**NORTHERN TERRITORY** 

### VISITOR ECONOMY STRATEGY

2032









# 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 ambitions 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.



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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

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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 YF March 2025, ARS YF Dec 2024

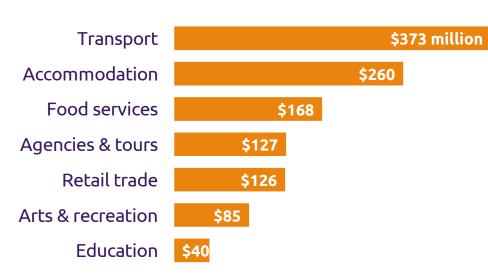
### Spending per capita

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.



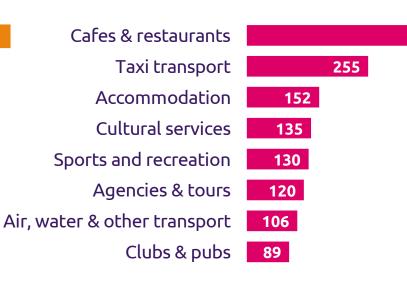
### Tourism is everyone's business

\$1.2bn
Direct GVA





2,500
Tourism businesses



556

#### *<u>AVAVAV</u>*

### An expanded perspective of visitors

Holidays

Visit family & friends

Major events & festivals

**Business** 

Conferences

**Employment** 

Working holidaymakers

International students

**Territorians** 



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### Wide range of sector contributors



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# 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

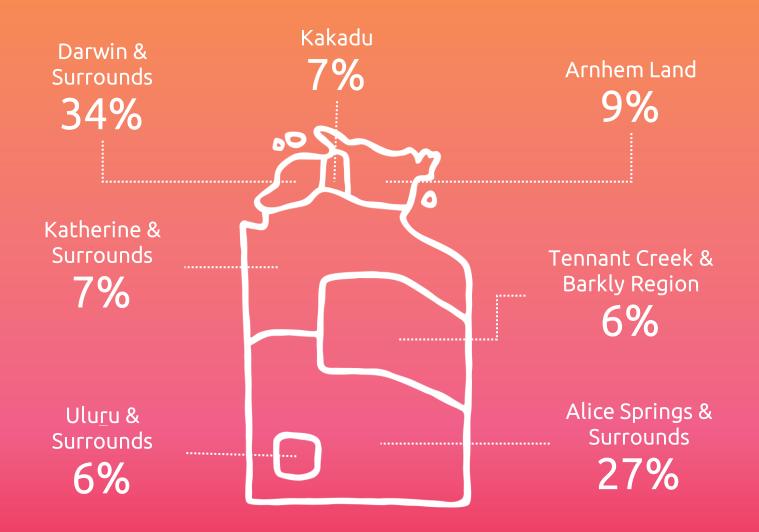
76
survey response

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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.

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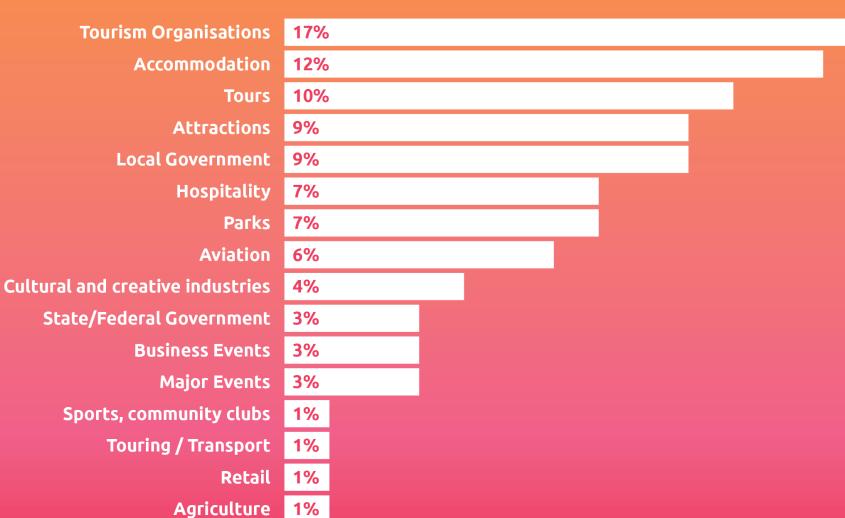
### Survey response % by location



Interstate 3% International 1%

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### Survey response % by organisation



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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





# 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



## 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



# 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



# 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



## 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



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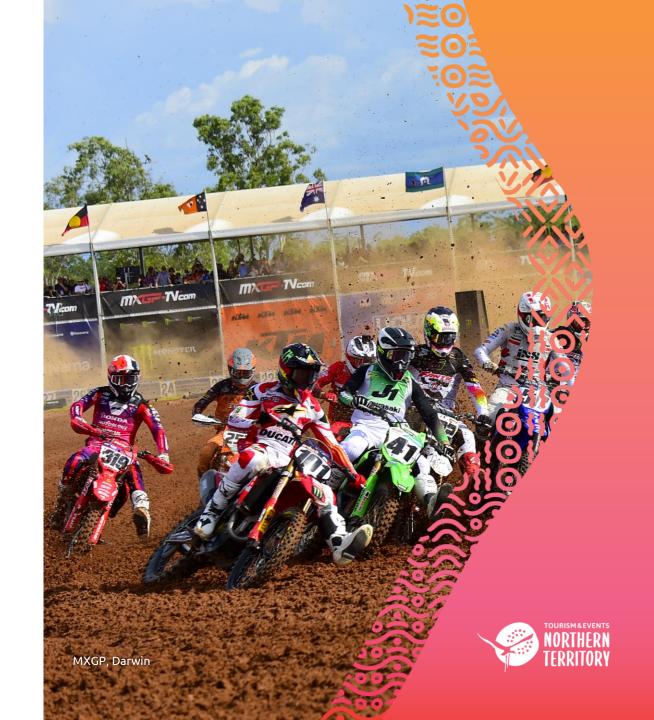
### A new Strategy



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### **Vision**

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



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### 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.



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### **Objectives**

- 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
- Invest in **People and Workforce** development
- 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.



### Shared Target for 2032

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\$2.2bn
Expenditure

1.5m
Trips

The target reflects average annual growth of 4% through to 2032. This is a higher growth rate than that expected in the NT economy (3.2% to 2028-29), increasing the visitor economy's contribution to the NT.



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### Delivering together.





# Aligned global Trends unlock the opportunity for Norther Territory



Immersive experiences



Purposeful travel



Open spaces and nature



# The Way Forward

Rachel Telford

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





### 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





## 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



# 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



# 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.



# 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



# 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





## 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





# 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



# 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



# 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







# Alignment



Rebuilding the Economy Strategy

Restoring the Territory Lifestyle Strategy





**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

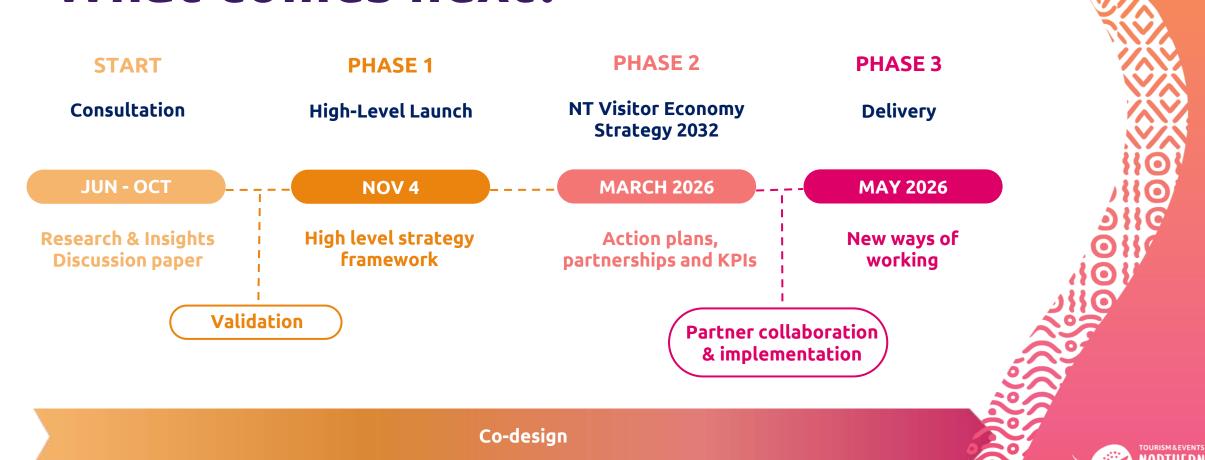


**Sector Initiatives** Military Tourism Drive Cruise **Business Events** 





## What comes next?



Celebrating our engagement: Stakeholder Quotes

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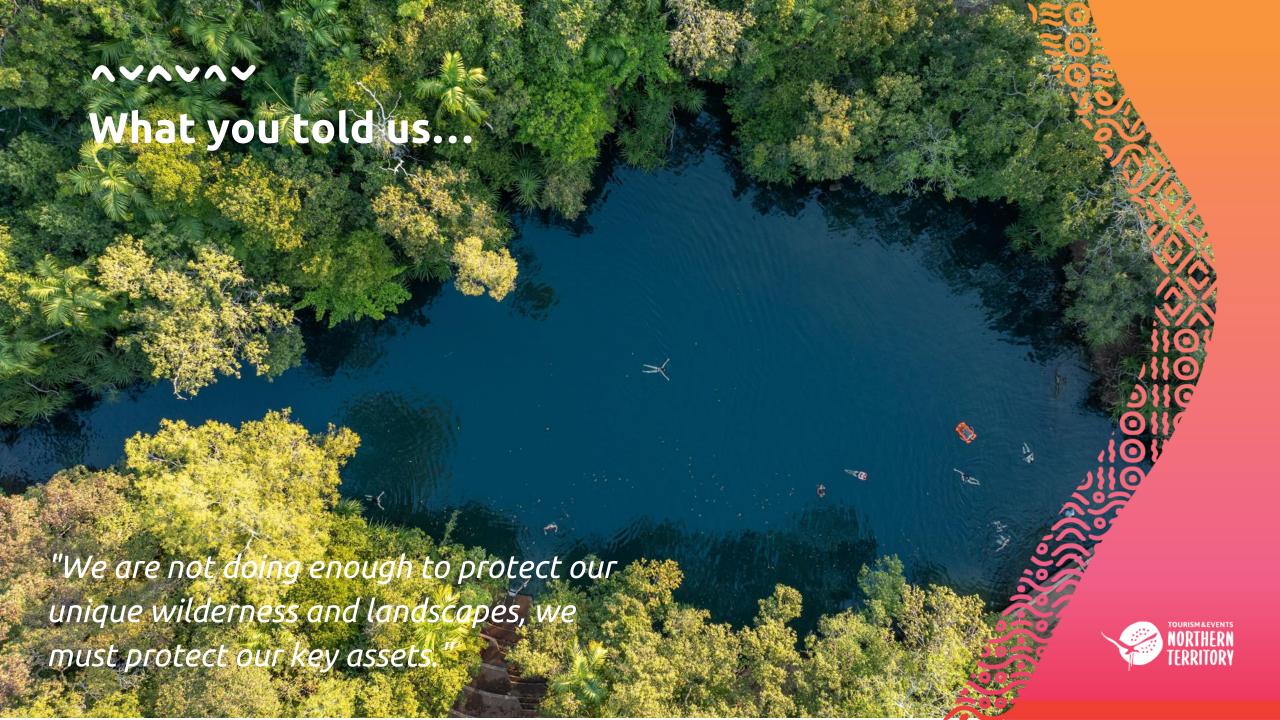
















- Museum and Art Gallery of the Northern Territory
- All About Party Hire
- Tourism Top End
- Mindil Beach Casino Resort
- Palms City Resort
- Darwin Convention Centre
- Mercure Darwin Airport Resort
- Top End Sport Fishing
- Rirratjingu Aboriginal Corporation
- Tourism Central Australia
- Northern Land 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



- 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



- Ngarrariyal Aboriginal Corporation
- Office of Marion Scrymgour
- Territory Wildlife Park
- Ethical Adventures
- Manbulloo Homestead Caravan Park
- Godinymayin 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
- Cooinda 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



- 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 Pry 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!



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# Thank you

