



# Military Heritage Tourism Action Plan



**Australia’s Northern Territory (NT) offers a captivating destination for military heritage tourism, drawing visitors into a rich history shaped by both world wars and regional conflicts. The NT is home to a diverse range of historical sites that tell compelling stories of bravery, survival and the critical strategic role the area played in the defence of Australia. From the bombing of Darwin in World War II to the development of critical military infrastructure, the Northern Territory stands as a vivid reminder of Australia’s military history.**

One of the key strengths of the Northern Territory’s military heritage is its central role during pivotal moments in history. Darwin and the Top End was the target of the most sustained foreign attack on Australian soil when Japanese forces bombed the region in 1942. This event is explored at several sites around the city, along major drive routes and into regional locations. Visitors can step back in time, learning about the courageous defence efforts and the profound impact the war had on the local population. The region’s network of tourism attractions, war memorials, bunkers and airfields, provides insight into the wartime infrastructure and the sacrifices made to protect Australia’s northern frontier.

For those seeking a unique and engaging visitor experience, the Northern Territory’s military heritage tourism offers an enriching mix of education, adventure and reflection. From immersive historical tours to sites of significant military importance, the NT offers visitors an in-depth understanding of Australia’s military legacy in a spectacular, historically charged setting. Through sites, monuments, and museums, tourists are invited to step into the shoes of those who lived and fought here, experiencing firsthand the profound history that has shaped this extraordinary part of the world.



## Key Dates

- **Bombing of Darwin – 19 February**
- **ANZAC Day – 25 April**
- **Remembrance Day – 11 November**
- **Pitch Black 2026**



# Aspirations

- Showcase the Northern Territory's World War II military history to visitors to the NT, encouraging extended stay and slower travel through the regions.
- Offer resources allowing visitors to easily plan and book personalised itineraries, exploring the Northern Territory's military heritage offerings.

# Goals

- Raise awareness of the Territory's unique World War II history to domestic and international markets to drive increased visitation.
- Develop enhanced military, history and heritage products and experiences in the Territory that can be accessed year-round.
- Grow commemorative military history events to attract visitors to the Territory.
- Promote the Territory's military heritage along self-drive itineraries in alignment with the Northern Territory Drive Tourism Strategy.
- Integrate key military heritage products and experiences into the education, drive and cruise sectors.

# Strengths

- Drive experiences within the Northern Territory offer unique journeys for leisure visitors to self-drive or fly to popular destinations and hire a car or campervan to explore the surrounding areas. Military heritage sites and stories along these drives add to the visitor experience, providing a glimpse of the past.
- Darwin's critical role in the defence of Australia during World War II, together with staging sites along the Stuart Highway and the provision of camp and medical services in Alice Springs, are significant aspects of the Northern Territory's military history.

# What are we doing?

- Establishing a NT Military Heritage Tourism Advisory Committee (NTMHTAC), comprising key stakeholders who will provide advice and input into the development of a new military tourism action plan.
- The advisory committee will also provide input into longer term planning for the military heritage tourism sector.
- Roll out \$1 million in funding under the 2025-26 Building Tourism grant program, allocated for:
  - o new military heritage tourism products and experience development
  - o upgrading and enhancing existing military heritage tourism offerings.
- Identifying key military historical sites accessible by independent travellers, and conducting an audit of prioritised sites, considering current signage, visitor infrastructure and digital presence.
- Work with government stakeholders to deliver prioritised site upgrades.
- Featuring military heritage content across our consumer website [northernterritory.com](http://northernterritory.com) on various regional pages, in the NT road trip guide, itineraries and articles.
- Developing an AI trip planner, able to generate personalised itineraries for visitors to the Northern Territory, based on their preferences and interests. Content will be drawn from the Australian Tourism Data Warehouse (ATDW).
- Promoting the Northern Territory's military heritage tourism sector through dedicated campaign activity.
- Profile military heritage attractions through NT Learning Adventures and highlight in relevant itineraries, sector specific content placements and familiarisation programs.
- Tourism NT's public relations and media team will work closely with Australian and international media to gain coverage for NT product and destinations.
- Exploring opportunities for collaboration with the military sector through events and activations that recognise both our military heritage and the strong role Defence has in our future.





## How to get involved?

- To feature your attraction or tour on [northernterritory.com](http://northernterritory.com) or in campaign activity, be sure to have an up-to-date ATDW listing. Log in or register for an ATDW listing at [www.atdw.com.au](http://www.atdw.com.au).
- Products and experiences that provide offerings appropriate to education tourism groups can contact [education.tourismnt@nt.gov.au](mailto:education.tourismnt@nt.gov.au) for more information on promotional opportunities.
- Share your new product or experience updates with Tourism NT's PR and media team on [media.tourismnt@nt.gov.au](mailto:media.tourismnt@nt.gov.au).
- Ensure your tour or attraction is bookable online. Support to implement an online booking system is available through Tourism NT's Distribution Grant Program [www.tourismnt.com.au/industry-toolkit/grants-funding/tourism-distribution-grant-program](http://www.tourismnt.com.au/industry-toolkit/grants-funding/tourism-distribution-grant-program). For further information and advice on tourism distribution contact [distribution.tourismnt@nt.gov.au](mailto:distribution.tourismnt@nt.gov.au).
- Join your regional tourism organisation to build partnerships and unlock new opportunities. More information is available at Tourism Top End [www.tourismtopend.org.au](http://www.tourismtopend.org.au) and Tourism Central Australia [www.discovercentralaustralia.com](http://www.discovercentralaustralia.com).
- Consider if the Building Tourism grant program is right for your tourism business. Designed to support new product development and enhanced visitor experiences, further details can be found at [www.tourismnt.com.au/industry-toolkit/grants-funding](http://www.tourismnt.com.au/industry-toolkit/grants-funding).
- Event organisers can explore their eligibility for support through NT Major Event Company's Event Funding Program. Applications for round 2 close 28 February 2025. For guidelines and further information visit [www.ntmajorevents.com.au/funding-resources/funding-program](http://www.ntmajorevents.com.au/funding-resources/funding-program).
- Owners of a heritage place or object can apply under the Heritage Grants Program for support. Visit [www.nt.gov.au/leisure/arts-culture-heritage/grants/heritage-grants-program](http://www.nt.gov.au/leisure/arts-culture-heritage/grants/heritage-grants-program) for round information.

To discuss opportunities and ideas around developing the NT's military heritage visitor experience contact the Department of Tourism and Hospitality.

[tourism.development@nt.gov.au](mailto:tourism.development@nt.gov.au)  
08 8999 5168