Tourism in the Territory continues to Perform

Accommodation statistics released by the Australian Bureau of Statistics reveal that the tourism industry within the Northern Territory continues to excel.

Minister for Tourism, Paul Henderson, welcomed the release of figures showing strong performance within the Northern Territory’s accommodation sector, with these findings supporting results from the International and National Visitor Survey’s.

“It’s great to see that the increase in International and National holiday visitors have positively affected the Northern Territory”, Minister Henderson said.

“This is excellent news for the accommodation sector as figures for Year ending December 2006 reveal that takings were up 9.5%, that’s an extra $17 million into the Northern Territory’s economy last year.

“Our tourism industry is competing on the world stage and we need to ensure that our product is the best that can be offered, which is why Tourism NT is always developing new and exciting strategies to continually attract visitors to the NT.

“I am also delighted with the latest December quarter results for the accommodation sector which show an increase of 5 percentage points in occupancy rates during our traditional should/low season.

“This indicates that our various campaigns to attract visitors during this period over the past few years is having an impact which has resulted in a flattening of our seasonality, which is excellent news for the sector.

“This is also great news for investors and supports the upcoming expansion of tourist accommodation including China Town, Medina Hotel, Sky City Casino and Outrigger Pandanus.
"The future for Tourism in the Territory is nothing short of exciting", Minister Henderson said.

ABS Tourist Accommodation Survey for Hotels, Motels and Serviced Apartments  
(Year to December 2006) – Northern Territory

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<tr>
<td>Takings (Millions)</td>
<td>$195.2</td>
<td>up 9.5%</td>
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<tr>
<td>Room Occupancy Rates</td>
<td>62.3%</td>
<td>up 2.0pp*</td>
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<tr>
<td>Guest Nights (000’s)</td>
<td>2,670.2</td>
<td>up 8.8%</td>
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*percentage points (units used to describe the difference between two percentages).

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