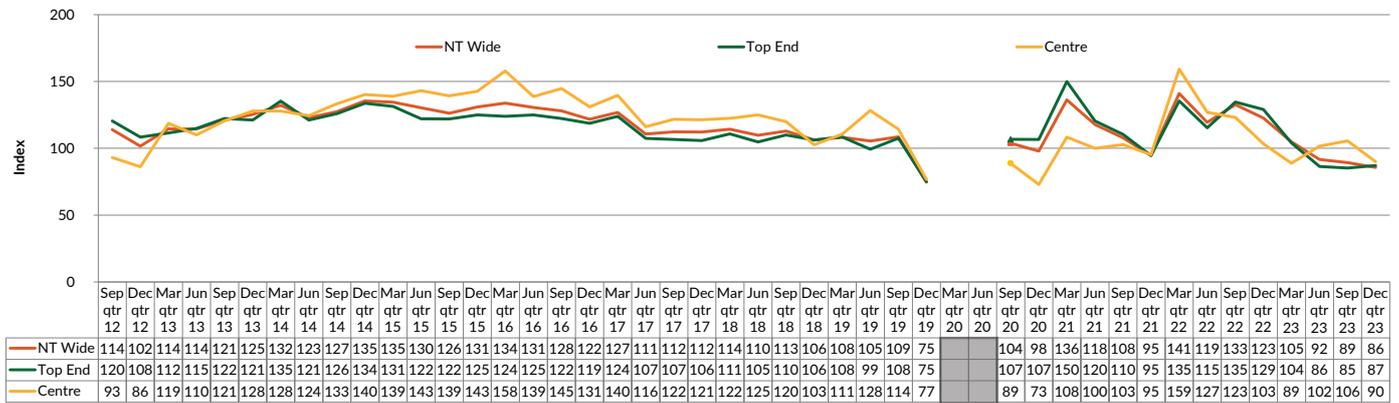


# Tourism NT Industry Sentiment Poll December Quarter 2023

## Industry Sentiment Poll: Business Outlook

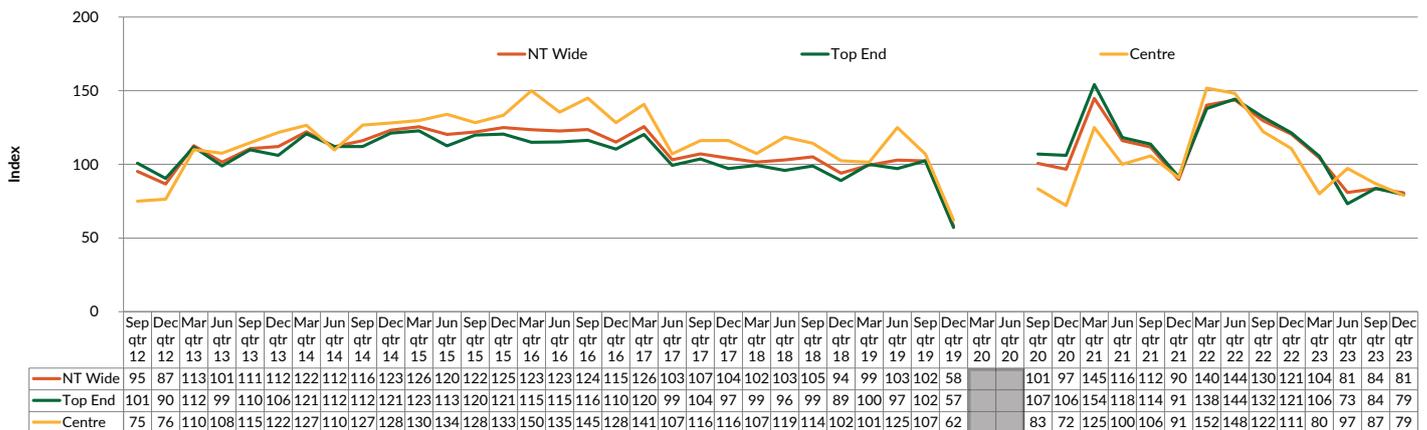
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (94ix)
- Katherine and Surrounds (120ix)
- Kakadu Arnhem (93ix)
- Barkly/Tablelands (N/A)
- Alice Springs and Surrounds (82ix)
- Uluru and Surrounds (150ix)



### REGIONAL OUTLOOK

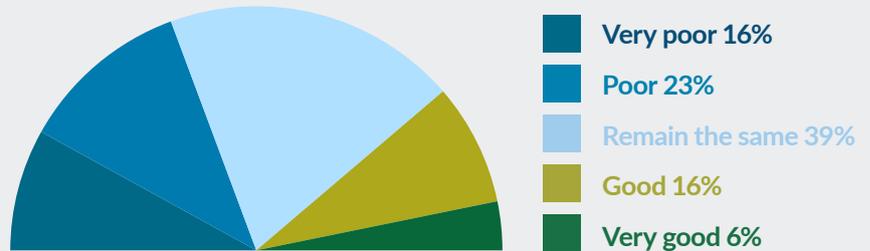
- Darwin and Surrounds (88ix)
- Katherine and Surrounds (100ix)
- Kakadu Arnhem (79ix)
- Barkly/Tablelands (N/A)
- Alice Springs and Surrounds (80ix)
- Uluru and Surrounds (113ix)

According to the poll, operator sentiment with regards to their own business outlook was negative in the Centre and the Top End region as well as across the NT for the next 12 months. Operator sentiment across most regions with regards to their own regional outlook for the next 12 months was negative. These results were also lower compared to the December quarter 2022. The regions which did not have negative results were Katherine and Surrounds which was on par and Uluru and Surrounds which was positive. These results resonate with the Territory-wide business confidence results at 62%, which was also lower compared to December quarter 2022. The most commonly cited concerns by tourism operators include anti-social behaviour, cost of travel to the NT and less flights, increasing business costs and decreasing sales associated with cost of living pressures. The latest ANZ-Roy Morgan Consumer Confidence Rating as at February 2024 also noted the consumer confidence yearly average for 2023 was a record low at 78. This was the lowest recorded consumer confidence since implementation of the survey in 1973. 49 operators participated in the Industry Sentiment Poll for the December quarter 2023.

# Tourism NT Industry Sentiment Poll December Quarter 2023

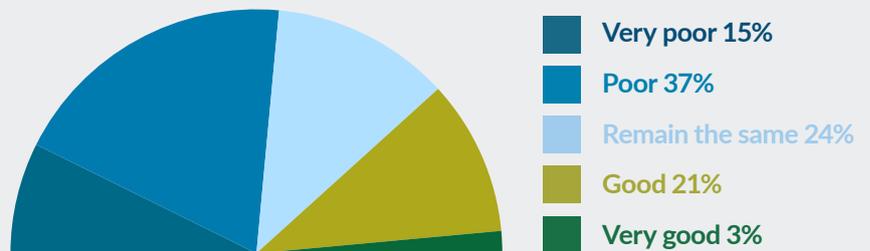
## TOP END BUSINESS OUTLOOK

**87** IX\*  
n = 31



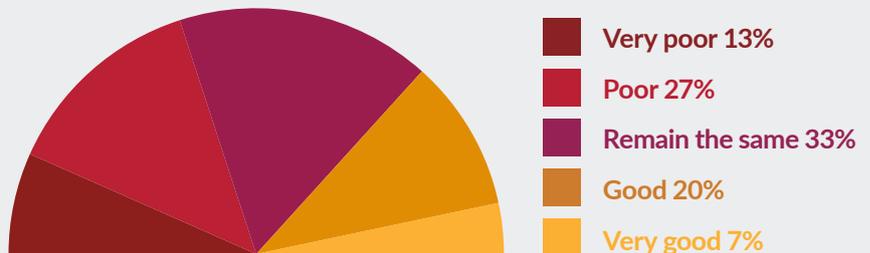
## TOP END REGIONAL OUTLOOK

**79** IX\*  
n = 34



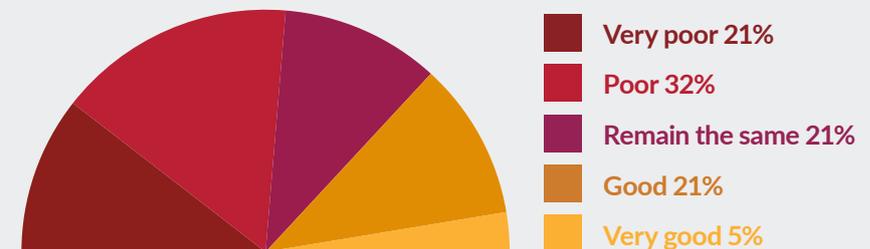
## CENTRE BUSINESS OUTLOOK

**90** IX\*  
n = 15



## CENTRE REGIONAL OUTLOOK

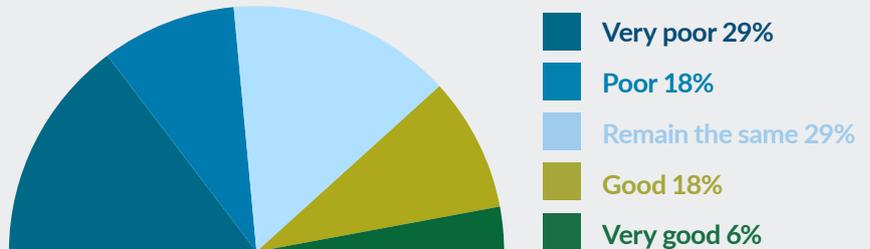
**79** IX\*  
n = 19



# Tourism NT Industry Sentiment Poll December Quarter 2023

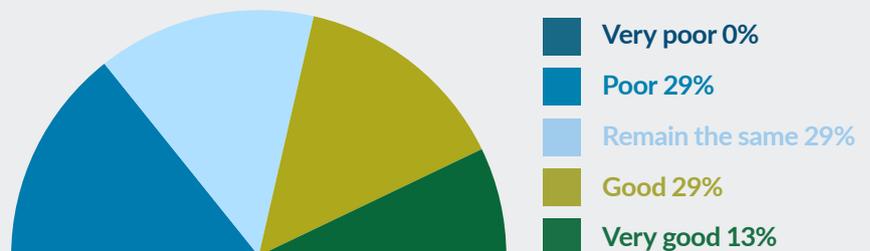
## NT BUSINESS OUTLOOK BY SECTOR - Accommodation

**76** IX\*  
n = 17



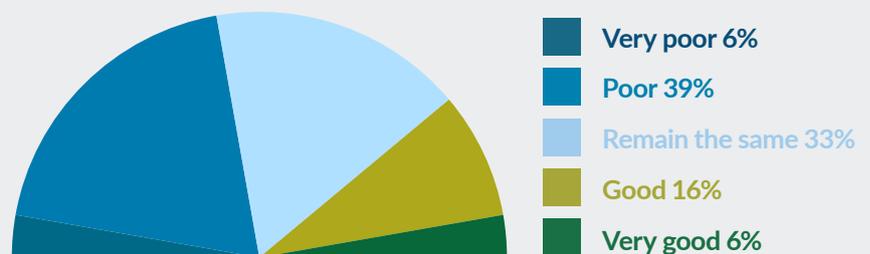
## NT BUSINESS OUTLOOK BY SECTOR - Attractions

**114** IX\*  
n = 7



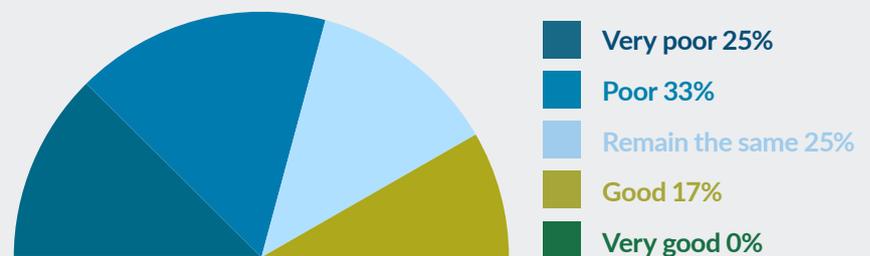
## NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

**89** IX\*  
n = 18



## NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

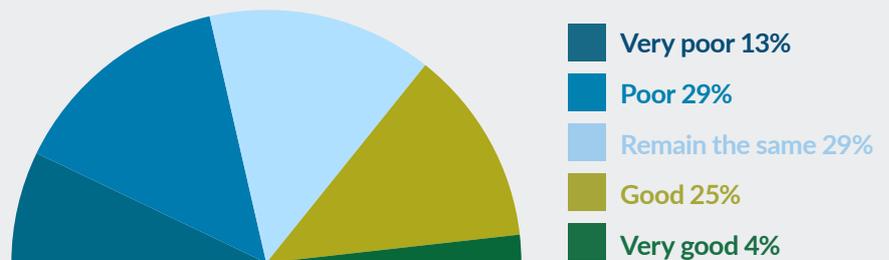
**67** IX\*  
n = 12



# Tourism NT Industry Sentiment Poll December Quarter 2023

## DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**88** IX\*  
n = 28

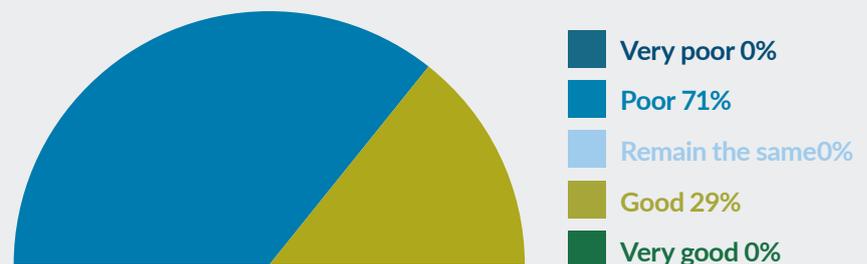


12 points below baseline

Operator outlook for the Darwin and surrounds region was lower with 42% having a negative outlook for the next 12 months.

## KAKADU ARNHEM REGIONAL OUTLOOK INDEX\*

**79** IX\*  
n = 7



21 points below baseline

Operator outlook for the Kakadu Arnhem region was lower with 71% of operators reporting a negative outlook for the next 12 month period.

## KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**100** IX\*  
n = 4

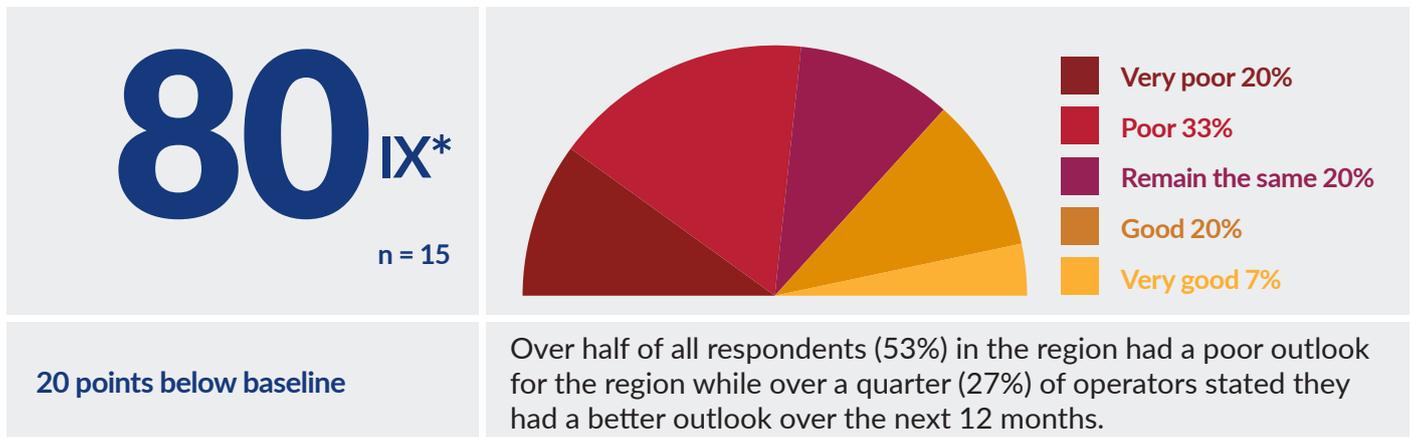


At baseline

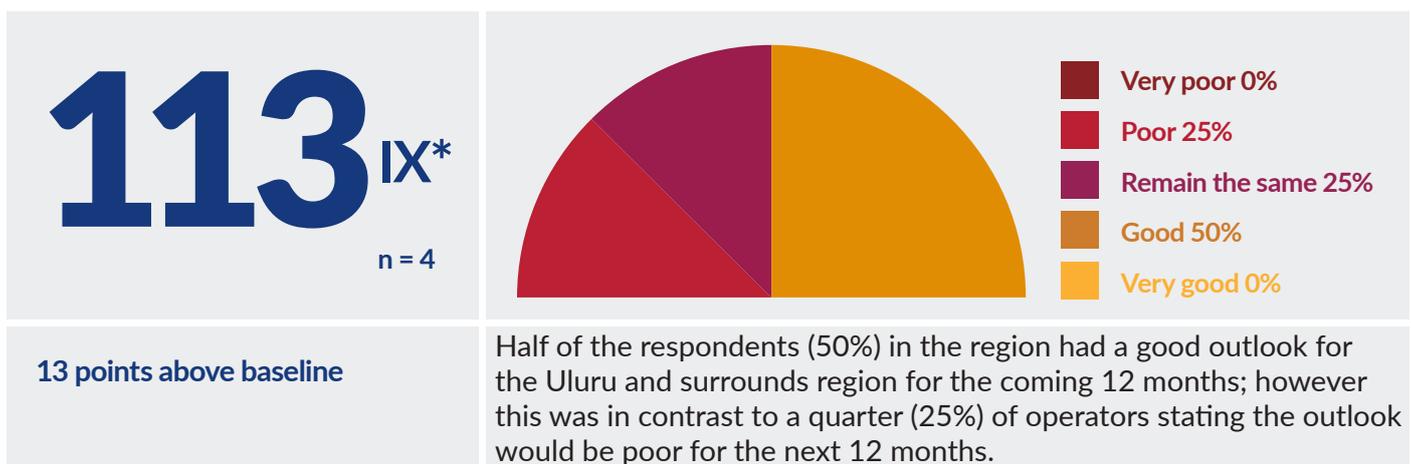
50% of operators equally responding in the Katherine and surrounds region had a positive and negative outlook for the next 12 months.

# Tourism NT Industry Sentiment Poll December Quarter 2023

## ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX\*



## ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX\*



**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. 49 operators participated in the Industry Sentiment Poll for the December quarter 2023. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 34 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 19 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](mailto: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.