

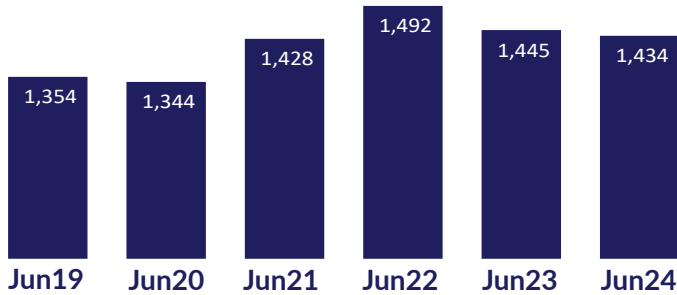
# Tourism Businesses in the Northern Territory

## June 2024

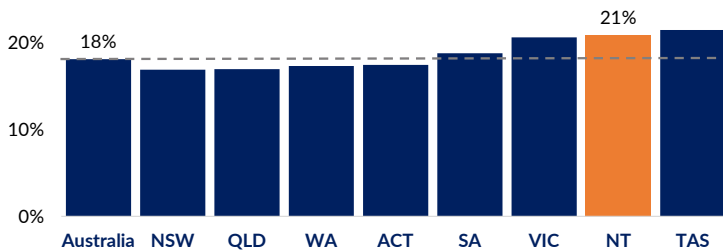
### Overview

In June 2024, there were 1,434 employing tourism businesses in the Northern Territory (NT), down -0.8% compared to June 2023. Among Australian states and territories, the NT had the second largest proportion of employing tourism businesses as a share of total employing businesses\* at 21%, just below Tasmania. This was above the national average of 18%.

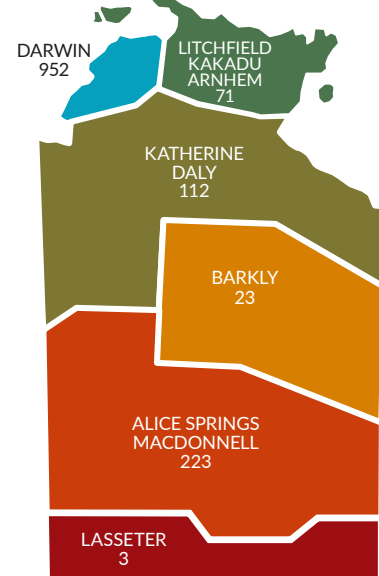
### Number of employing tourism businesses in the NT



### Tourism businesses as a share of total employing businesses



### Employing tourism businesses by NT tourism region\*\* June 2024



### Employment size

Over the past year, the unwinding of pandemic support measures and more challenging operating conditions have impacted the tourism sector. Between June 2023 and June 2024, the number of small and medium tourism businesses in the NT increased. However, the number of micro tourism businesses decreased which can be attributed to several factors:

- Micro tourism businesses became non-employing as a cost-cutting measure <sup>(1)</sup>.
- Opportunities were taken up by small and medium-sized enterprises (SMEs), such as the return of larger firms or the transition of micro tourism businesses into SMEs <sup>(2)</sup>.

NORTHERN TERRITORY June 2024		MICRO	SMALL	MEDIUM TO LARGE	TOTAL EMPLOYING	NON EMPLOYING***	TOTAL
Number of employees		1-4	5-19	>20			
	Accommodation	35	37	28	100	51	152
(1)	Cafes, restaurants and takeaway food services	186 ↓	179	67	432	125 ↑	556
	Clubs, pubs, taverns and bars	12	21	36	69	20	89
	Rail transport	0	0	0	0	0	0
	Taxi transport	11	3	0	14	240	255
	Air, water, and other transport	26	13	10	49	57	106
	Motor vehicle hiring	10	3	0	13	18	32
(2)	Travel agency and tour operator services	31 ↓	17 ↑	8 ↑	56	56	112
	Cultural services	18	6	5	29	108	135
	Casinos and other gambling services	3	3	3	9	4	10
	Automotive fuel retailing	10	26	6	42	12	54
	Other sports and recreation services	46	29	8	83	48	130
	Other retail trade	241	237	65	543	353	896
<b>TOTAL TOURISM INDUSTRIES**</b>		<b>626</b>	<b>573</b>	<b>235</b>	<b>1,434</b>	<b>1,091</b>	<b>2,525</b>

\*Business counts are sourced and derived from the Australian Bureau of Statistics' (ABS) Business Register data. Tourism Research Australia (TRA) published the full report and data tables in March 2025. These can be found on its website: <https://www.tra.gov.au/economic-analysis/tourism-businesses/businesses-results>.

\*\*Differences in numbers between by region and by industries may be due to confidentialisation of business in small geographical locations and rounding. The regional counts of businesses are primarily classified by Tourism Research Australia on the base of their main business or head office address.

\*\*\*Non-Employing businesses as defined by TRA are sole traders with no employees.

↓ ↑ arrows indicate changes compared to the same period last year.