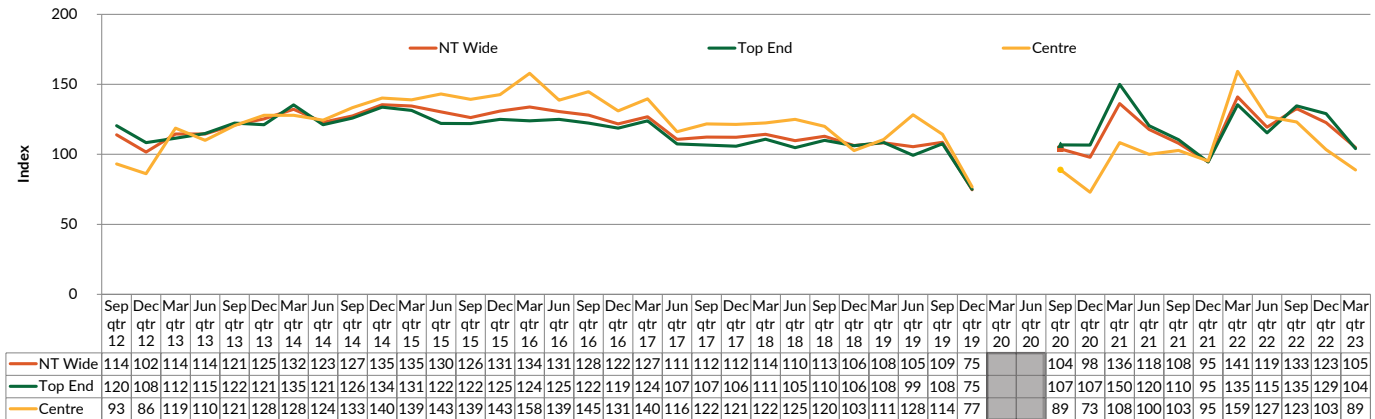


Tourism NT Industry Sentiment Poll March Quarter 2023

Industry Sentiment Poll: Business Outlook

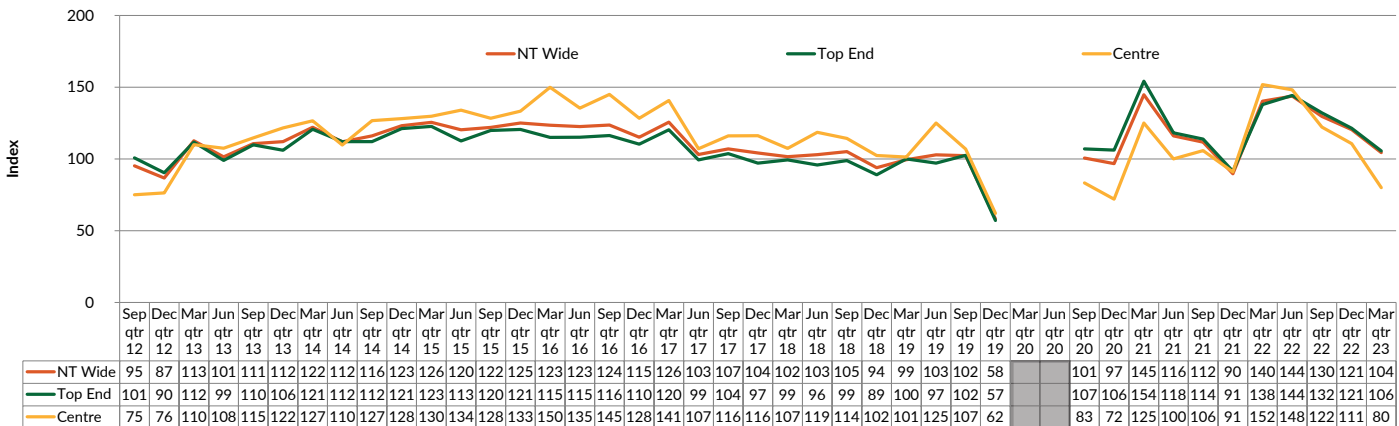
Question: What do you think the outlook for tourism will be like for the next 12 months for your own tourism business?



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.

Overall operator sentiment for the Northern Territory (NT) for business and regional outlook is positive for the next 12 months. While operator sentiment across the Top End is looking positive, operator sentiment in Central Australia is negative. Operator sentiment for business and regional outlook was mixed across NT regions for the next 12 months.

Challenges noted by operators across all regions were crime and safety including the media coverage impacting visitor numbers, particularly into the Centre, as well as the shorter lead times for bookings and the slow recovery of international visitors. Other operator concerns in this quarter included access to the NT with operators citing reduced aviation connectivity into the Centre and reduced road access across the Top End related to seasonal flood events impacting their business performance.

Tourism NT Industry Sentiment Poll

March Quarter 2023

BUSINESS OUTLOOK

- Darwin and Surrounds (105ix)
- Katherine (175ix)
- Kakadu Arnhem (100ix)
- Barkly/Tablelands (n/a)
- Alice Springs and Surrounds (133ix)
- Uluru and Surrounds (83ix)

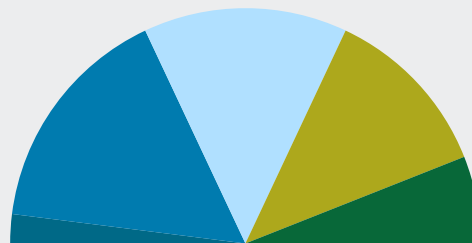


REGIONAL OUTLOOK

- Darwin and Surrounds (110ix)
- Katherine (167ix)
- Kakadu Arnhem (50ix)
- Barkly/Tablelands (n/a)
- Alice Springs and Surrounds (138ix)
- Uluru and Surrounds (50ix)

TOP END BUSINESS OUTLOOK

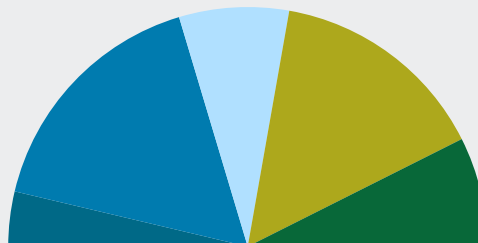
104 IX*
n = 25



- Very Poor 4%
- Poor 32%
- Remain the same 28%
- Good 24%
- Very Good 12%

TOP END REGIONAL OUTLOOK

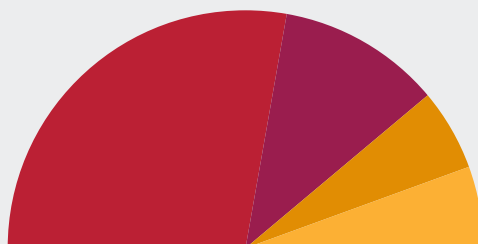
106 IX*
n = 27



- Very Poor 7%
- Poor 33%
- Remain the same 15%
- Good 30%
- Very Good 15%

CENTRE BUSINESS OUTLOOK

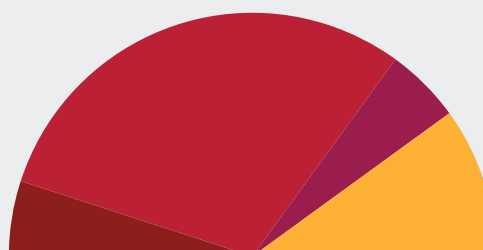
89 IX*
n = 9



- Very Poor 0%
- Poor 56%
- Remain the same 22%
- Good 11%
- Very Good 11%

CENTRE REGIONAL OUTLOOK

80 IX*
n = 10

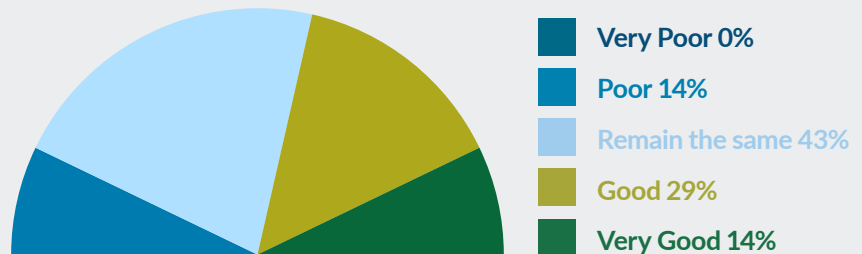


- Very Poor 10%
- Poor 60%
- Remain the same 10%
- Good 0%
- Very Good 20%

Tourism NT Industry Sentiment Poll March Quarter 2023

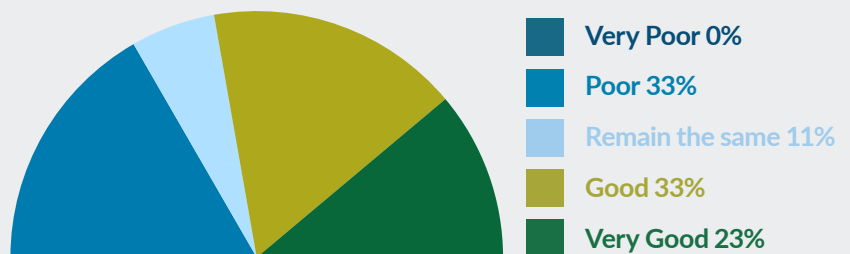
NT BUSINESS OUTLOOK BY SECTOR - Accommodation

121 IX*
n = 7



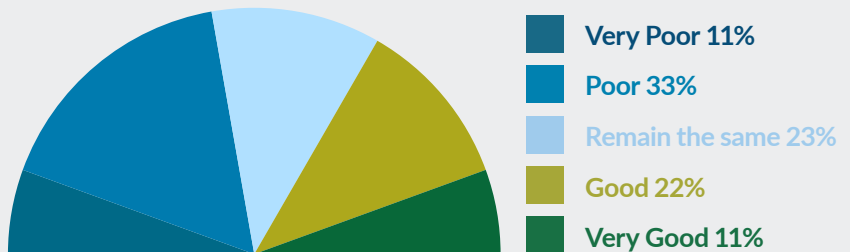
NT BUSINESS OUTLOOK BY SECTOR - Attractions

122 IX*
n = 9



NT BUSINESS OUTLOOK BY SECTOR - Touring and Transport

94 IX*
n = 9



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Tourism Research Australia estimated that there were 1,499 employing tourism businesses across the Northern Territory in 2021-22. 35 operators participated in the Industry Sentiment Poll for the March quarter 2023. Results presented for the Top End region from the Industry Sentiment Poll are informed by a sample size of 27 tourism operators. Results presented for the Centre region from the Industry Sentiment Poll are informed by a sample size of 10 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.