

## LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

### WRITTEN QUESTION

Mr Higgins to the Minister for Tourism, Sport and Culture:

#### **Tropical Light Exhibition**

- 1. Please advise if it is true that 45,000 have visited Darwin for the Bruce Munro: Tropical Light Exhibition.**
- 2. If yes, how is this figure measured?**

#### ANSWER

1. Since Bruce Munro: Tropical Light Exhibition opened on 1 November 2019, the exhibition has attracted 46 219 attendances.

The Bruce Munro: Tropical Light exhibition in Darwin has ended early due to precautions around COVID-19. The exhibition, which was due to run until 30 April 2020, ended 25 March 2020.

2. Event volunteers counted individual visitors to the installations over the course of the exhibition. The highest number of visits at a site was used to record the days attendance. The daily cumulative attendance resulted in 46 219 attendances being recorded.

The methodology was verified by StollzNow, a research and insights advisory agency and adopted by independent research company MI Associates.

Northern Territory Major Events Company acknowledges this is a conservative figure as volunteers did not record visits when there was adverse weather conditions that prohibited it. In addition, there was a lack of volunteers over the festive period which meant attendances were not recorded.