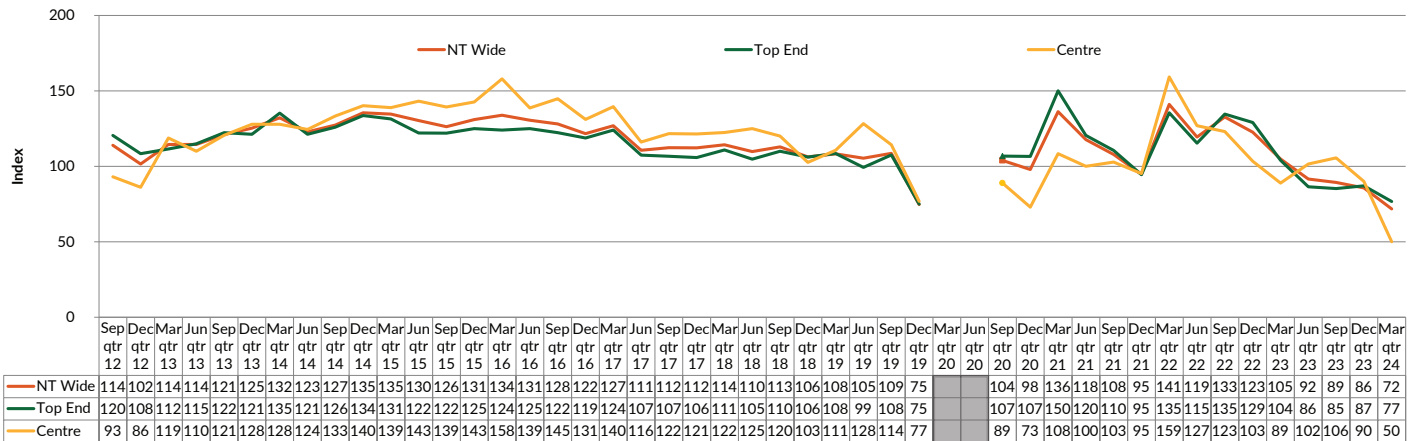


Tourism NT Industry Sentiment Poll March Quarter 2024

Industry Sentiment Poll: Business Outlook

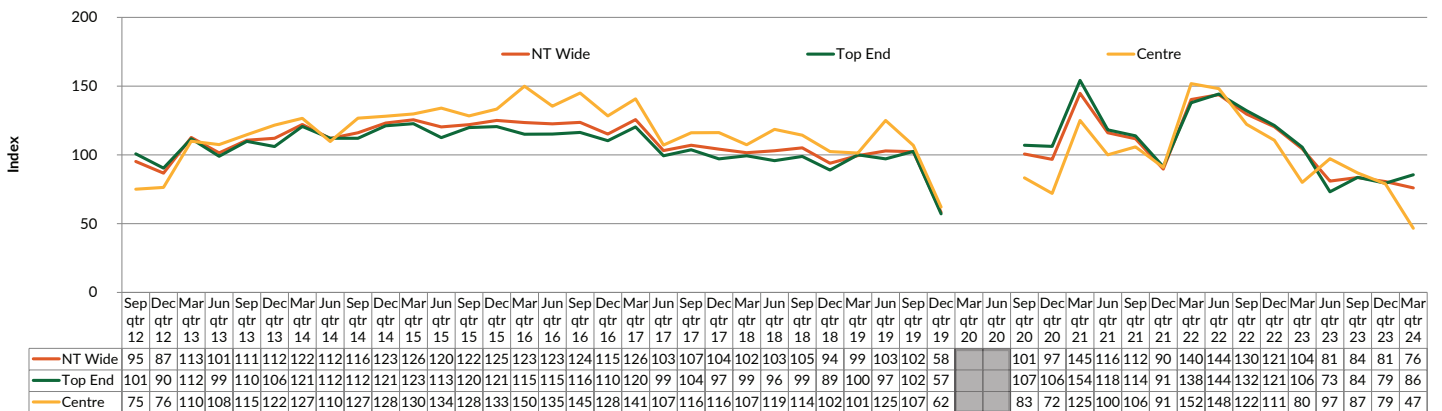
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (81ix)
- Katherine and Surrounds (94ix)
- Kakadu Arnhem (58ix)
- Barkly/Tablelands (N/A)
- Alice Springs and Surrounds (50ix)
- Uluru and Surrounds (75ix)



REGIONAL OUTLOOK

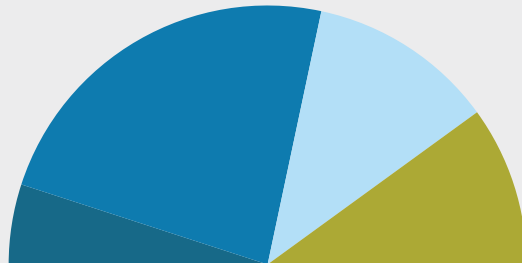
- Darwin and Surrounds (89ix)
- Katherine and Surrounds (100ix)
- Kakadu Arnhem (75ix)
- Barkly/Tablelands (100ix)
- Alice Springs and Surrounds (45ix)
- Uluru and Surrounds (50ix)

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 regional outlook for the next 12 months was also negative, with the Katherine Daly and Barkly regions having a neutral outlook for their own region in the next 12 month period. The most commonly cited concerns by tourism operators include anti-social behaviour and crime, along with negative media coverage impacting on bookings to the NT. The rising cost in living concerns have also been cited. 51 operators participated in the Industry Sentiment Poll for the March quarter 2024.

Tourism NT Industry Sentiment Poll March Quarter 2024

TOP END BUSINESS OUTLOOK

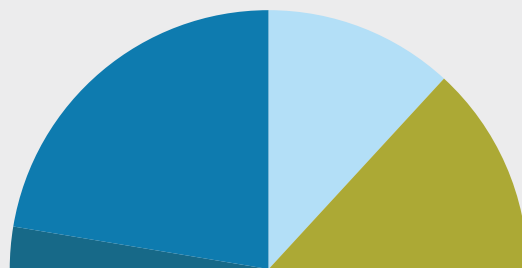
77 IX*
n = 30



- Very poor 10%
- Poor 47%
- Remain the same 23%
- Good 20%
- Very good 0%

TOP END REGIONAL OUTLOOK

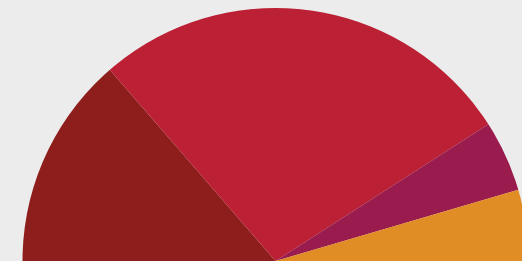
86 IX*
n = 38



- Very poor 5%
- Poor 45%
- Remain the same 24%
- Good 26%
- Very good 0%

CENTRE BUSINESS OUTLOOK

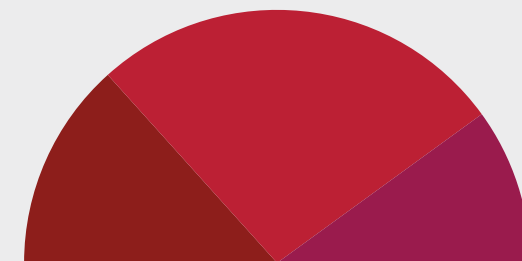
50 IX*
n = 11



- Very poor 27%
- Poor 55%
- Remain the same 9%
- Good 9%
- Very good 0%

CENTRE REGIONAL OUTLOOK

47 IX*
n = 15

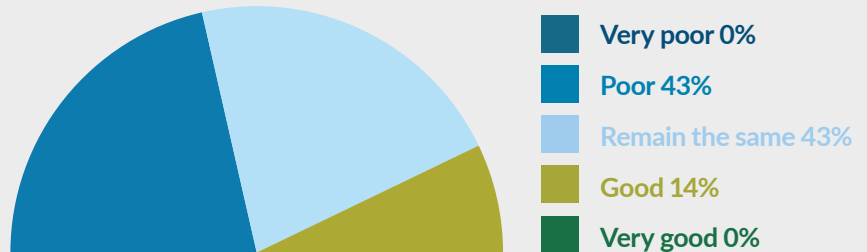


- Very poor 27%
- Poor 53%
- Remain the same 20%
- Good 0%
- Very good 0%

Tourism NT Industry Sentiment Poll March Quarter 2024

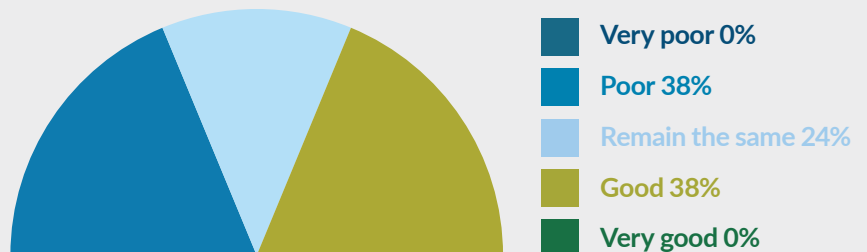
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

86 IX*
n = 7



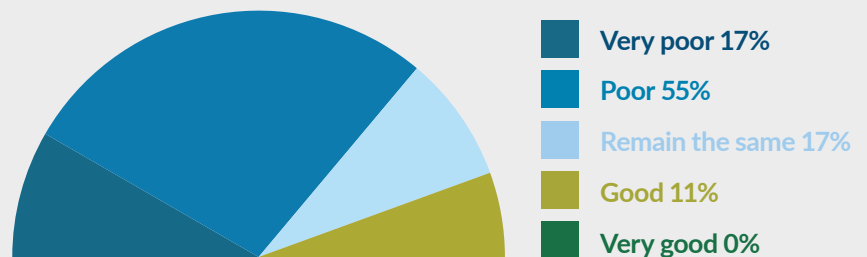
NT BUSINESS OUTLOOK BY SECTOR - Attractions

100 IX*
n = 8



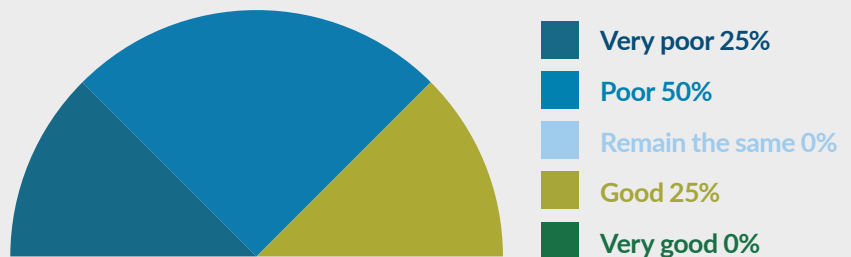
NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

61 IX*
n = 18



NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

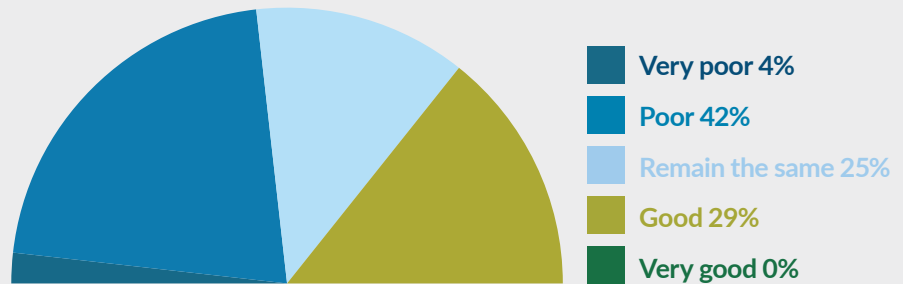
63 IX*
n = 8



Tourism NT Industry Sentiment Poll March Quarter 2024

DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*

89 IX*
n = 28

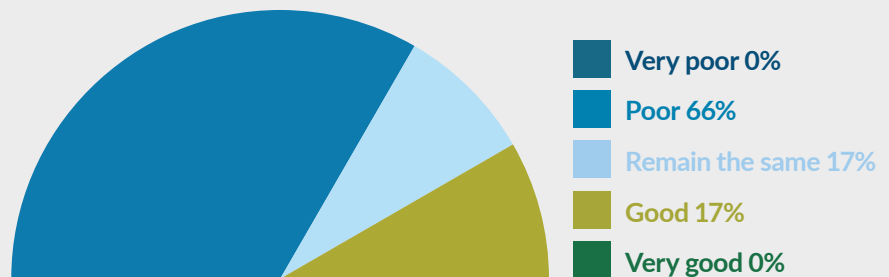


11 points below baseline

Operator outlook for the Darwin and surrounds region was lower with 46% having a negative outlook for the next 12 months. This was in contrast to 29% which had a positive outlook for the next 12 months.

KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

75 IX*
n = 6

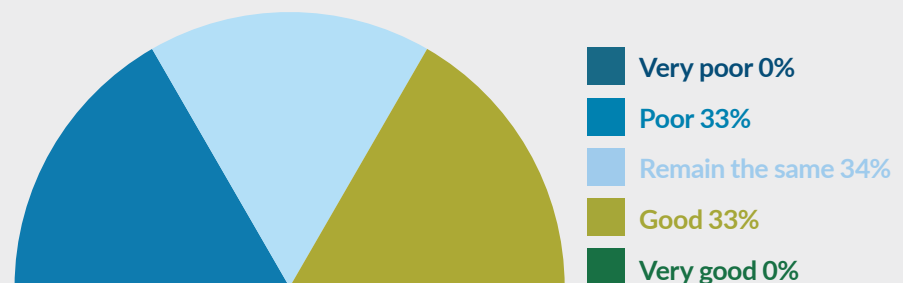


25 points below baseline

Operator outlook for the Kakadu Arnhem region was lower with 66% of operators reporting a negative outlook for the next 12 month period. Only 17% had a positive outlook.

KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

100 IX*
n = 9

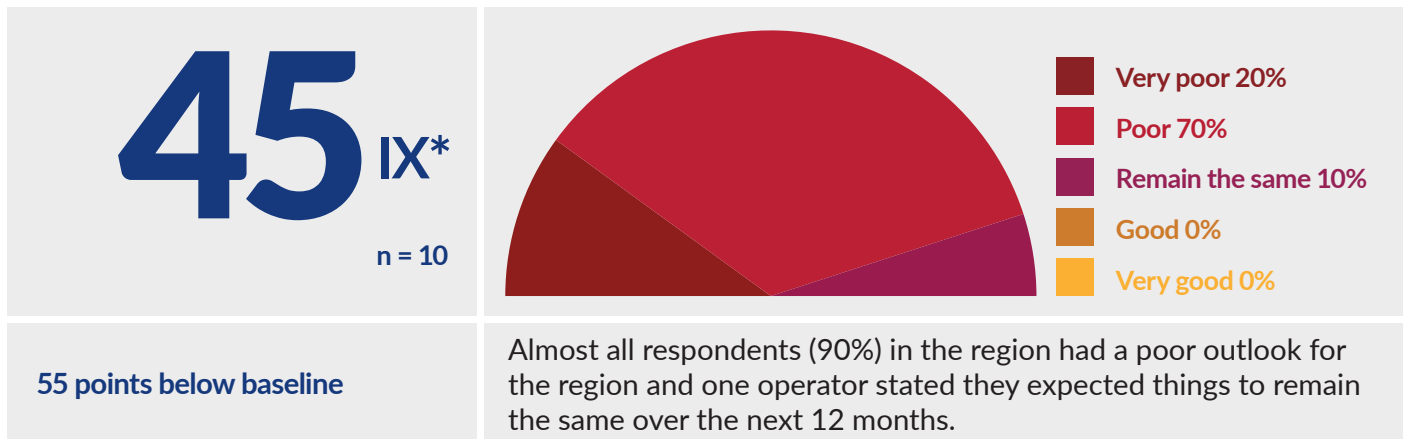


At baseline

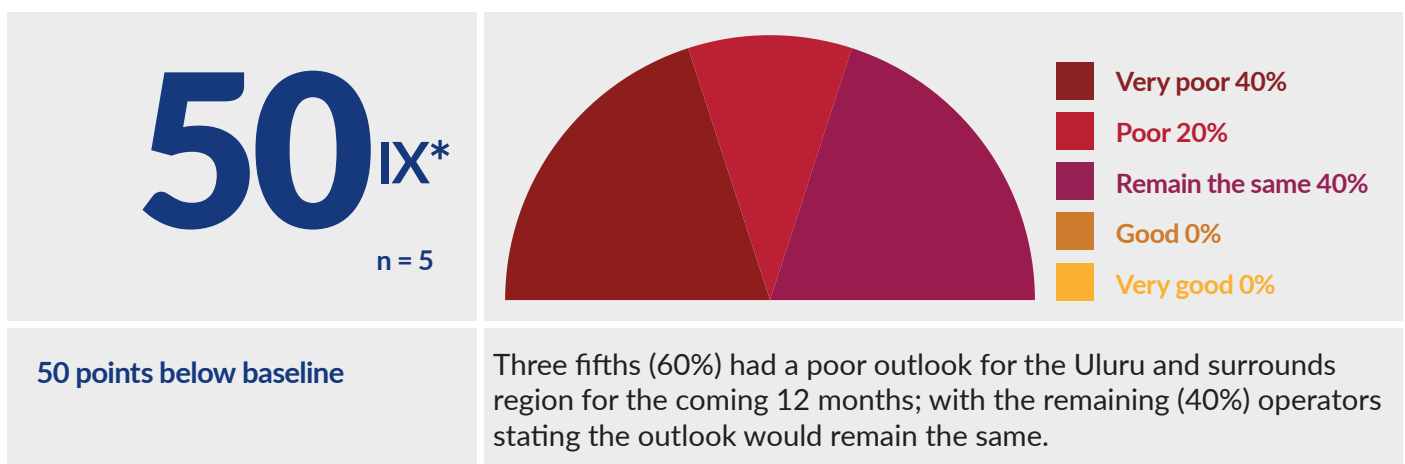
Operators were almost equally split between poor, the same and good outlooks for the next 12 months for Katherine and surrounds.

Tourism NT Industry Sentiment Poll March Quarter 2024

ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*



ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*



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Tourism Research Australia estimated that there were 1,448 employing tourism businesses across the Northern Territory in 2022-23. 51 operators participated in the Industry Sentiment Poll for the March quarter 2024. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 38 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 15 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.