



NORTHERN TERRITORY TOURISM BUSINESS COUNT & EMPLOYMENT ATLAS



Tourism & Transport Forum (TTF) is proud to present the Northern Territory edition of our popular and respected tourism employment atlas to help inform decision makers, business leaders and the community about the value of tourism to the Northern Territory economy. In addition to its current contribution, tourism has been identified as a ‘super-growth’ industry that can provide future job and business opportunities across the territory and help to deliver prosperity around Australia.

The Northern Territory Tourism Business Count & Employment Atlas provides information about tourism-related businesses and employment in all Northern Territory electorates. We hope the Atlas will help reinforce the importance of tourism and the visitor economy to every part of the territory.

Margy Osmond
Chief Executive Officer

Image Credits: Airboat Safari, Bamurru Plains, NT – Wild Bush Luxury | Mt Borradaile, Arnhemland, NT – Tourism Australia | Sailing, Darwin, NT – Tourism Australia | Uluru Camel Tours, Uluru Kata Tjuta National Park, NT – Uluru Camel Tours | Larapinta Trail by World Expeditions, Charlie’s Camp, West MacDonnell Ranges, NT – World Expeditions / Great Walks of Australia | Longitude 131, Yulara, NT – Baillies Longitude 131 | Mindil Beach Market, Darwin, NT – Tourism Australia

Note: Figures in all tables are rounded to the nearest hundred, so some figures may not sum to totals. Results less than 100 are not reported.

Table 1: Tourism employment in the Northern Territory	
Industry	Tourism employment
Accommodation	1,700
Cafes, restaurants and takeaway food services	2,100
Clubs, pubs, taverns and bars	400
Rail transport	-
Road transport and transport equipment rental	700
Air, water and other transport	1,000
Travel agency and tour operator services	500
Cultural services	200
Casinos and other gambling services	100
Other sports and recreation services	200
Retail trade	1,500
Education and training	500
All other industries	300
TOTAL	9,200

Source: Tourism Satellite Accounts 2015/16 Table 7

Table 2: Electorates with the highest intensity of tourism employment		
Electorate	Tourism employment	% of total employment
Namatjira	700	23.7%
Port Darwin	800	12.4%
Johnston	400	10.0%
Fong Lim	500	9.9%
Karama	400	9.9%
Araluen	600	9.8%
Fannie Bay	400	9.6%
Casuarina	400	9.4%
Sanderson	400	9.2%
Drysdale	400	9.0%

Source: TTF calculations, Tourism Satellite Accounts 2015/16, Census 2016.

For further information, please contact:
Tourism & Transport Forum (TTF)
Level 6, 7 Macquarie Place Sydney NSW 2000
T: +61 2 9240 2000

www.ttf.org.au

NORTHERN TERRITORY ELECTORAL DISTRICTS

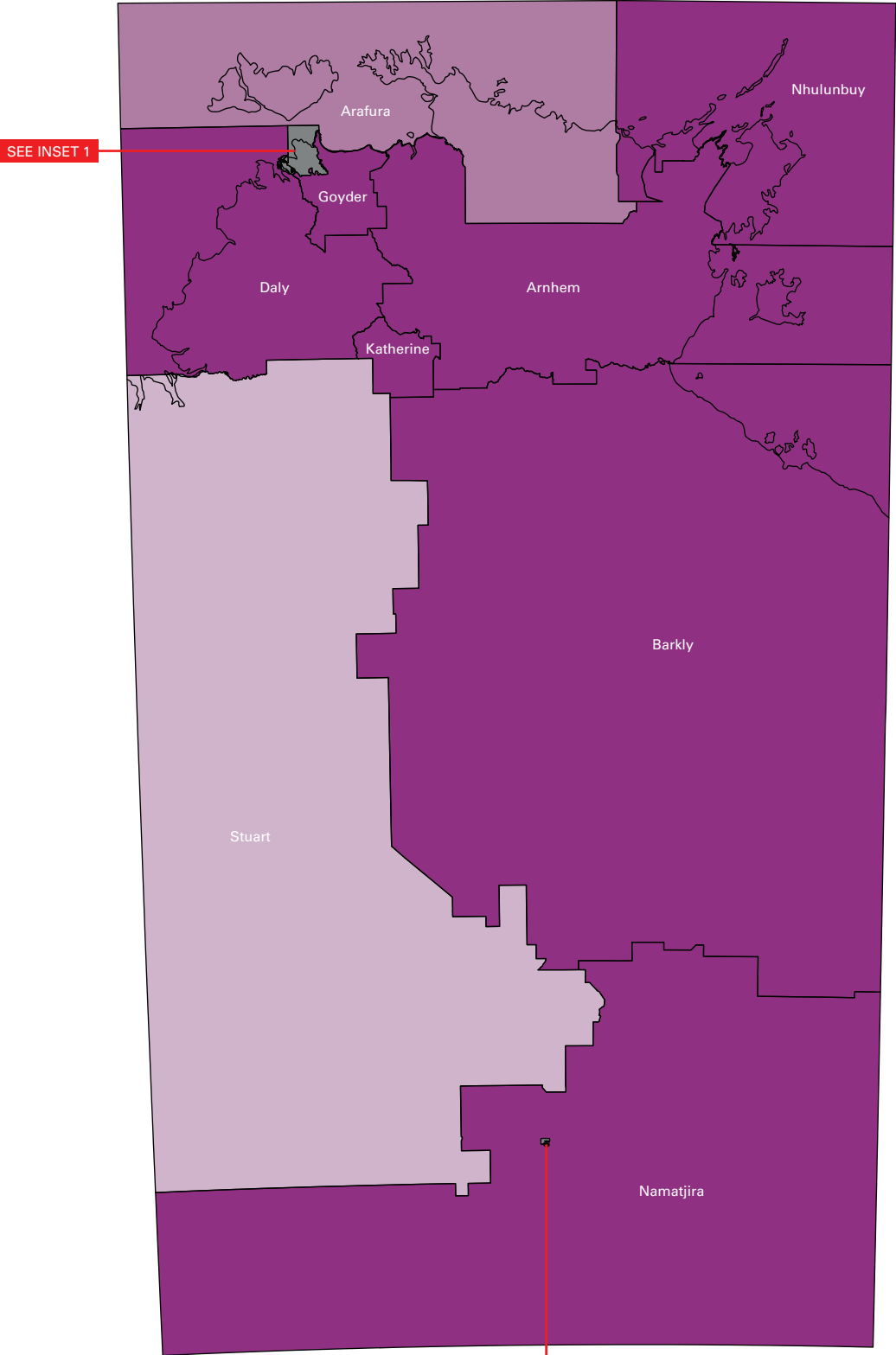
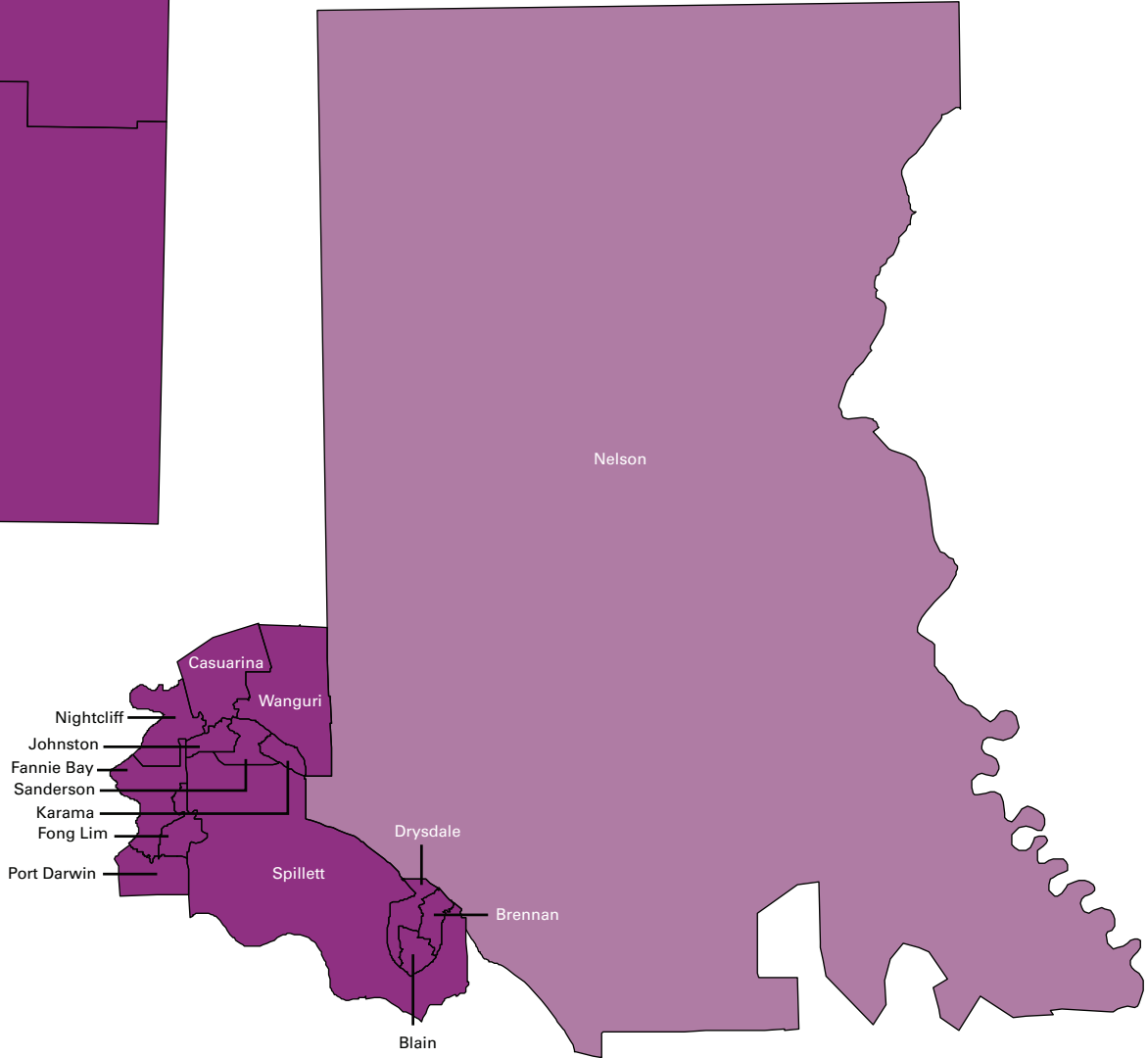


Table 3: Tourism employment and businesses by State Electorate				
State Electorate	Tourism employment	% of electorate employment	Tourism related businesses	% of electorate businesses
Arafura	100	5.9%	-	-
Araluen	600	9.8%	100	25.1%
Arnhem	100	7.2%	-	29.5%
Barkly	200	6.6%	100	33.5%
Blain	400	8.0%	-	12.5%
Braitling	500	8.8%	300	25.3%
Brennan	400	7.9%	-	16.3%
Casuarina	400	9.4%	100	19.8%
Daly	200	7.7%	100	19.8%
Drysdale	400	9.0%	100	18.8%
Fannie Bay	400	9.6%	200	22.6%
Fong Lim	500	9.9%	200	19.5%
Goyder	400	7.6%	100	14.4%
Johnston	400	10.0%	100	18.6%
Karama	400	9.9%	100	18.7%
Katherine	300	7.9%	100	19.2%
Namatjira	700	23.7%	100	34.6%
Nelson	300	5.6%	100	16.1%
Nhulunbuy	200	7.2%	-	20.5%
Nightcliff	400	8.8%	100	17.5%
Port Darwin	800	12.4%	400	25.0%
Sanderson	400	9.2%	100	13.5%
Spillett	400	7.8%	200	17.6%
Stuart	100	5.4%	-	42.4%
Wanguri	400	7.9%	100	16.6%

Source: ABS unpublished business counts data, Tourism Satellite Accounts 2015/16, Census 2016, TTF calculations.
Note: tourism business as per Appendix 1 ANSIC codes - Tourism Satellite Accounts 2015/16.

INSET 1



INSET 2

