



Destination NT

The Territory *Spirit*

Partnership Opportunities



About Destination NT

11 – 14 NOVEMBER 2026
ALICE SPRINGS

The inaugural Destination NT was held the first week of November 2025 in Darwin. More than 1,000 registered participants across the week took part in Destination NT.

Destination NT, centred on this year's theme of '*Territory Spirit*', will be held 11 – 14 November 2026 in Alice Springs. It provides an exceptional opportunity for tourism, events and hospitality businesses, government, and industry stakeholders to gain valuable insights while celebrating industry excellence and the resilience and unique character that define the Northern Territory's visitor economy.

The Territory Spirit

The Northern Territory moves with an energy that is hard to name and impossible to forget. It is found in vast landscapes and raw beauty, in vibrant colour and shifting light, in stories carried through people, community and place.

There is something deeply grounded here, shaped by living cultures, bold characters and experiences that stay with you long after the journey ends.

Vast, bold and unmistakably alive, the Territory Spirit is what makes this place unforgettable.

Program snapshot

11–14 NOVEMBER 2026

Wednesday 11 November

Sector Day

Short sessions, case studies and panels highlighting emerging opportunities in key priority sectors.

This day is designed to connect businesses with ideas, partners and pathways for growth in new sectors.

Thursday 12 November

Aboriginal Tourism Forum

Celebrating the NT Aboriginal tourism sector, the Forum focuses on opportunities to share knowledge and experiences and establish and strengthen relationships between Aboriginal entrepreneurs and key stakeholders.

Global Market Update

Understand the latest insights on global trends and updates, key source markets and strategic opportunities for the NT's international visitor growth.

Friday 13 November

Destination NT Conference

The full-day Conference is designed to inform, inspire and connect tourism, event and hospitality businesses through keynote speakers, breakout sessions and workshops and practical insights.

Partner's Networking Reception

An exclusive evening offering meaningful networking opportunities between Northern Territory tourism leaders, industry and event partners.

Saturday 14 November

Brolga Northern Territory Tourism Awards Gala

The Brolga Awards honour and celebrate excellence and achievement across the visitor economy in the Northern Territory.

The gala event brings together tourism operators, partners and dignitaries from across the NT to celebrate the people and businesses delivering outstanding visitor experiences.

Partnership opportunities

Platinum Partner \$20,000 (ex GST)

One available

- Acknowledgement by MC at the official opening of the Aboriginal Tourism Forum (Forum), Destination NT Conference (Conference) and Brolga Awards
- Named host of lunch at the Forum and the Conference
- A trade exhibition space including room for pull up banner at the Conference (business to supply)
- Opportunity to deliver a short address at the Conference*
- Option to supply a 30-second promotional video to be played at select events*
- Brand recognition across all Destination NT events (digital and printed)
- Logo on Destination NT booking platform and digital promotional material
- 100-word description and link to company website on booking platform
- Logo on partner pull up banner displayed at select events
- Pull up banner strategically placed at the Conference registration desk (business to supply)
- Opportunity to provide approved promotional item at select events*
- Social media acknowledgement as partner by level of partnership
- Opportunity to present a Brolga Award from a select list of award categories
- Logo recognition on Brolga event collateral and website
- Complimentary table of eight (8) at the Brolga Awards in VIP priority location
- Eight (8) complimentary tickets to the Conference
- Eight (8) tickets to the Partners networking reception
- Post Destination NT debrief and report.

Partnership opportunities

Gold Partner \$12,000 (ex GST)

Four available

- Acknowledgement by the MC at Forum, Conference and Brolga Awards
- Named host of a refreshment break: morning or afternoon tea at the Forum or the Conference*
- A trade exhibition space including room for pull up banner at the Conference (business to supply)
- Option to supply a 30-second promotional video to be played at select events*
- Brand recognition across all Destination NT events (digital and printed)
- Logo on Destination NT booking platform and digital promotional material
- 100-word description and link to company website on booking platform
- Logo on partner pull up banner displayed at select events
- Opportunity to provide approved promotional item at select events*
- Social media acknowledgement as partner by level of partnership
- Opportunity to present a Brolga Award from a select list of award categories
- Logo recognition on Brolga event collateral and website
- Four (4) complimentary tickets to the Brolga Awards
- Four (4) complimentary tickets to the Conference
- Four (4) tickets to the Partners networking reception
- Post Destination NT debrief and report.



Partnership opportunities

Silver Partner \$5,000 (ex GST)

Five available

- Acknowledgement by MC
- Brand recognition across selected event (digital and printed)
- A trade exhibition space including room for pull up banner at supported event (business to supply)
- Logo on Destination NT booking platform and digital promotional material
- Logo on partner pull up banner displayed at select events
- Opportunity to provide approved promotional item at select events*
- Social media acknowledgement as partner by level of partnership
- Recognition during the presentation by the MC of a category at the 2026 Brolga Awards
- Logo recognition on Brolga event collateral and website
- Two (2) complimentary tickets to the Brolga Awards
- Two (2) complimentary tickets to the Conference
- Two (2) tickets to the Partners networking reception
- Post Destination NT debrief.

Partnership opportunities

Brolga Awards Category Partner \$2,500 (ex GST)

Twenty available

An opportunity to be associated with this significant celebration at the 2026 Brolga Northern Territory Tourism Awards while enabling you to engage with a range of stakeholders across all regions and the Territory's visitor economy.

- Benefits include:
- Recognition during the presentation by the MC of a category at the 2026 Brolga Awards
- Logo recognition on Brolga event collateral and website
- Logo on partner pull up banner displayed at select events
- Social media acknowledgement as partner by level of partnership
- One (1) complimentary ticket to the Brolga Awards
- One (1) tickets to the Partners networking reception.



Bespoke / in-kind partnership opportunities

Hotel partner

An opportunity is available for one accommodation provider in Alice Springs to be profiled as the official Hotel Partner of Destination NT. As part of this bespoke in-kind partnership, the Hotel Partner will offer a preferential accommodation rate for Destination NT delegates. Provide ten complimentary rooms for up to 3 nights per room.

Benefits may include:

- Recognition as the preferred accommodation partner
- Recognition and promotion of preferential rate in event communications
- Opportunity to host key guests, speakers or VIPs
- Brand recognition across selected events (digital and printed)
- Logo on Destination NT booking platform and digital promotional material
- Logo on partner pull up banner displayed at select events
- Opportunity to provide approved promotional item at select events*
- Social media acknowledgement as partner by level of partnership
- Post Destination NT debrief.

Transport partner

An opportunity is available for one Alice Springs based transport provider to be profiled as the official Transport Partner of Destination NT. Provide in-kind transport to and from selected events / airport transfer for common flight arrival / departures.

Benefits may include:

- Opportunity to promote your product to passengers
- Trade exhibitor at Forum or Conference*
- Brand recognition across selected events (digital and printed)
- Logo on Destination NT booking platform and digital promotional material
- Opportunity to provide approved promotional item at select events*
- Logo on partner pull up banner displayed at select events
- Social media acknowledgement as partner by level of partnership
- Post Destination NT debrief.

Bespoke opportunities

Additional partnership opportunities can be tailored, either through financial or in-kind contributions.

Opportunities include, but are not limited to:

- Travel to and from Alice Springs
- Venue
- Coffee cart
- Audio visual
- Master of ceremonies
- Keynote speaker
- Entertainment (Brolga Awards)
- Event theming.

*Limited spaces available. DTH reserves the right to select trade exhibitors based on relevance to Forum or Conference program and participants.



An aerial photograph of a tropical river winding through a dense forest of palm trees. The water is a vibrant turquoise color, and a person is seen swimming in the middle of the river. On the left bank, several white, wavy lines are superimposed over the palm trees, suggesting a path or a design element. The overall scene is lush and serene.

Contact

**To secure your involvement or
discuss a tailored package, contact:**

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