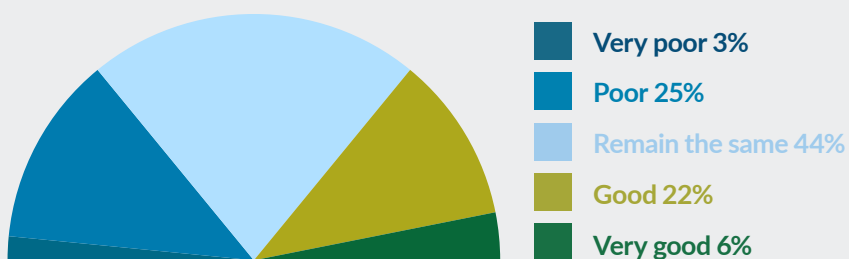
NT BUSINESS OUTLOOK BY SECTOR - Attractions

97 IX*
n = 16



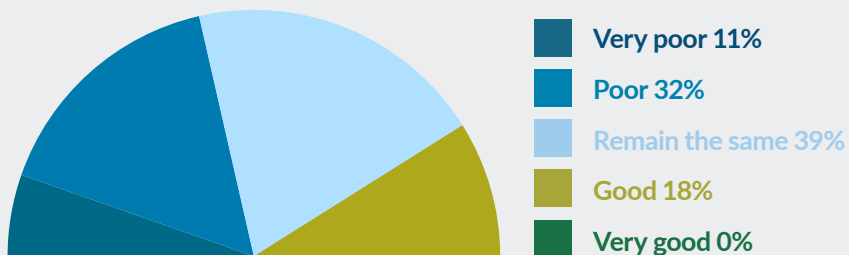
NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

102 IX*
n = 32



NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

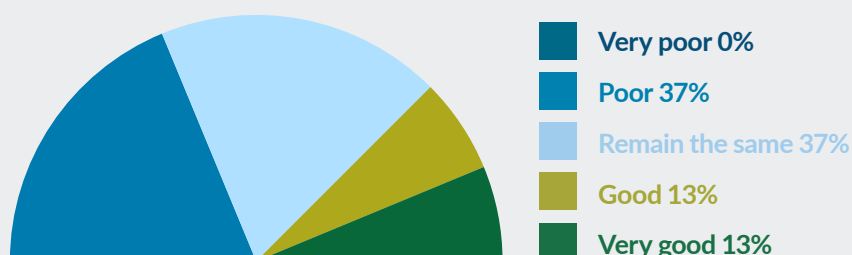
82 IX*
n = 28



Tourism NT Industry Sentiment Poll June Quarter 2023

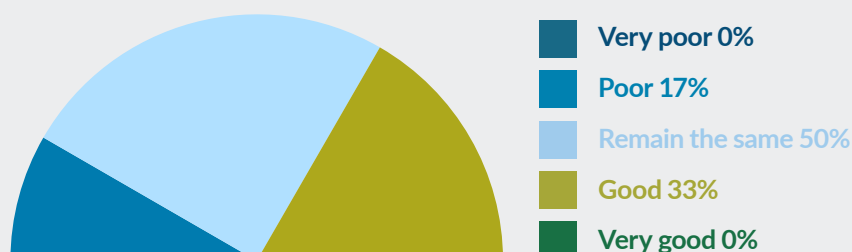
NT REGIONAL OUTLOOK - Aboriginal Tourism Business

100 IX*
n = 8



NT BUSINESS OUTLOOK - Aboriginal Tourism Business

108 IX*
n = 6



Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content.

Tourism Research Australia estimated that there were 1,499 employing tourism businesses across the Northern Territory in 2021-22. 97 operators participated in the Industry Sentiment Poll for the June quarter 2023. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 69 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 36 tourism operators. As such, these results are not representative of regional performance or a census of operator sentiment. Please also note operators can overlap between Top End and Centre regions. 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.