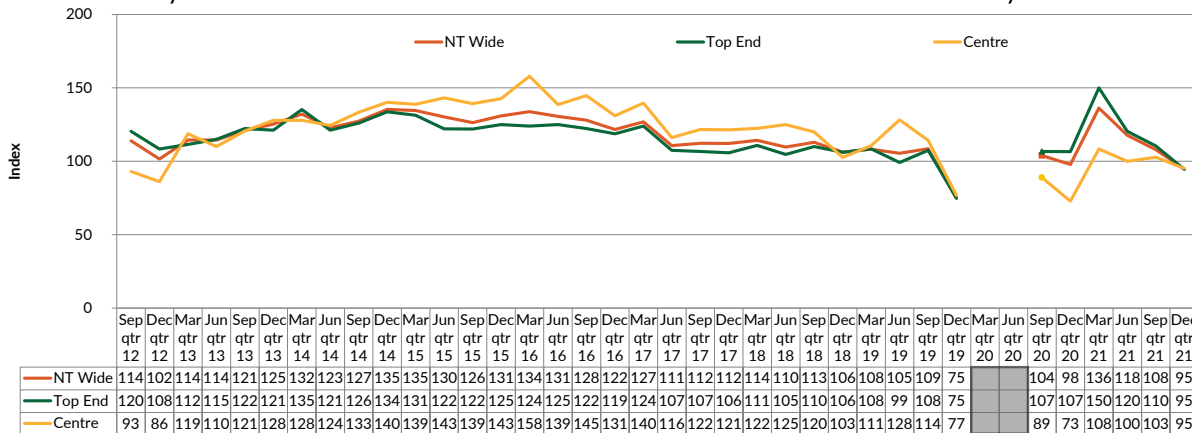


# Tourism NT Industry Sentiment Poll December Quarter 2021

## Industry Sentiment Poll: Business Outlook

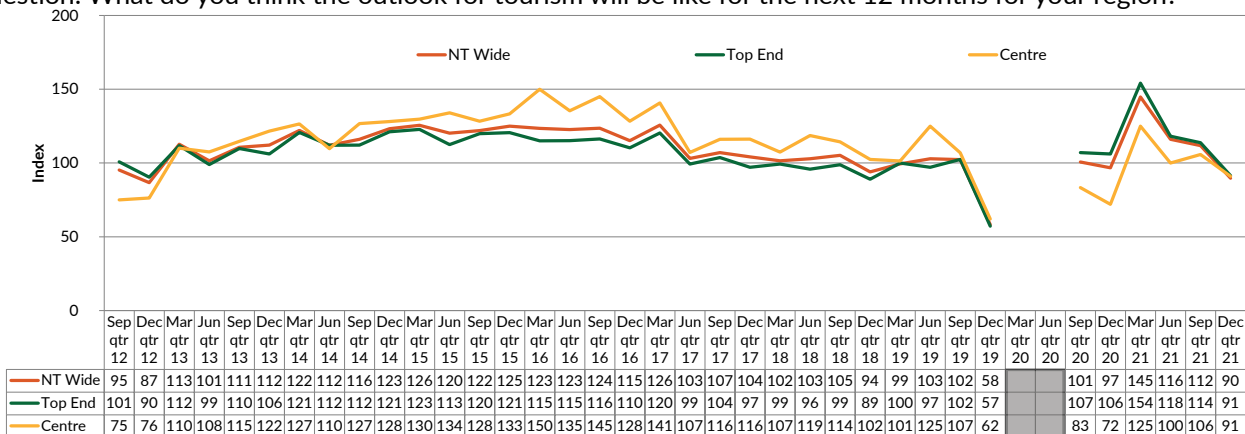
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (93ix)
- Katherine (117ix)
- Kakadu Arnhem (64ix)
- Barkly/Tablelands (113ix)
- Alice Springs and Surrounds (76ix)
- Uluru and Surrounds (122ix)



### REGIONAL OUTLOOK

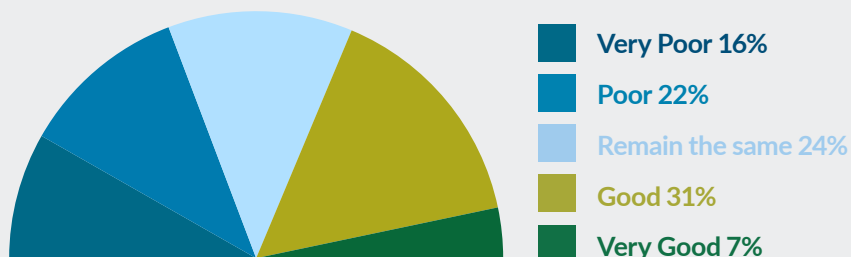
- Darwin and Surrounds (89ix)
- Katherine (119ix)
- Kakadu Arnhem (70ix)
- Barkly/Tablelands (113ix)
- Alice Springs and Surrounds (73ix)
- Uluru and Surrounds (100ix)

Operator sentiment for the both the Top End and Centre regions in regards to their own business outlook was lower over the next 12 months (to December qtr 2022). Similarly, operator sentiment related to regional outlook for the Top End and Centre overall was also lower. This is the second edition of the poll identifying Aboriginal tourism business operators sentiment. Operator sentiment for Aboriginal tourism businesses in regards to their own business outlook and for their tourism region was lower. In relation to sectors, business outlook for the accomodation sector was positive for the next 12 months, however all other sectors along with attractions, and touring and transport noted a more pessimistic business outlook.

# Tourism NT Industry Sentiment Poll December Quarter 2021

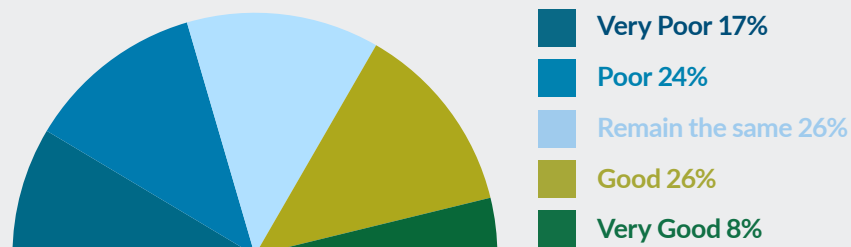
## TOP END BUSINESS OUTLOOK

**95** IX\*  
n = 91



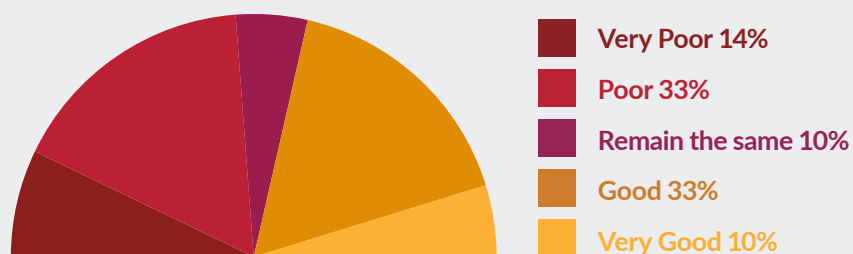
## TOP END REGIONAL OUTLOOK

**91** IX\*  
n = 105



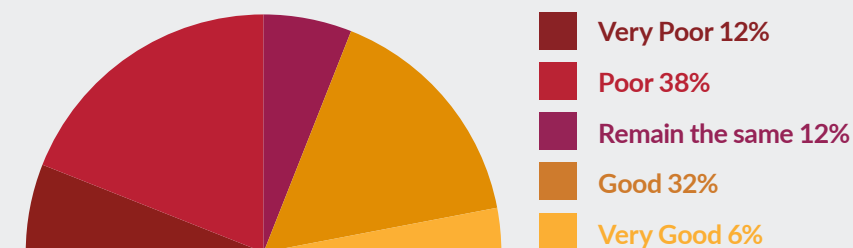
## CENTRE BUSINESS OUTLOOK

**95** IX\*  
n = 42



## CENTRE REGIONAL OUTLOOK

**91** IX\*  
n = 50



**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 1,337 employing tourism businesses across the Northern Territory in 2019-20. Results presented for the Industry Sentiment Poll are informed by a sample size of 141 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](mailto:research.tourismnt@nt.gov.au)

**\*Using the Index measure:** Each Index measure is derived by assigning a value of 0 to a 'very poor' response, 50 to 'poor', 100 to 'same', 150 to 'good' and 200 to 'very good'. An average value of 100 across operators therefore indicates performance is 'on par with the previous year'.

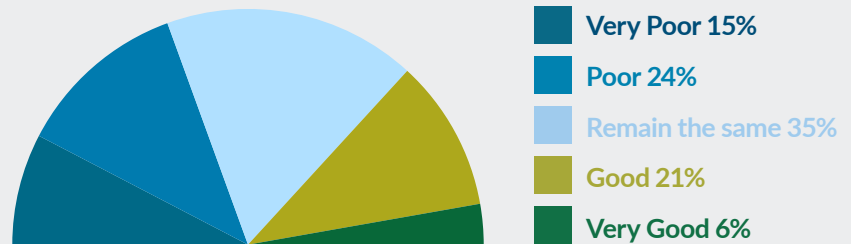
**Notes:**

- 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.
- c:** All Other Sectors includes hospitality, retail, business events, aviation, art centres and roadhouses.

# Tourism NT Industry Sentiment Poll December Quarter 2021

## DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**89** IX\*  
n = 72

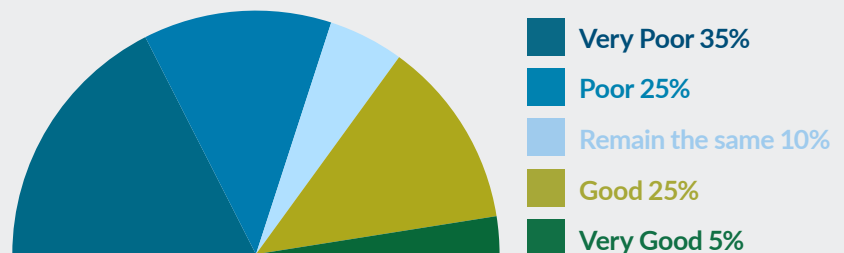


11 points below baseline

Operator outlook for the Darwin and Surrounds region was lower with 39% having a negative outlook for the next 12 months.

## KAKADU ARNHEM REGIONAL OUTLOOK INDEX\*

**70** IX\*  
n = 20

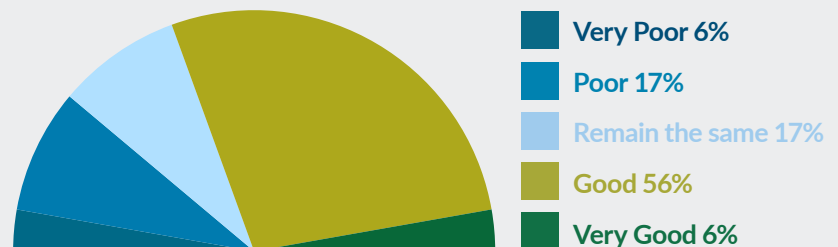


30 points below baseline

Operator outlook for the Kakadu Arnhem region was lower with 60% of operators reporting a negative outlook for the next 12 month period.

## KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**119** IX\*  
n = 18



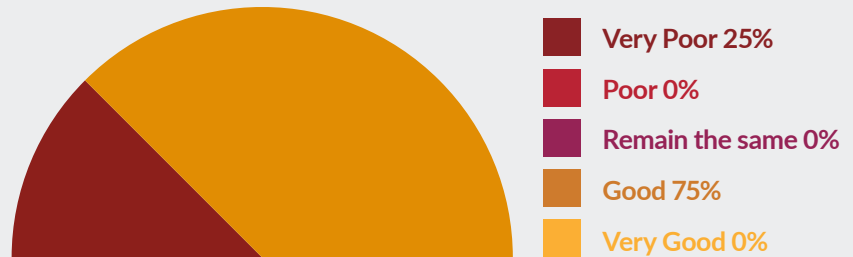
19 points above baseline

Over half (62%) of operators responding in the Katherine and Surrounds region had a positive outlook for the next 12 months.

# Tourism NT Industry Sentiment Poll December Quarter 2021

## BARKLY / TABLELANDS REGIONAL OUTLOOK INDEX\*

**113** IX\*  
n = 4

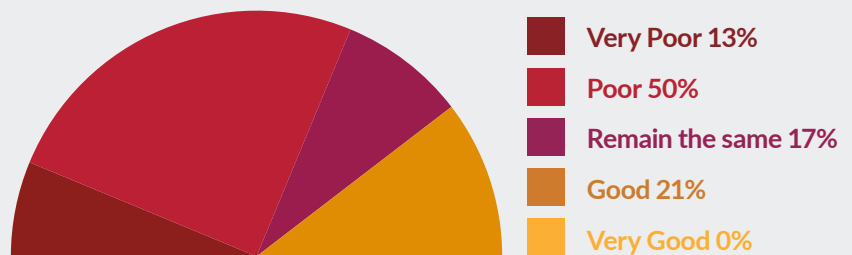


13 above baseline

Respondents in this region were mostly positive (75%) in regards to the outlook for the next 12 months.

## ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**73** IX\*  
n = 24

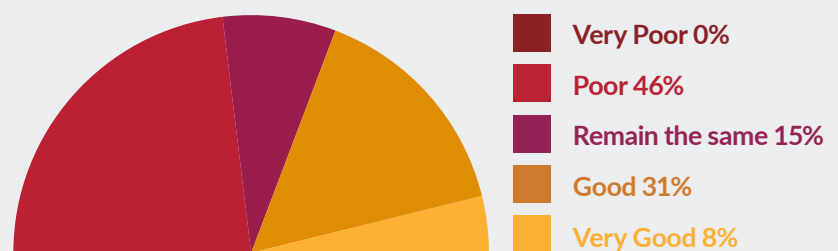


27 points below baseline

Over half (63%) of respondents in the Alice Springs and Surrounds region expected a worse outlook for the next 12 months.

## ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX\*

**100** IX\*  
n = 13



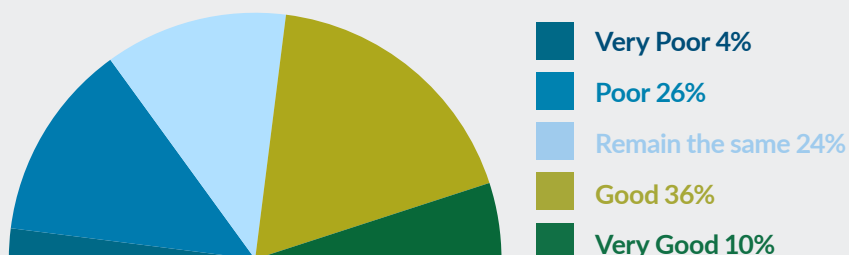
At baseline

Over a third of respondents (39%) in the region had a good outlook for the Uluru and Surrounds region for the coming 12 months; however this was countered by over two fifths (46%) of operators stating outlook would be poor in the next 12 months.

# Tourism NT Industry Sentiment Poll December Quarter 2021

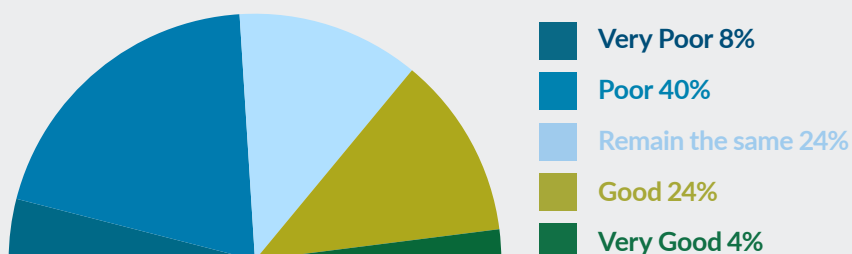
## NT BUSINESS OUTLOOK BY SECTOR - Accommodation

**111** IX\*  
n = 50



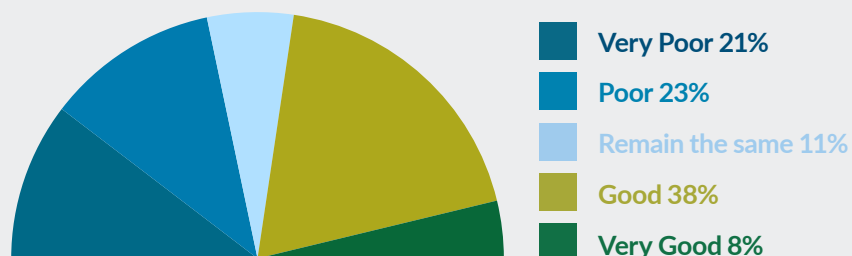
## NT BUSINESS OUTLOOK BY SECTOR - Attractions

**88** IX\*  
n = 25



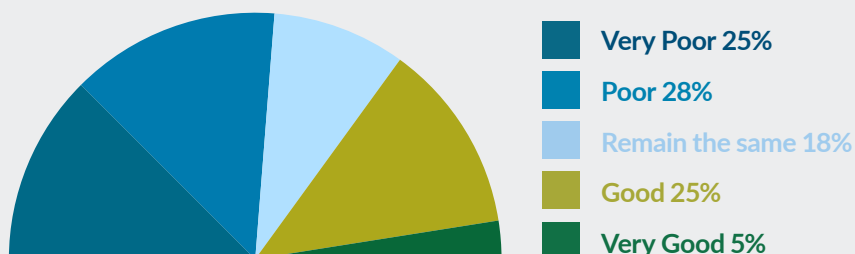
## NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

**94** IX\*  
n = 53



## NT BUSINESS OUTLOOK BY SECTOR - All Other Sectors

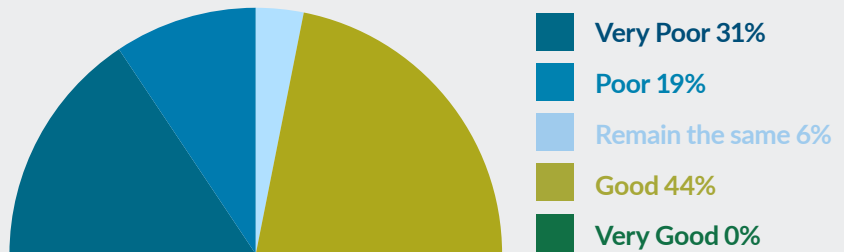
**79** IX\*  
n = 40



# Tourism NT Industry Sentiment Poll December Quarter 2021

## NT BUSINESS OUTLOOK - Aboriginal Tourism Business

**81** IX\*  
n = 16



## NT REGIONAL OUTLOOK - Aboriginal Tourism Business

**72** IX\*  
n = 18

