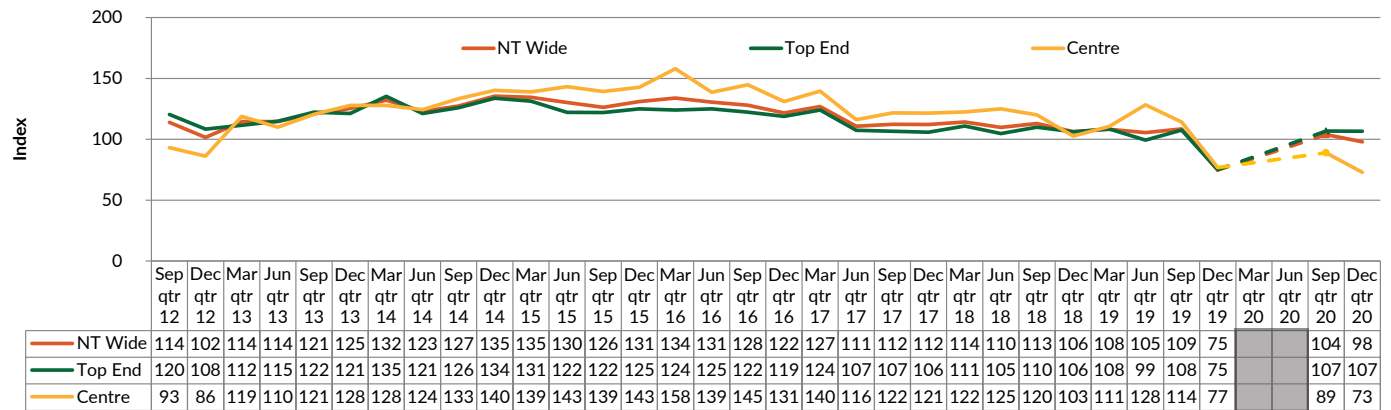


Tourism NT Industry Sentiment Poll December Quarter 2020

Industry Sentiment Poll: Business Outlook

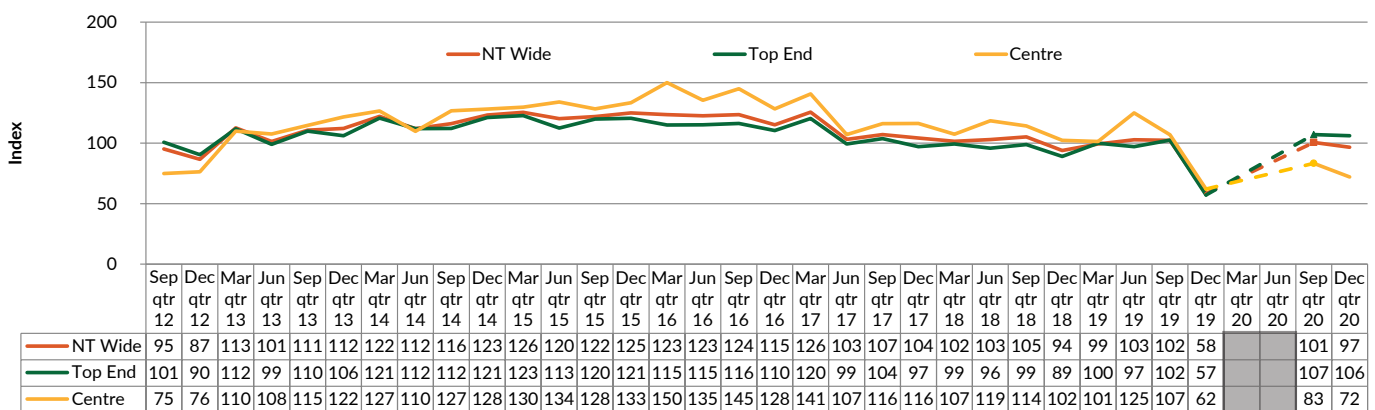
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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 (106ix)
- Katherine (125ix)
- Kakadu Arnhem (117ix)
- Barkly/Tablelands (50ix)
- Alice Springs and Surrounds (91ix)
- Uluru and Surrounds (58ix)



REGIONAL OUTLOOK

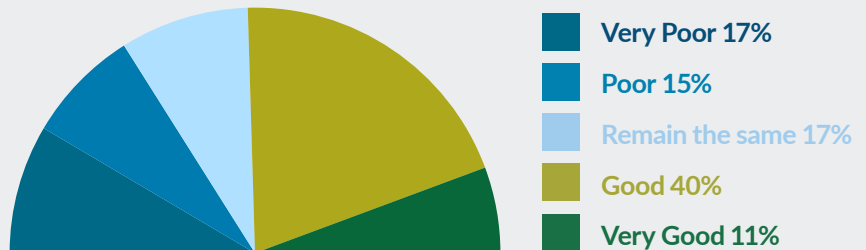
- Darwin and Surrounds (103ix)
- Katherine (120ix)
- Kakadu Arnhem (100ix)
- Barkly/Tablelands (50ix)
- Alice Springs and Surrounds (81ix)
- Uluru and Surrounds (58ix)

Operator sentiment across most regions in regards to their own business outlook was mostly positive for the Top End regions over the next 12 months, while poorer for the Centre regions. Operator outlook for the tourism region was generally more pessimistic than the assessment for their own business.

Tourism NT Industry Sentiment Poll December Quarter 2020

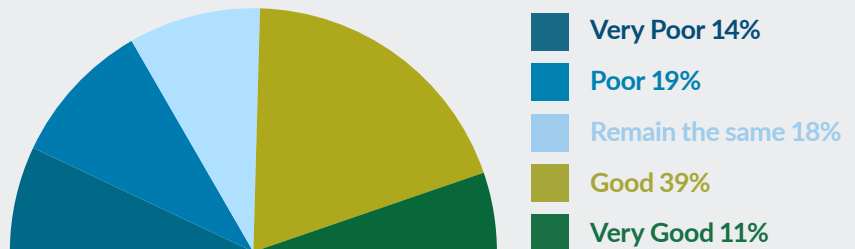
TOP END BUSINESS OUTLOOK

107 IX*
n = 53



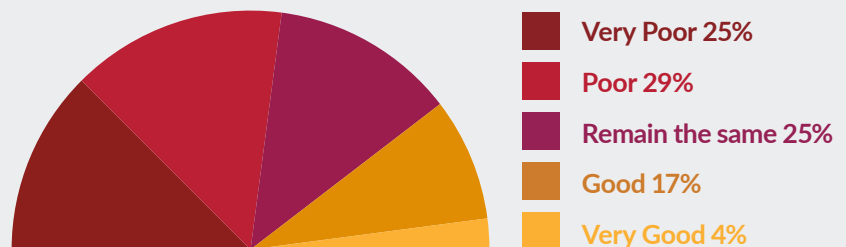
TOP END REGIONAL OUTLOOK

106 IX*
n = 57



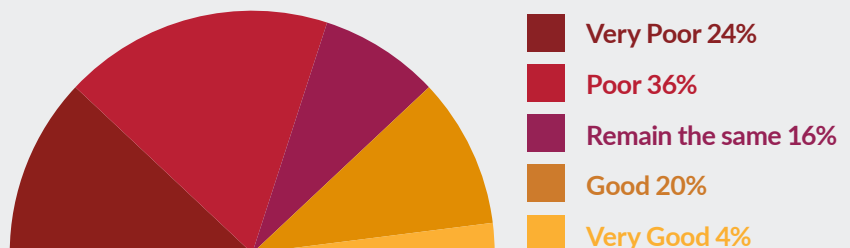
CENTRE BUSINESS OUTLOOK

73 IX*
n = 24



CENTRE REGIONAL OUTLOOK

72 IX*
n = 25



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***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 a '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.

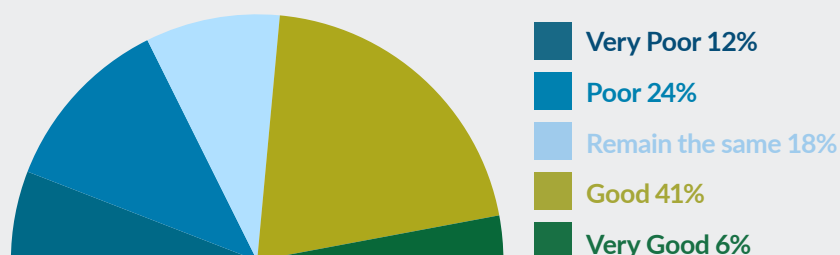
Tourism NT Industry Sentiment Poll December Quarter 2020

DARWIN AND SURROUNDS REGIONAL OUTLOOK INDEX*

103

IX*

n = 34



3 points above baseline

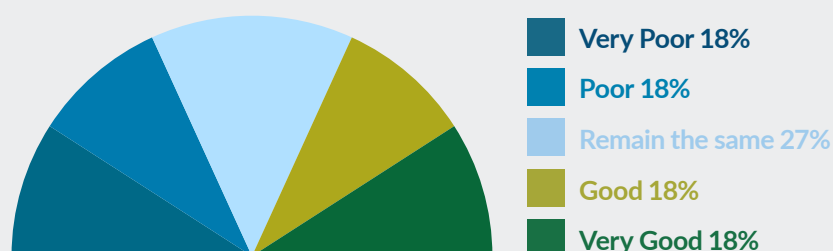
Operator outlook for the Darwin and Surrounds region was higher with almost half (47%) having a positive outlook for the next 12 months.

KAKADU ARNHEM REGIONAL OUTLOOK INDEX*

100

IX*

n = 11



at baseline

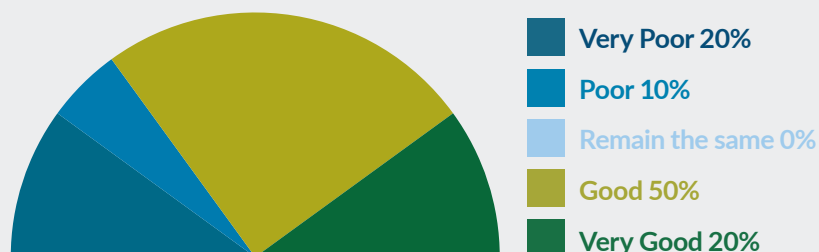
Operator outlook for the Kakadu Arnhem region was stable with equal numbers of operators reporting a positive or negative outlook for the next 12 month period.

KATHERINE AND SURROUNDS REGIONAL OUTLOOK INDEX*

120

IX*

n = 10



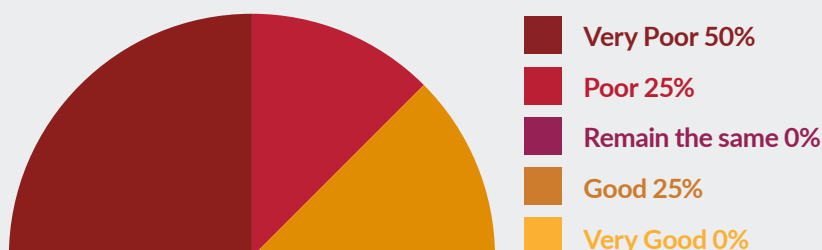
20 points above baseline

Over two thirds (70%) of operators in the Katherine and Surrounds region had a positive outlook for the next 12 months.

Tourism NT Industry Sentiment Poll December Quarter 2020

BARKLY / TABLELANDS REGIONAL OUTLOOK INDEX*

50 IX*
n = 4

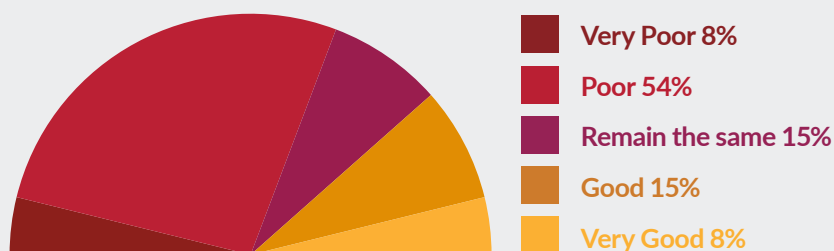


50 points below baseline

Three quarters of operators (75%) in the region reported a poorer outlook for their region for the next 12 months.

ALICE SPRINGS AND SURROUNDS REGIONAL OUTLOOK INDEX*

81 IX*
n = 13

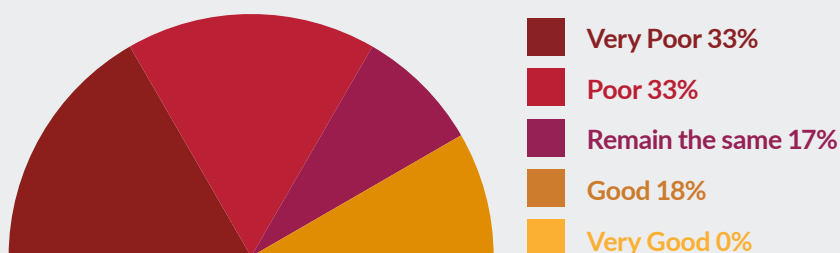


19 points below baseline

Almost two thirds (62%) of operators in the Alice Springs and surrounds region expected a poorer outlook for the next 12 months.

ULURU AND SURROUNDS REGIONAL OUTLOOK INDEX*

58 IX*
n = 6



42 points below baseline

Approximately two thirds of operators (66%) in the region had a poor outlook for the Uluru and Surrounds region for the coming 12 months.

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***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".

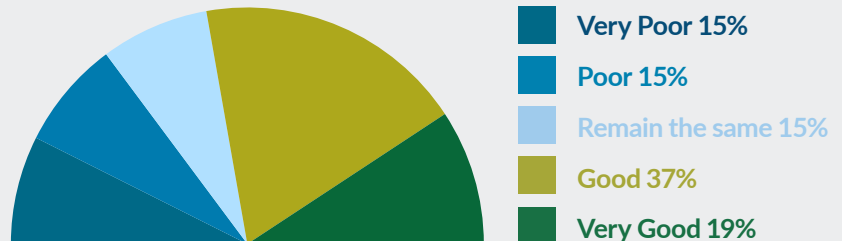
Notes:

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Tourism NT Industry Sentiment Poll December Quarter 2020

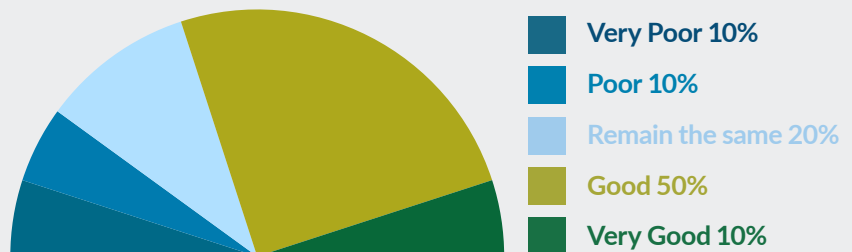
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

115 IX*
n = 27



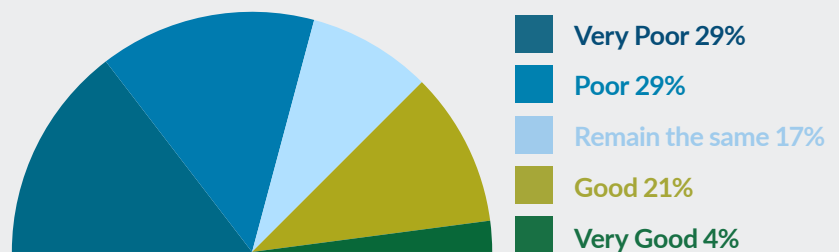
NT BUSINESS OUTLOOK BY SECTOR - Attractions

120 IX*
n = 10



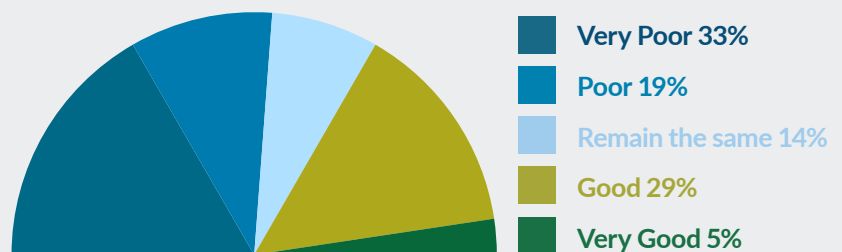
NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

71 IX*
n = 24



NT BUSINESS OUTLOOK BY SECTOR - All other Sectors

76 IX*
n = 21



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