

NORTHERN TERRITORY

VISITOR ECONOMY STRATEGY



2032





Visitor Economy Strategy 2032

Visitor economy to power the Territory's future



The Hon. Marie-Claire Boothby
Minister for Tourism and Hospitality
Minister for Major Events
Minister for Parks and Wildlife

Nitmiluk Gorge





“We recognise the visitor economy as a powerful lever for economic growth, community vibrancy, and the restoration of lifestyle for all Territorians.”

The Hon. Marie-Claire Boothby
Minister for Tourism and Hospitality
Minister for Major Events
Minister for Parks and Wildlife

HOTEL



Visitor economy to power the Territory's future

Suzana Bishop
CEO Dept of Tourism and Hospitality
CEO Tourism and Events NT



What is new?

- ✓ An integrated Tourism & Events NT unlocks opportunity
- ✓ We are taking a **whole-of-visitor-economy** approach to deliver on an ambitious long-term shared target
- ✓ Commitment to **collaboration** to drive both Strategy design and delivery
- ✓ We are **still on the journey** – today we will see a high-level framework
- ✓ Territory **character** at the heart of this journey

The Visitor Economy

- ✓ This concept **extends beyond a focus on holiday** visitors to consider the full range of visitors who interact with the Territory.
- ✓ **Visitors come to the Territory to explore and connect**, from holidaymakers and those visiting family and friends, conference attendees, event audiences, international students, business travellers and touring and cruise passengers.
- ✓ The visitor economy is supported by a **broad set of businesses** who host visitors, transport operators who get them here, retail and supply chains that keep regions going, and the **workforce** that brings experiences to life.



NT's visitor economy today

\$1.5bn

Source: TRA DoTs & IVS YE March 2025

Visitor spending

\$600m

Source: TRA Tourism Satellite Account, YE June 2024

Tourism exports



1.2m

Source: TRA DoTs & IVS YE March 2025

Trips in the NT



17,000

Source: TRA Tourism Satellite Account, YE June 2024

Tourism jobs



\$5,700

Source: TRA YE March 2025, ABS YE Dec 2024

Spending per capita

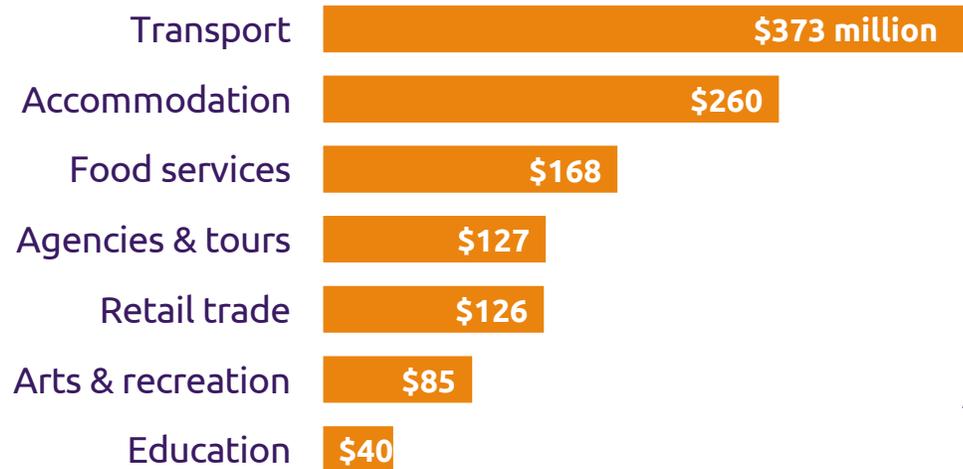
The NT's visitor economy contributes \$5,700 in visitor spending per capita, adding economic activity to the Territory, bolstering communities and enhancing the lifestyle of those who call the NT home.

Tourism is everyone's business



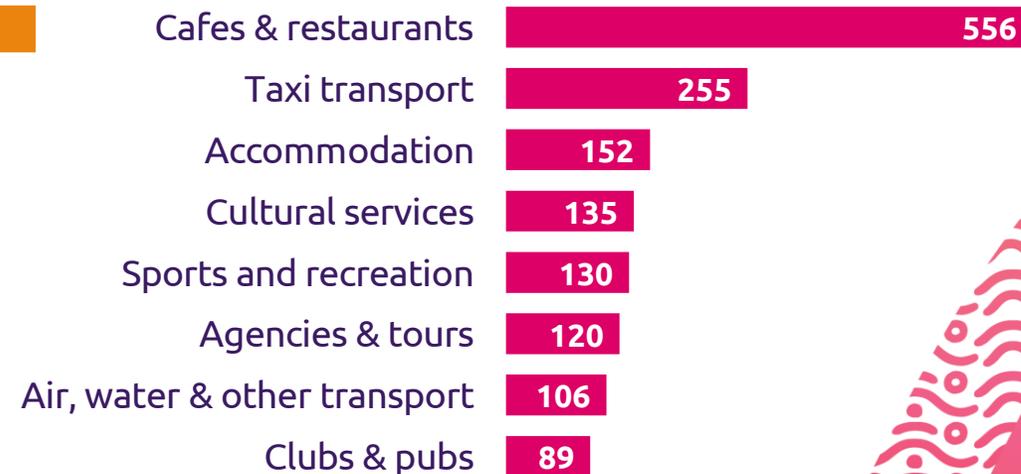
\$1.2bn

Direct GVA



2,500

Tourism businesses





An expanded perspective of visitors

Holidays

Visit family
& friends

Major events
& festivals

Business

Conferences

Employment

Working
holidaymakers

International
students

Territorians



Wide range of sector contributors





Developing the new Strategy





Strong collaboration, partnerships & sector insights

Considered tourism research, data & trends

Tourism & Events NT CEO and Board

Met with NT and national industry leaders

Steering Committee including Heads of Business

Targeted meetings with strategic partners

Consulted with project & strategy implementation teams

Engagement with Regional Tourism Organisations

Engagement across NT government departments



Then we hit the road



6
locations



350
participants

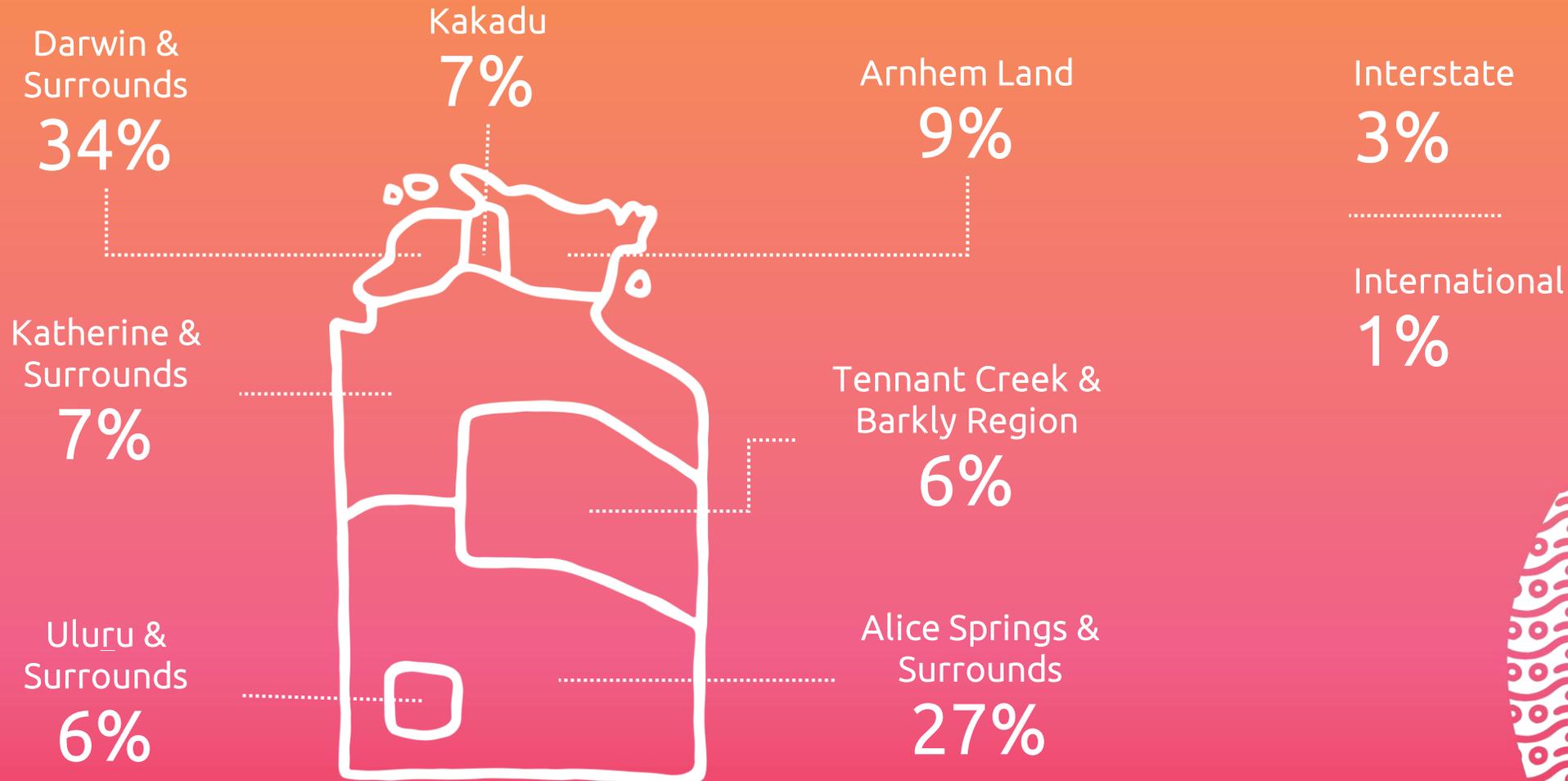


76
survey
response
s

Thank you to our Partners, Industry, Regions, Businesses, & NTG Agencies
Your insights are helping shape a bold, co-designed Strategy that charts a shared path for industry, regions and government – delivering lasting social and economic benefits across the Territory.

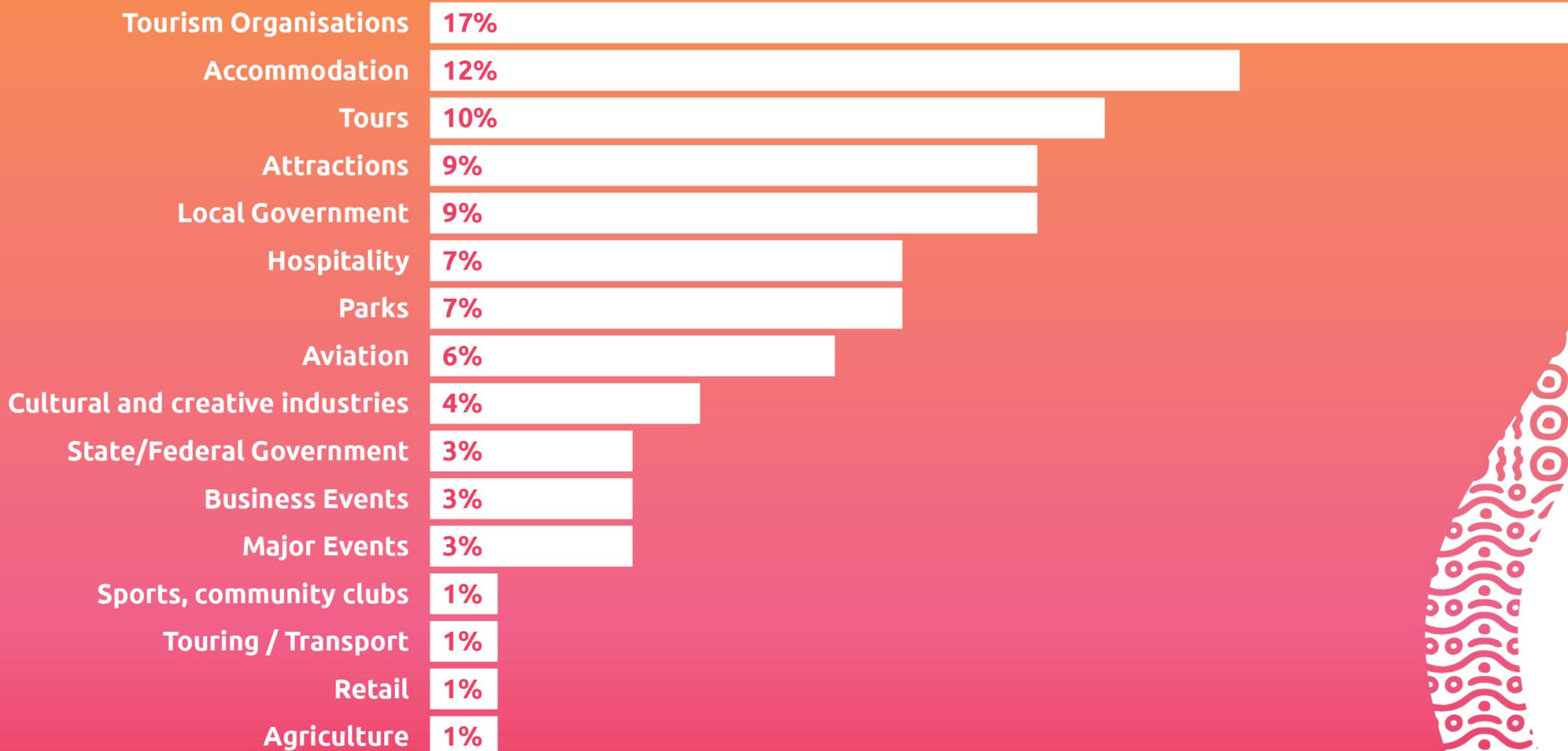


Survey response % by location





Survey response % by organisation



~v~v~v~

What we have heard from our stakeholders





Our unique character is a competitive strength

We should highlight:

- The **Territory spirit** – people and places
- **Aboriginal culture at the heart** of the Northern Territory
- **Iconic parks and landscapes** as world-class assets

"Welcome the focus in the discussion paper on the interconnected priorities of celebrating our character, maximising our location... and driving sustainable growth as well as the focus on opportunities in military tourism."



BASSINTHEGRASS, Darwin



We are different than our competitors

We should lean into what makes us distinct to travellers:

- The Territory's **character**, our **people** and the breadth of **flavours** in the NT
- The depth of our **festivals** and **events** calendar
- Our impressive **parks** and **landscapes**
- Our position as a **gateway from Asia**

"Diverse portfolio of event-based and experiential travel, from cultural festivals and nature-based experiences to business innovation gatherings that reflect the Territory's bold and independent spirit."



BASSINTHEGRASS, Darwin



Access and connectivity is critical

- **Affordable airfares** and intra-Territory access as top barriers to address
- The need for **reliable communications connectivity** and coverage to support visitor and businesses across regional and remote NT
- **Access roads** for visitor itineraries is critical, including the Mereenie Loop Road and Kakadu road upgrades

"A Strategy that recognises air access not merely as transport, but as essential economic and social infrastructure."



Airnorth



Modern infrastructure is key to meet visitor needs

- Need greater investment in the natural assets
- Product and experience development shaped by visitor needs
- Land tenure is holding back progress
- Lengthy infrastructure development deters private business investment



Kakadu National Park



Quality visitor experiences rely on a stable workforce

- Need for local pathways, Aboriginal employment, and service excellence training
- Support for youth and regional workforce development
- International workforce essential to support our hospitality workforce across the NT
- Seasonality impacts workforce retention



Working holiday maker, Nitmiluk National Park



Technology and data can be an accelerator

- AI and tech will support our microbusinesses to scale up more quickly
- More product and experiences in distribution supports visitor itinerary development
- Access to latest consumer insights and global trends drive innovation opportunities
- Much of the industry are small businesses who are less tech-savvy



Point Stuart Wilderness Lodge



A new Strategy





Vision

To unite and activate industry, community, and government in delivering a whole-of-Territory visitor economy that drives shared prosperity and Territory pride.



MXGP, Darwin



Mission

To drive sustainable year-round visitation, development, liveability and economic growth for the Northern Territory.

Co-designed long-term Visitor Economy Strategy, endorsed and owned by partners and stakeholders to drive year-round visitation, leveraging the Territory's unique character and iconic parks and landscapes for sustainable development and growth.



Tarntipi Bush Camp, Tiwi Islands



Objectives

- 1 Secure shared **Infrastructure** and **Investment** that supports a thriving visitor economy and enhances the lives of Territorians
- 2 Improve **Access** and **Connectivity** to and within the Territory
- 3 Invest in **People and Workforce** development
- 4 Enhance the **Global Perception** of the Territory
- 5 Expand **Experience and Product Offerings**

Our success depends on strong partnerships and will be accelerated through technology and insights.



Delivering together.





Aligned global Trends unlock the opportunity for Northern Territory



Immersive experiences



Purposeful travel



Open spaces and nature



The Way Forward

Rachel Telford

A E/D, Industry Development, Tourism and Events Northern Territory



1

Secure Infrastructure & Investment

Objective: Deliver the right infrastructure to support a thriving visitor economy and enhance the lives of Territorians

Achieved by: Building the right mix of projects that meet traveller desires for the long-term and investing in facility improvements that benefit regions and the communities that host them



NRL, TIO Stadium, Darwin

1

Secure Infrastructure & Investment

Examples of current activity:

- Input into the Marrara sporting precinct masterplan to cater for future event needs
- Investing in our natural assets – via development of new visitor infrastructure and biodiversity protection.
- Investing in industry-led projects to support new product development and enhance the visitor experience



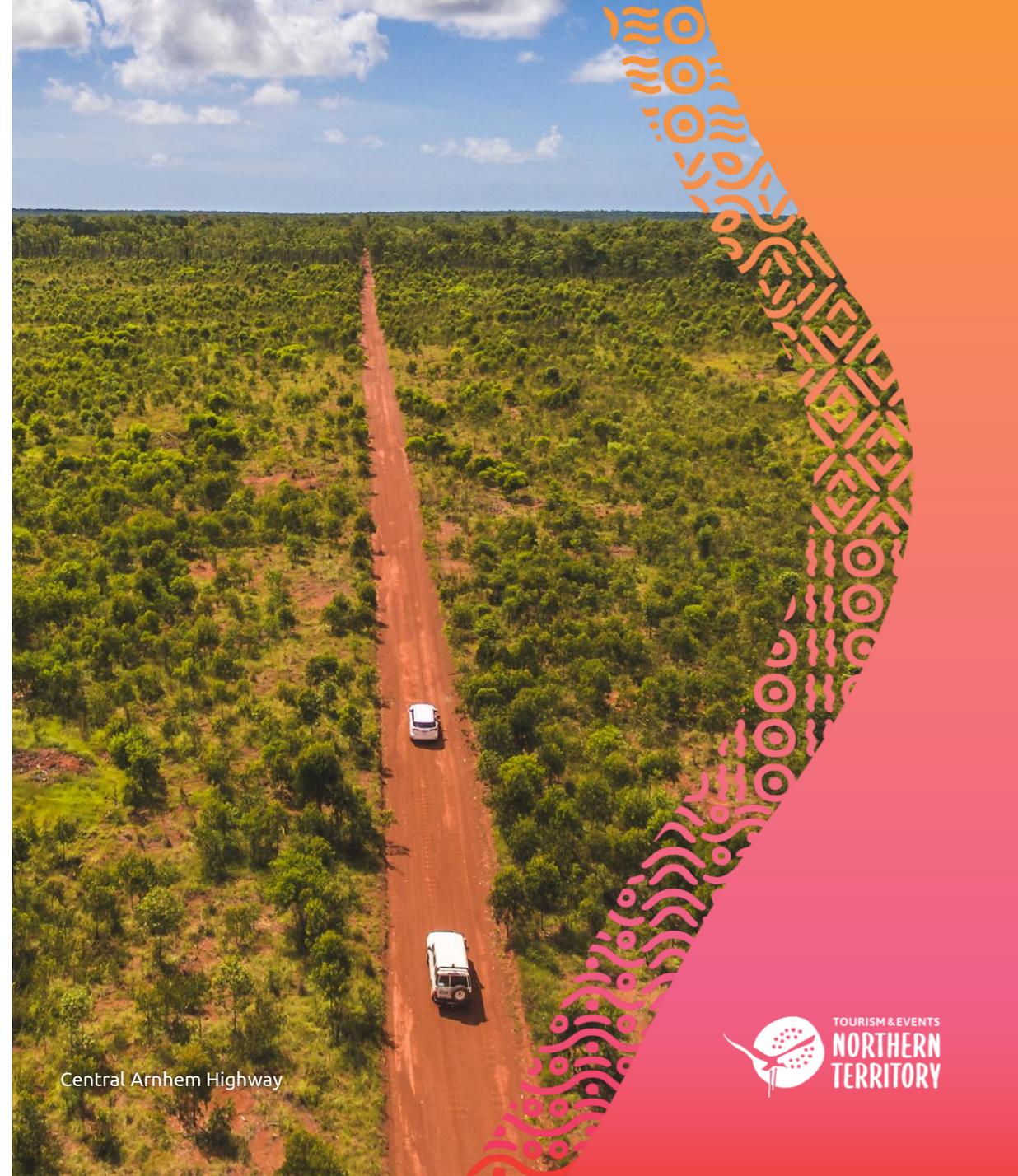
Katherine Visitor Centre

2

Improve Connectivity to and within the Territory

Objectives: Enhance access to connect more visitors with the Territory's regions and experiences year-round

Achieved by: Attracting new and solidifying existing air routes, delivering key drive route upgrades, enhancing communication connectivity



Central Arnhem Highway

Improve Connectivity to and within the Territory

Examples of current activity:

- Continued support for the Territory Aviation Attraction Scheme including partnership marketing support for new air services
- \$6 million investment in 13 small cell sites to support communication connectivity on key drive routes.
- Ongoing advocacy and support for key drive route upgrades – Mereenie Loop Road and Kakadu Road.



3

Invest in People and Workforce development

Objective: Ensuring the Territory has the skilled workforce needed to deliver high-quality visitor experiences

Achieved by: Attracting, developing and retaining the workforce necessary to sustain year-round visitation



Art Tours of Australia, Alice Springs

3

Invest in People and Workforce development

Examples of current activity:

- Driving innovative partnerships to support recruitment programs and upskilling in areas of skill shortages
- Advocacy and support of visa settings to support international visas for hospitality sector workers
- Creation of employment and capability development in the events sector
- Partner with Federal Government to expand Aboriginal ranger programs into tourism employment pathways



Mindil Beach Casino Resort, Darwin

4

Enhance the global Perception of the Territory

Objective: Strengthen the Territory's brand and storytelling to lift awareness, appeal and inspiration to travel to the Northern Territory

Achieved by: Creating innovative marketing programs to inspire visitation and drive demand



Million Dollar Fish

4

Enhance the global Perception of the Territory

Examples of current activity:

- Increasing our focus on areas that elevate our competitive positioning, adding focus to the character elements
- Leveraging screen to profile the destination global audiences
- Optimising our marketing spend via tech integration
- Increasing the profile of events in marketing programs
- International association bidding for business events aligned to NT strengths



5

Expand Experience and Product Offerings

Objective: Grow product offerings to meet visitors needs and offer integrated itineraries

Achieved by: Diversifying experiences by developing new products, enhancing existing ones and creating fresh ways for visitors to connect with the NT's people, stories and landscapes



Akeyulerre Healing Centre, Alice Springs

5

Expand Experience and Product Offerings

Examples of current activity:

- Tourism sector business support to diversify offers, enhance the visitor experience and grow distribution
- Aboriginal Territorians and business operations supported to increase availability of bookable Aboriginal tourism experiences
- Working with cruise, rail and touring companies to grow NT itineraries and local product integration
- Maximising footprint of events and business events including pre and post opportunities



Darwin Port, Darwin



^v^v^v^v^v
**Accelerated through
technology and insights**



Alignment



Rebuilding the Economy Strategy

Restoring the Territory Lifestyle Strategy



Australian Government

Tourism Australia



Thrive 2030 Strategy

NT Visitor Economy Strategy 2032

VES32 Delivery roadmap, horizon 1 2028 & horizon 2 2032

VES32 Partnerships and delivery mechanisms



Action plans & partnerships

NT Visitor Economy Strategy 2032

Focus for Phase 2

1

Objectives

1 Infrastructure

2 Connectivity

3 People

4 Perception

5 Offerings

2

Sector Initiatives

Military Tourism

Drive

Cruise

Business Events

3

Regional Plans



What comes next?





Celebrating our engagement: Stakeholder Quotes



What you told us...

"The Strategy's emphasis on Aboriginal cultural tourism as one of NT's distinctive advantages is welcomed."



What you told us...

“A Strategy that recognises air access not merely as transport, but as essential economic and social infrastructure.”



What you told us...

"We commend the Northern Territory Government's efforts in positioning the NT as a place of enterprise, adventure and connection, a destination unlike any other in Australia."



What you told us...

"We want all visitor economy sectors to co-exist to ensure outcomes of one don't sacrifice another."



What you told us...

"We are not doing enough to protect our unique wilderness and landscapes, we must protect our key assets."



What you told us...

"We must match our promotion to the experience visitors will have once here."



What you told us...

"Reliable, year-round air connections are the backbone that enables tourism, business, health, education and community connection."



Partners in Collaboration

- Museum and Art Gallery of the Northern Territory
- All About Party Hire
- Tourism Top End
- Mindil Beach Casino Resort
- Palms City Resort
- Darwin Convention Centre
- Mercure Darwin Airport Resort
- Top End Sport Fishing
- Rirratjingu Aboriginal Corporation
- Tourism Central Australia
- Northern Land Council
- Walk Darwin
- Tourism NT
- Miranda Rammell
- MacDonnell Regional Council
- Developing East Arnhem Ltd
- NT Indigenous Business Network
- Adelaide River Cruises / Hooked on Barra
- Thyme Hospitality
- Doubletree by Hilton Alice Springs
- Alice Springs Town Council
- Oaks Elan Darwin
- Charles Darwin University
- Get Lost Travel - Autopia Tours
- Evora Care
- Brown's Mart
- Yarraman Territory
- Central Land Council
- First National Real Estate - Alice Plaza
- Alice Springs School of the Air Visitor Centre
- Holidays of Australia / NT Now
- G'day Group
- Ramada Zen Quarter Darwin
- St John Ambulance Australia (NT) Inc
- Mercer
- Mint Key Pty Ltd
- Accor
- Alice Springs Desert Park
- Art Tours of Australia
- Litchfield Tourist Park



Partners in Collaboration

- NT Cattlemen's Association
- Gumatj Corporation Limited
- Department of Trade, Business and Asian Relations
- Office of Leader of Opposition
- Michelle Young
- Chamber of Commerce NT
- Vatu Sanctuary
- Ayeye Atyenhe Art
- Colemans Ink
- Insight Group Global & Yeperenye Shopping Centre
- Artback NT
- Barkly Regional Council
- MOM Darwin
- ALPA
- Autopia Tours
- Uluru Segway Tours
- Airnorth
- North Horizon Heli Adventures
- Mc Coll Jones + Co.
- Parks and Wildlife
- Darwin Aboriginal Art Fair Foundation
- This is Aboriginal Art
- Department of Tourism and Hospitality
- Intrepid Travel
- Bluestone Motor Inn
- MusicNT
- Wharf One Food & Wine
- Manta Bus Pty Ltd
- Laynhapuy Homelands Aboriginal Corporation
- Top Didj Art Gallery
- AAT Kings
- Mount Nancar Wilderness Retreat
- Discovery Resorts Kings Canyon
- Discovery Parks
- Adina Vibe Darwin Waterfront
- Wintersun Cabin and Caravan Park
- Nhulunbuy Corporation
- Uluru-Kata Tjuta National Park
- Croc Country Safaris
- Walkabout Lodge



Partners in Collaboration

- Ngarrariyal Aboriginal Corporation
- Office of Marion Scrymgour
- Territory Wildlife Park
- Ethical Adventures
- Manbulloo Homestead Caravan Park
- Godinyamayin Yijard Rivers Arts and Culture Centre
- Yothu Yindi Foundation
- Metro Hotels
- Katherine Public Library
- Arnhem Allied Health Centre
- Kakadu Tourism
- Yanawal Units - Rirratjingu Experiences
- Gove Peninsula Motel
- Cooida Lodge - Kakadu Tourism
- Department of the Chief Minister and Cabinet
- Blue Moon Distillers
- Alice Village / Outback Parks & Lodges
- Ikuntji Artists
- Kimberley Experiences Group
- Outbush Alice Springs
- Offroad Dreaming
- Voyages Indigenous Tourism Australia
- Power and Water Corporation
- SRO Events
- Emu Run Experience
- H on Mitchell Hotel
- Sealink
- Gift of the Gab Consulting
- Steve Edgington MLA, Member for Barkly
- Commcreate
- Darwin City Hotel
- Darwin Fringe Incorporated
- Outback Ballooning
- Arirrki Aboriginal Corporation
- Royal Flying Doctor Service SA/NT
- Stafford Strategy
- Adventure Rentals Pty Ltd
- Visitor Information Centre, Alice Springs
- Nelehz Outback Wellbeing Journeyz
- Alice Springs Golf Club



Partners in Collaboration

- Alice Springs Airport
- Araluen Arts Centre
- Business Enterprise Centre NT
- Yubu Napa Gallery
- Department of Tourism and Hospitality - Parks and Wildlife
- A Good Rest Bed and Breakfast
- Curtin Springs
- Parks and Wildlife Commission of the NT
- Barkly Regional Arts Inc
- Hello Alice Pty Ltd
- HeliSpirit
- Chartair
- Olive Pink Botanic Garden
- Litchfield Safari Camp
- Alice Springs Brewing Co
- Alice Village
- Alice Springs Reptile Centre
- Safari Lodge Motel
- Red Centre Adventures NT
- Todd Mall Traders / Sugar & Spice Children's Boutique
- Airport Development Group Northern Territory
- Cape Adieu
- Territory Rent-a-Car (Thrifty NT)
- Darwin Festival
- Dalabon Aboriginal Cultural Experiences
- Gorge View Bush Retreat
- Department of the Chief Minister and Cabinet
- Victoria Village
- Darwin Turf Club
- Riverview Tourist Village
- Nitmiluk Tours Pty Ltd
- Top End Marketing Co
- Hilton
- And many more!



Thank you