Activities taken across the sector during 2015-16 have delivered positive growth and progress towards the Tourism Vision 2020 goals.
‘Grow the NT visitor economy to $2.2 billion by 2020 as measured by overnight expenditure.’

The 2015-16 Progress Summary records the key activities undertaken during the financial year that contributed towards the whole-of-sector tourism strategy Tourism Vision 2020: Northern Territory’s Strategy for Growth released in September 2013.

This report is not an audit across the NT Government and the tourism industry, but a summary of key actions and achievements which contributed towards reaching the tourism sector’s goal to:

‘Grow the NT visitor economy to $2.2 billion by 2020 as measured by overnight expenditure’.

Actions are summarised under each of the four strategic requirements outlined in Tourism Vision 2020:

- **GROW VALUE**
- **ADDRESS SUPPLY CONSTRAINTS**
- **IMPROVE THE VISITOR EXPERIENCE**
- **IMPROVE BUSINESS SUSTAINABILITY**

Contributors to this report include:

- Northern Territory Government e.g. Tourism NT, Parks and Wildlife Commission of the Northern Territory, Department of Business, Department of Sport and Recreation, Department of Transport, Department of Arts and Museums
- Australian Government e.g. Tourism Australia, Parks Australia
- Regional Tourism Organisations: Tourism Top End, Tourism Central Australia
- Northern Territory tourism industry e.g. accommodation establishments, touring providers, NT Airports and other tourism businesses
- Industry groups e.g. Australian Hotels Association.

Disclaimer

We have taken due care and attention in ensuring information contained in this document was true and correct at the time of publication. However, changes in circumstances after the time of publication may impact upon its accuracy. We do not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. We disclaim all liability associated with the use of this information. Aboriginal and Torres Strait Island viewers should be aware that this material may contain images or names of deceased persons.
WHERE WE ARE NOW
2016 results compared to 2012

**Demand** Key indicators

- $2.22B SPEND
  - +34% SINCE 2012
  - ON TRACK TO SUSTAIN 2020 TARGET OF $2.2B

- INBOUND
  - 2.01M SEATS
  - +1.1% SINCE 2012
  - + 22,000 SEATS

- SHORTER STAY:
  - AVERAGE LENGTH OF STAY IS 7 NIGHTS
  - -0.7 NIGHTS SINCE 2012

- SPENDING LESS:
  - AVERAGE TRIP SPEND IS $1,280
  - -$16 SINCE 2012

**Supply**

- 8,859 ESTIMATED ROOMS
  - +6% SINCE 2012
  - WITH 1000 MORE ROOMS IN THE PIPELINE

- PARK UPGRADES
  - $10.4M INVESTED IN LITCHFIELD NATIONAL PARK

- IMPROVED ACCESS
  - SEALING MEREEINE AND LITCHFIELD ROAD TOURIST LOOPS

**Sources:** Tourism Research Australia’s National and International Visitor Survey, Year ending June 2012 compared to Year ending June 2016; Bureau of Infrastructure, Transport and Regional Economics Year ending June 2012 compared to Year ending June 2015; and Tourism NT Estimate as at 30 June 2016, Year ending June 2012 compared to Year ending June 2016; Budget Paper No. 4 The Infrastructure Program, Budget 2015-16. Northern Territory Government.

**Note:** All results are compared to 2012, the year 2020 targets were set.
Tourism Vision 2020

STRATEGIC REQUIREMENTS

GROW VALUE

IMPROVE VISITOR EXPERIENCE

2020 TARGET $2.2 BILLION VISITOR ECONOMY

ADDRESS SUPPLY CONSTRAINTS

IMPROVE BUSINESS SUSTAINABILITY
### GROW VALUE

1. Increase the desirability of the Northern Territory as a travel destination, inspiring more people to visit, stay longer and spend more.

2. Work with Tourism Australia and gateway destinations to maximise our investment in identified priority international markets, with a focus on growing the NT’s share of high growth markets.

3. Grow the visitor economy by focusing on niche market and product segments with the greatest propensity to travel.

4. Increase NT brand and product presence across digital channels, creating desire for the destination and connecting consumers with experiences they want to purchase in real time.

5. Develop a long-term comprehensive strategic approach to major events, festivals and regional events that leverages the NT brand, activates infrastructure, energises local communities and drives visitation and yield.

### ADDRESS SUPPLY CONSTRAINTS

1. Ensure a supply of commercial accommodation to both support and induce growth in visitor demand.

2. Support the growth of sustainable aviation services to the Territory.

3. Ensure visitor needs for access are considered in transport planning, including for roads, public transport and cruise ship facilities.

4. Deliver a viable and efficient workforce that meets industry demand and supports a globally competitive and sustainable tourism sector.

### IMPROVE VISITOR EXPERIENCE

1. Ensure visitor services across the Territory are provided in a coordinated manner reflective of current and emerging consumer behaviour.

2. Build the experience base of our destination to meet visitor expectations and drive growth.

3. Develop new experiences within the national parks estate (NT Government and Parks Australia) that reflect the needs of the visitor economy.

4. Grow the visitor economy by building on the NT’s reputation for the delivery of quality authentic Indigenous cultural experiences.

### IMPROVE BUSINESS SUSTAINABILITY

1. Adopt a partnership approach between industry and Government to grow the visitor economy.

2. Build a vibrant, sustainable and profitable industry to deliver on the NT brand promise.
Increase the desirability of the Northern Territory as a travel destination, inspiring more people to visit, stay longer and spend more.

- Attracted new and supported existing events to ensure year-round entertainment that enriches the Territory experience and supports the perception of the NT as an events destination. Examples include: securing hosting rights for the first quarter final of the Rugby League World Cup 2017; and developing a new event for Alice Springs, ‘Parrtjima – A Festival in Lights’.
- Ran an expression of interest to develop a major new commercial wartime tourist attraction on Stokes Hill Wharf. The Royal Flying Doctor Service was the successful proponent and invested $4 million in the new experience.
- Partnered with Virgin Australia to showcase Darwin on its new travel program, ‘The Long Weekender’, and promote packages to watch Adelaide United Football Club play in Alice Springs and Darwin.
- Hosted television personalities including adventurer Ray Mears and celebrity super-chefs Sara La Fountain and Rene Redzepi, highlighting the NT to audiences of millions via their televised programs and follow-on media.
- Elicited increased value from sponsorship partners and their extended corporate partners to engage and raise awareness of travel to the NT by using integrated media promotion and on-the-ground activities to enable consumers to interact with Territory tourism experiences.
- Ran the Red Centre Adventurers Campaign which contributed to an increase of 44,000 visitors to Alice Springs and the MacDonnell region and an 88% increase in visitation to the Lasseter region for the year ending December 2015.
- Developed the ‘Darwin – Take Another Look’ national campaign and supporting partner activities to change consumer perceptions of Darwin by showing the old to new transition it has experienced. The campaign incorporated a live The TODAY Show broadcast, digital advertising, Adelaide United Football Club player endorsements and travel program, ‘South Aussie with Cosi’, along with Virgin Australia travel packages and Darwin airfares.
- Maintained partnership activities with the Melbourne Football Club encouraging fans to travel to the NT by promoting local matches, trips and conferences, achieving a total media value of $2.1 million.
- Delivered the ‘Summer Well Spent’ campaign promoting travel to the NT during the wet season. Four 30 second tweetbuster videos dispelled negative consumer tweets while partnerships with Jetstar, Expedia and Wotif encouraged sales.
- Ran over 80 national and international marketing campaigns using a range of media, particularly digital. For example, one campaign targeted interstate consumers intending to travel by packaging niche market event interests with destination experiences. Four videos were created highlighting Territory festival themes of sport, music, culture and quirky, with 19 events being featured across YouTube and popular news websites.
- Continued to incorporate an ‘always on’ approach to marketing, more efficiently promoting industry’s ad hoc sale activity to ensure the NT is front of mind with consumers as a preferred holiday destination or business events venue because of increased visibility throughout the year, not just during campaign periods.
- Further positioned the NT as a desirable domestic secondary school excursion destination through work with key education tour distribution partners. Ten educators were taken on a Red Centre familiarisation and grants were offered to interested schools. A survey of education partners shows that they have sent 11% more students to the NT compared to 2014-15.
- Sponsored the Melbourne International Flower and Garden Show again and built a showcase Territory garden providing a platform to reach a core target market on a local level. The NT Garden was the Gold Winner of show gardens resulting in excellent media and consumer attention.
- Launched the ‘Darwin Welcomes Delegates’ program in collaboration with Tourism Top End and the Darwin Convention Centre to encourage business event attendees to experience more of the Top End by offering touring and shopping discounts.
Work with Tourism Australia and gateway destinations to maximise our investment in identified priority international markets, with a focus on growing the NT’s share of high growth markets.

- Created ‘Catch the Sunset’ documentary starring the Chinese actress/model, Lily Ji. Qingdao TV aired the documentary during its prime-time news segment and an in-language microsite was simultaneously launched to provide Chinese viewers with further information on the NT.

- Launched an ‘Add-on Darwin’ campaign encouraging Bali holiday makers to include Darwin on the itinerary. The largely digital campaign involved disrupting consumers during airline purchase and provided highly tactical messages.

- Provided more face-to-face opportunities for industry to pitch its products directly to the global travel trade both onshore and offshore and had a stronger presence at the world’s leading travel trade show, International Touristus Börse (ITB) Berlin, with 14 operators attending and exhibiting in a dedicated NT section of Tourism Australia’s stand.

- Ran an activation in Federation Square, Melbourne demonstrating activities, experience and products on offer in the NT through the use of ‘The Waterhole’ pub. Eleven local operators from across the Territory participated.

- Contributed 64 aquatic and coastal experiences in the NT for the second phase of Tourism Australia’s global campaign ‘There’s nothing like Australia’. Created an inbound tour operator fact sheet on the NT’s aquatic and coastal offerings to support industry contend with an influx of visitors pursuing these experiences.

- Invested in cooperative marketing partnerships with airlines, online travel agents and traditional trade partners to leverage Tourism NT’s spend, convert awareness to sales and target high-growth international markets. For example, a partnership with Qantas Japan and Asahi Digital promoted the NT’s iconic landscapes through famous young Japanese photographer and mountaineer Mr Ishikawa Naoki.

- Exposed the extensive Chinese readership of ‘Modern Lady’ magazine to the NT as a travel destination through a cover shoot starring Chinese superstar Hu Ge and rising supermodel Wang Xin Yu.

- Supported industry preparations for increased Chinese visitation offering $1 million in grant funding for projects to attract the Chinese market and improve on-ground services to Chinese travellers.

- Launched an in-language webpage promoting Explorer’s Way to Continental Europe. It linked to a National Geographic Traveler magazine (German language edition) Explorer’s Way campaign and was delivered in partnership with the SA Tourism Commission.

- Provided NT destination training to over 100 agents from a wide range of trade partners in Haarlem, Copenhagen and Stockholm as part of a partnership with Tourism Australia, SA Tourism Commission, Qantas, Quicksilver and THL.

- Invested $6.2 million in western markets to promote regional dispersal to the NT as part of broader Tourism Australia campaigns and collaborated with state tourism organisations in South Australia, Victoria and Queensland.

- Partnered with Tourism Australia for a Business Event Showcase in Shanghai, and to co-host familiarisations to Uluru, also partnering with Voyages Indigenous Australia, for business event planners from China and the USA.
Grow the visitor economy by focusing on niche market and product segments with the greatest propensity to travel.

- Initiated the Million Dollar Fish competition and campaign which increased awareness of and visitation to the Top End during the low travel season. It generated an estimated $9.2 million into the NT economy and attracted more than 6000 interstate visitors during this period.

- Continued to position Alice Springs as an international mountain biking destination by having high profile riders attend events and delivering a year round digital presence on international mountain biking websites and forums.

- Developed the Northern Territory’s Aboriginal Arts and Cultural Festivals 2016 guide to improve consumer awareness, access and attendance to the range of arts and cultural activities occurring across the NT, particularly in remote communities.

- Launched the inaugural ‘Backpack the Outback’ roadshow to boost backpacker numbers in the NT and remind the travel trade on the NT’s signature youth and adventure experiences and product. Jetstar held a five day sale on Melbourne direct to Darwin and Uluru during the campaign, with 1268 seats sold.

- Promoted Darwin as the ultimate destination for a mates trip, centred around the Triple Crown V8 Supercars, through a campaign with key consumer touch points across owned, earned and paid media.

- Produced the Mountain Biking Master Plan to guide investment in and development of sustainable world class mountain biking opportunities in the Northern Territory. $1.33 million was committed as part of Budget 2016 to deliver more mountain bike trails across the Territory and help grow this niche tourism market.

- Hosted the Australian Cruise Association’s annual cruise conference in Darwin in September 2015 and took international keynote speakers on familiarisations of the region before and after the conference. 120 delegates from around Australia attended.

- Commenced a comprehensive plan to enhance NT heritage sites, preserving and highlighting the Territory’s historical sites and capitalising on the growing heritage tourism market.

- Supported an innovative approach to attracting tourists to Arnhem Land - the ground breaking NT documentary ‘Fishing the Wild’. The publicity generated by the program was leveraged via marketing campaigns and a web portal.

- Trialled a new initiative to profile Tennant Creek. ‘The Undercover Chef’, a two minute Imparja advertorial, featured Glenn Austin who highlighted some attractions and food experiences that people miss out on by not staying overnight.

- Launched a new brand for NT Business Events ‘Think Unconventionally’ in February at the premier industry trade show, Asia-Pacific Incentives and Meetings Expo and secured 77 business events across the NT, representing 38,000 room nights and an estimated $40.4 million in visitor expenditure. A further 41 decisions on bids, scheduled to occur between 2016 and 2020, represent an estimated visitor expenditure of $44.6 million.

- Participated in a luxury trade show in Sydney, Luxperience, showcasing the NT’s outback lodge portfolio Australian Outback Journeys to luxury specialist travel providers from key international markets. Twelve buyers from the event then visited the NT on sponsored familiarisations.
Increase NT brand and product presence across digital channels, creating desire for the destination and connecting consumers with experiences they want to purchase in real time.

- Leveraged the 30th anniversary of the ‘Crocodile Dundee’ movie by running a corresponding national Kakadu advertising campaign, with TV show ‘Sunrise’ broadcasting weather live from Kakadu.
- Launched a new NT travel guidebook on Mafengwo.com, one of the leading digital travel platforms in China, resulting in 24,000 downloads between its launch on 16 June 2016 and the end of financial year.
- Developed a platform within northernterritory.com showcasing NT product that allows consumers to view, bundle and book multiple NT products in one transaction, offering value for money packages to motivate bookings.
- Featured Top End tourism attractions daily on Network 10’s morning show ‘Studio 10’ as part of a Northern Territory Week special in August 2015.
- Partnered with Brad Jones Racing in a two-year deal until 2017 that includes having the ‘Do the NT’ logo on its drivers’ suits, merchandise, and V8 supercar.
- Worked with 29 cooperative partners to promote digital purchasing of NT experiences. Partnerships with Virgin Australia during October 2015 and January 2016, and Expedia during November 2015 promoted sale fares and holiday packages which generated over 30% growth compared to the same time last year.
- Conducted a digitally focused campaign promoting fly/ drive and self-drive holidays to the NT with cooperative marketing activities with Apollo Motorhomes, Turu. com.au and Britz Campervans.
- Launched the ‘It’s About Time... Do the NT’ campaign, including three new television commercials giving consumers a sense of urgency to book an NT holiday and promoting regional dispersal by highlighting each of the regions. Seven cooperative partner campaigns helped generate conversion and overcome barriers traditionally associated with visiting the NT.
- Extended the functionality of the NT Convention Bureau’s cloud-based customer relationship management system launching an extranet portal to industry partners which enhanced proactive lead development, bid development, familiarisation visits and distribution.
- Promoted the NT through authentic social media superstars and celebrities:
  » Australian actor Chris Hemsworth and model/actress wife Elsa Pataky did a ten-day family holiday in the NT and promoted the Territory via their social media platforms.
  » Showcased the NT and the Explorer’s Way road trip to 1.3 million people via social media superstar siblings Sam and Sjana Earp's media channels.
  » Sporting personality Matt Hayden took footage for a future campaign of his self-drive family holiday in the NT.
  » ‘A Summer Well Spent’ campaign supported by Mates of the Territory, Lauren Bath and Jewels Lynch, who promoted the ultimate NT road trip via their Instagram accounts.
- Launched the new and improved discovercentralaustralia.com, translated into over 100 languages, improving usability and enabling online bookings.
- Redeveloped and redesigned the Tourism NT consumer website under the domain name northernterritory.com, improving online navigation, accessibility and providing tailored content specific to consumer needs. The site is now entirely mobile responsive and goes live in August 2016.
- Partnered with MotorCross World Champion Toby Price to promote adventure travel in the NT. This included participation in Channel Nine’s 60 Minutes feature on the Finke Desert Race which reached over 1.5 million viewers and an upcoming episode of Moto 8, a YouTube phenomenon with over 5 million subscribers.
- Territory Discoveries packages to attend NT motor sport events such as the Finke Desert Race, Red Centre Nats and V8 race at Darwin’s Hidden Valley were offered via social media and newsletters direct to fans.
Develop a long-term comprehensive strategic approach to major events, festivals and regional events that leverages the NT brand, activates infrastructure, energises local communities and drives visitation and yield.

- Undertook a new marketing approach to motorsport sponsorship that saw more exposure of the ‘Do the NT’ logo during supercar event media coverage and increased advertising to fans.
- Hosted the world-famous Land Rover Experience Tour for the first time in Australia, where drivers journeyed from North East Arnhem Land to Uluru, providing an estimated $60 million worth of exposure for the NT across Europe.
- Hosted the Australian Society of Travel Writers Conference at Uluru exposing 75 travel writers, social media influencers, bloggers and marketing professionals to the region.

- Continued to drive growth in the business events sector by providing exposure to the national conference and incentive market through the ConveNTions Walkabout 2015, Alice Stampede and Meet Darwin showcase.
- Targeted specific market segments and increased social media presence through the first ever Astronomeet in Central Australia and a #NTAustralia Instameet held at the Barunga Festival.
- Released the Northern Territory’s arts and culture policy, Vibrant NT, providing a vision, principles and priorities for the arts and cultural sector.
- Boosted awareness and use of Tourism NT’s official hashtag, #NTAustralia, through a giant helium balloon display at Mindil Beach Markets to encourage generation of free, ongoing, organic and positive public relations for the NT.
- Provided sponsorship funding through Tourism NT to assist the marketing of 18 Territory events, such as 2016 Rotary Henley on Todd Regatta and Run Larapinta, alongside additional NT Arts Grants Program funding of $1.8 million distributed to 23 major and community arts festivals across the NT.
- Invested in world-class sporting infrastructure to encourage attraction of major events, investing $4.25 million to redevelop the Alice Springs netball centre and committing $16 million for the Darwin Regional Tennis Centre.
- Negotiated a future for motorsport events in the NT securing the Red CentreNATS for another six years and the Darwin Triple Crown V8 Supercars event until 2030.
- Leveraged the Field of Light exhibit at Uluru to garner global attention on tourism operators and attractions, running concurrent international campaigns, sale airfares and co-hosting business event famils.
- Continued to host national sporting events including the Parramatta Eels NRL pre-season and premiership games to draw fans to the NT.
- Started promotion around the 75th Anniversary of the Bombing of Darwin occurring in February 2017; the new Bombing of Darwin Harbour Experience featured on TV show ‘Sunrise’ and commemorative car number plates have been launched, with proceeds of the sale of plates going to Legacy Northern Territory.
- Funded the Regional Tourism Organisations and Visitor Information Centres to value-add to visitors’ experience; for example, having ambassadors at key events and locations such as the Alice Springs Masters Games and cruise ships arrivals.

- Continued to host national sporting events including the Parramatta Eels NRL pre-season and premiership games to draw fans to the NT.
- Started promotion around the 75th Anniversary of the Bombing of Darwin occurring in February 2017; the new Bombing of Darwin Harbour Experience featured on TV show ‘Sunrise’ and commemorative car number plates have been launched, with proceeds of the sale of plates going to Legacy Northern Territory.
- Funded the Regional Tourism Organisations and Visitor Information Centres to value-add to visitors’ experience; for example, having ambassadors at key events and locations such as the Alice Springs Masters Games and cruise ships arrivals.
Ensure a supply of commercial accommodation to both support and induce the growth in visitor demand.

- Released a competitive expression of interest seeking private investment in developing a luxury hotel in Darwin to deliver a standard of accommodation not currently available. Scheduled for completion by 2020, it is anticipated that the luxury hotel will be an economic enabler, driving increased tourist visitation, giving Darwin a significant edge in the lucrative business conference market and generating new jobs.

- Industry completed new developments during the year increasing the supply of short term accommodation (in establishments of 15+ rooms) by 411 rooms to an estimated supply of 8859, realising 5% growth in supply since 30 June 2015. Developments included:
  » Top End Hotel redevelopment
  » Rebrand, upgrade and expansion of Novotel Darwin Airport and Mercure Darwin Airport Resort.
  » Opening of Rydges Palmerston Darwin.

- Progressively implemented the Construction and Development Advisory Council report recommendations on reducing red tape in the construction and development sector. As part of these recommendations the Planning Commission finalised land use plans and area planning documents to give regulatory and investment certainty for developers.

- Promoted tourism infrastructure investment opportunities in the NT on the InvestNT and Tourism NT websites directly to overseas investors through organised presentations and at the Hotel Investment Conference Asia Pacific.

- Delivered a new style of accommodation at Cooninda through a partnership with Flash Camp, setting up 30 glamping tents for the dry season. The pop up style affordably added capacity and takes advantage of the ephemeral, eco-friendly and adventure-in-comfort trends.

- Encouraged investment in new accommodation and experiences by identifying and developing sites to an investor-ready status. A key action was the development and release of the expression of interest for Lhilpa or ‘Red Mallee’ accommodation development.

- Supported commercial accommodation across the NT with over $1.3 million in grant funding, helping meet and grow demand through increased capacity, quality and value-add projects. Projects supported include:
  » Extensive upgrades to the Devils Marbles Hotel, doubling its accommodation capacity and providing flow on tourism benefits to the Barkly region.
  » New luxury eco and safari tents and powered campgrounds for established businesses in Arnhem Land to continue to develop the region as a tourism destination.
  » Development of pastoral heritage themed luxury, family cabins at Litchfield Tourist Park to better cater for increasing family and multi-generational travellers.

- Secured $775,000 in Australian Government funding to deliver tourism demand-driver infrastructure projects in the NT, such as accommodation expansion at Lorella Springs to increase supply and cater for more high-end visitors.
Support the growth of sustainable aviation services to the Territory.

- Developed a new premium passenger lounge at Darwin International Airport, open from 1 September 2016 and creating ten new, ongoing jobs. The lounge will assist attraction of new international airline carriers and was supported by a $500,000 grant from the NT Government.

- Negotiated a new three year cooperative marketing agreement with Qantas with a total value of $3.78 million. Additional funding for global cooperative activity will also be channelled by Qantas through its relationship with Tourism Australia.

- Held ongoing discussions with a range of airlines to secure a direct air service to mainland China or Hong Kong, with the then Chief Minister, the then CEO of Tourism NT and the Chairman of Tourism NT visiting in December 2015 and March 2016.

- Addressed growth and increased business activity by launching a two year trial of Centre Run in October 2015, a tri-weekly service between Darwin, Katherine, Tennant Creek and Alice Springs. Almost 5,500 passengers have used the service, revealing Darwin to Tennant Creek to be the most popular sector. Nearly two thirds of passengers are general public and non-government sector.

- Continued discussions for the introduction of a new service by a Middle Eastern carrier to the Northern Territory. In March 2016 the then CEO and the Chairman of Tourism NT visited the Middle East and outlined a potential service to Darwin and on to Auckland, which was followed up by business cases and route development analysis with various carriers.

- Continued to work with airline partners to increase air traffic to the NT through tourism marketing activity with all major airlines that fly to the NT, promoting the Territory as an accessible and affordable destination. This included three campaigns under our Memorandum of Understanding with Qantas.

- Promoted the new Brisbane – Alice Springs flights running during peak season from 4 July to 28 September, providing an extra 500 seats per week into the Red Centre. Supportive marketing ran in the Brisbane Myer Centre food court with the “more flights available to Alice Springs” message and follow up creative promoting the sale fares.

- Developed the NT Aviation Industry and Services Strategy 2020 to be released in July 2016 providing the foundation to support the sustainability and growth of the Territory’s aviation sector.

- Undertook route development work including business case development and route development forecasting for key priority markets and engaged with airlines through a number of channels including attending the World Routes 2015 conference.

---

**Weekly seat capacity % change**

<table>
<thead>
<tr>
<th>Airport</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Darwin Airport - domestic</td>
<td>+ 3</td>
</tr>
<tr>
<td>Alice Springs Airport</td>
<td>+ 5.5</td>
</tr>
<tr>
<td>Ayers Rock Airport</td>
<td>+ 15.7</td>
</tr>
<tr>
<td>Darwin Airport - international</td>
<td>+ 3</td>
</tr>
</tbody>
</table>

*July 2016 compared to July 2015*
Ensure visitor needs for access are considered in transport planning, including for roads, public transport and cruise ship facilities.

- Launched the Roads and Bridges Strategy and Network Investment Plan and Darwin Regional Transport Plan 2016 providing an evidence-based foundation for upgrading and developing the Territory’s road and bridge network.
- Progressed projects already underway such as the sealing of the (inner) Mereenie Loop and Litchfield Park Road to make the tourist loop suitable for non-4WD vehicles and accessible year round.
- Secured road infrastructure funding as part of the 2016-17 budget that support tourism experiences across the NT. These include:
  - $5 million to upgrade and seal various sections of Gunn Point Road, which will improve access to many popular recreational fishing destinations within close proximity to Darwin.
  - $16 million over two years to improve the Arnhem Link Road.
- Delivered improved services at Stokes Hill Wharf and the Darwin Waterfront precinct:
  - Invested $1.2 million in a shaded walkway from the Cruise Ship Terminal to the Darwin Waterfront Precinct to improve the welcome and comfort for cruise ship passengers, particularly during the off-peak and shoulder seasons.
  - Invested in a new 50 metre pontoon facility which doubles capacity for harbour tourism operators at Stokes Hill Wharf.
  - Enhanced pedestrian safety at the Stokes Hill Wharf car park and provided a free shuttle bus service.
  - Opened Goyder Park, adjacent to the Cruise Ship Terminal, which delivers historical information in a functional design.
- Continued implementation of the Northern Territory Cruise Sector Activation Plan 2015-2020 improving cruise ship attraction, delivering a new shaded walkway and developing on-shore experience products for cruise lines. This year was Darwin's busiest season on record with 45 cruise ship visits.
- Continued to work closely with Darwin Port to promote Darwin as an attractive transit port as well as a potential home-base port to suitable cruise lines. The Darwin Port Development Plan 2016 was released and initiates a project to cater for increased cruise ship vessel size and larger passenger numbers. Proposals are underway to modify existing facilities to provide a lengthened quayside and revamped cruise terminal building to make Darwin a viable option for turnaround business, especially for cruises that connect with Asia.
- Advocated road priorities to enable tourism growth and consulted on tourism signage needs through the Batchelor, Litchfield, Adelaide River Tourism Road Signage Audit. Planning also progressed for the upgrade of the Arnhem Highway across the Adelaide River Floodplain funded by Australian Government.
- Streamlined the planning process improving access to exceptional development permits facilitating projects such as:
  - Permits for Trees Adventure’s new commercial venture, a treetop obstacle course on the Howard Springs Nature Park.
  - The rezone of a Lot adjacent to Katherine Hot Springs to accommodate a pop up café and bike hire store during the dry season.
Deliver a viable and efficient workforce that meets industry demand and supports a globally competitive tourism sector.

- Launched a range of initiatives and a marketing campaign to attract overseas workers to address workforce and skills shortages in the NT, focusing on skilled migration and education opportunities. Initiatives included:
  - Dedicated Work and Live in the NT seminars delivered in Auckland, Launceston, Wollongong and Adelaide.
  - Rolling out the Business and Skilled Migration, Trade and Investment Program in Vietnam, Malaysia, Brunei and China.
  - Held various partnership activities in Singapore, Vietnam and The Philippines, and attended a promotional expo in India and Sri Lanka.
  - Facilitated agreement with Timor Leste to continue to identify visa opportunities for Timor Leste workers in the NT.

- Continued whole-of-government advocacy to the Australian Government against policy changes that limit the attractiveness of Australia as a working holiday destination, such as the increased cost of the Working Holiday Maker (WHM) visa and proposed changes to the tax free threshold for WHM visa holders. Strong opposition to the proposed ‘backpacker tax’ came from the NT Government, with the then Chief Minister writing directly to the Prime Minister following Budget 2015. The issue was also raised through the Tourism and Transport Forum and the Australian Standing Committee on Tourism.

- Continued to deliver the Tourism Internship Program and Tourism Support Officer opportunity increasing indigenous representation. Three 12-month placements improved trainees’ knowledge of commercial tourism and Tourism NT operations. This program changed in April 2016 to an in-house Indigenous Tourism Trainee program, with one person employed in Darwin and one in Alice Springs for a period of 12 months.

- Provided opportunities for the NT tourism industry to reach and engage with key consumers and investors through a range of conferences and trade shows held nationally and internationally.

- Updated the tourism and hospitality sector on migration information and workforce options through tailored information sessions held in Darwin, Alice Springs, Katherine, Tennant Creek and Nhulunbuy. Sessions addressed employer obligations and monitoring of employees on 457 visas, the NT Designated Area Migration Agreement, the Seasonal Worker Program and backpacker visas.

- Developed and implemented a range of initiatives to reduce the impact of regulation on the tourism and hospitality sector in the key areas of licensing, permits and workforce access.

- Supported local tourism businesses’ overseas marketing activities through the Trade Support Scheme. Eighteen tourism businesses received a total of $119,000 to offset costs to attend trade events, for in-market sales calls and to translate websites and collateral.

- Following significant advocacy by the Northern Territory as part of the Developing the North agenda, in November 2015 the Australian Government announced changes to the working holiday visa arrangements:
  - Allowing subclass 462 and subclass 417 visa holders working in hospitality and tourism positions in the Northern Territory to apply to extend the six month work limitation on their visa.
  - Allowing subclass 462 visa holders wanting to obtain a second 12 month visa to qualify by working 88 days in tourism or in certain agricultural, fishing, forestry, mining and construction positions. However, this inclusion of tourism was not extended to subclass 417 visa holders.

- Continued to deliver CHARTTES Training Advisory Council’s nationally recognised customer service and hospitality training program, Aussie Host.
IMPROVE VISITOR EXPERIENCE

Ensure visitor services across the Territory are provided in a coordinated manner reflective of current and emerging consumer behaviour.

- Increased marketing effectiveness and coordination through rebuilding the Australian Tourism Data Warehouse’s (ATDW) product management system. The refreshed portal is mobile responsive and offers new features such as blogs.
- Provided $250,000 towards improved facilities at Katherine Hot Springs through the local council’s revitalisation project. Grant funding was also provided for an adjacent pop-up cafe and mountain bike hire shop.
- Improved tourism information at key gateway destinations in partnership with the tourism industry through an enhancement program which focused on airports and key roadhouse locations across the Northern Territory. Interactive message boards that provide a virtual tour of the NT and encourage regional dispersal were installed in Darwin Airport; a new arrivals display was installed at Alice Springs Airport and a new wall display was erected at the BP Service Station in Tennant Creek.
- Secured $775,000 under the Australian Government’s Tourism Demand-Driver Infrastructure Program for projects that provide broad supply-side benefits in the NT. Projects included:
  - Gove Boat Club upgrades to become an entry point for marine based tourism on the Gove Peninsula.
  - Construction of a multi-purpose, amphitheatre style space at Glen Helen Homestead Lodge to provide for presentations, performances and other functions by the Ngurratjuta/Pmara Ntjarra Aboriginal Corporation.
- Continued installation of free, public access WiFi at key tourist locations across the Territory with $500,000 allocated for the continuation of this program in Budget 2016, in addition to the $500,000 in Budget 2015.
- The popular Deckchair Cinema underwent upgrades to enhance its catering and waterside dining area, contributing improvements to the scope and quality of Darwin’s established tourism infrastructure.
- Upgraded and repaired NT heritage tourism sites and infrastructure to improve the longevity and quality of attractions. Conservation projects included: Darwin’s iconic gun turret at the Defence of Darwin Experience, a WWII observation post at Lee Point, Tennant Creek and Barrow Creek telegraph stations, and the Old Courthouse in Alice Springs.
- Opened Yaye’s Café at the Araluen Cultural Precinct. Operated by award winning executive chef Athol Wark and Cate Povey from Warkabout Consulting, the addition of the café gives another dimension and reason for visitors to stay longer at the precinct.
- Developed and delivered a new mentoring program where a Tourism Central Australia staff member assists tourism operators upgrade their ATDW listing and become bookable online through the BookEasy platform. The program has resulted in significantly improved exposure for operators and more accessibility for consumers.
- Commenced installation of a new air conditioning system at the Museum and Art Gallery of the Northern Territory at Bullocky Point and installation of a Hearing Loop at the Araluen Arts Centre Theatre.
- Hosted a workshop delivered by members of the Australian Cruise Association Management Committee during the Australian Cruise Association conference in Darwin. It focused on how to target the cruise market and work more closely with cruise ship passengers and was attended by approximately 30 local Darwin tour operators.
Build the experience base of our destination to meet visitor expectations and drive growth.

- Developed an innovative partnership with Music NT, sponsoring the 2016 NT Song of the Year Awards and creating a new category called ‘The Territory Song’. Local musicians were also given the opportunity to play at the Federation Square activation in Melbourne in March 2016.

- Continued to activate The Residency in Alice Springs, planning further exhibitions and events with Heritage Alice Springs.

- Participated in and supported tourism businesses to attend key market conferences to showcase their products and services, and raise the NT’s profile as a destination. Conferences included:
  - The Victorian Caravan, Camping and Touring Supershow
  - NT Muster
  - Melbourne International Flower Show
  - Bird Fair UK
  - Internationale Tourismus Börse (ITB)
  - Australian Tourism Exchange (ATE).

- Developed a suite of public programs for the Araluen Arts Centre/Araluen Cultural Precinct including opening galleries in the evening, an artists-in-residence program and new children’s program.

- Distributed $4.75 million via the Tourism Infrastructure Development grant program to promote tourism sector growth by funding strategic infrastructure and product development projects. Ninety-five projects from across the Territory were funded with an estimated total value of projects over $12.69 million. Projects include:
  - Development of a semi-permanent eco camp to enable new extended trekking experiences in the West MacDonnell National Park region
  - A new space observatory at Earth Sanctuary in Alice Springs
  - Entrance improvements, birdwatching hides, picnic areas and upgraded drainage at Standley Chasm in Central Australia
  - The build and installation of 12 luxury safari tents and the creation of a luxury restaurant at Murwangi station near Ramingining
  - Upgrades to the Marrawuddi Gallery, an Indigenous fine art gallery in Kakadu.

- Ran the Singapore Malaysia Mission in August 2015 which brought 19 travel agents from Singapore and Malaysia to the NT to provide an opportunity for local NT operators to build relationships and educate them about Territory products.

- Developed and implemented a six point safety plan at Watarrka National Park to improve visitor safety, especially around the rim walk.

- Held an Arts Business Forum for 25 leading arts organisations to assist in developing leadership, governance and management capability of not-for-profit arts organisations.
Develop new experiences within the national parks estate (NT Government and Parks Australia) that reflects the needs of the visitor economy.

- Released an expression of interest for development of nature-based accommodation at Lhilpa or ‘Red Mallee’ at a North Australia Investment Forum in Darwin. While a successful proponent was not found, the process promoted opportunities available in the NT and contributed to closer relationships with tourism operators, the Central Land Council and the NT Government.

- Granted a concession for scenic helicopter flights to operate from Charles Darwin National Park including transfers to other local attractions. The contract was awarded to Nautilus Aviation which will also develop a small tourist hub on the site.

- Commenced mountain bike trail development at Alice Springs Telegraph Station, Casuarina Coastal Reserve and Charles Darwin National Park. $1.3 million was committed for trail development over the next three years, delivering sustainable growth and new experiences for this niche market in Alice Springs, Watarrka National Park (NP), West MacDonnell Ranges NP, the Darwin region, and Litchfield NP.

- Developed new Australian-first mist holographic experiences showcasing the Territory’s role in the historical construction of the Australian Overland Telegraph Line. The experience was installed in two historically significant sites - Alice Springs Telegraph Station and Lyon’s Cottage in Darwin.

- Released a Draft Kakadu National Park Walking Strategy that identifies new bushwalking opportunities and track upgrades, ensures management and protection of cultural sites, investigates unique business and employment opportunities and methods for providing pre-visit and on-site information.

- Invested $10.4 million in improved visitor infrastructure in Litchfield National Park including a new suite of interpretation and trail signage.

- Increased tourist services through business concessions within parks, including a mobile food and beverage services at Florence Falls, a new airboat tour at Mary River National Park and a coordinated Cutta Cutta caves tour service.

- Delivered over 450 Territory Parks Alive sessions, guided walks and talks by Rangers to over 11,000 visitors.

- Constructed shared walking and cycle paths connecting the outer reaches of Alice Springs with the centre of town and linking key tourist locations including the Alice Springs Telegraph Station.

- Undertook an Expression of Interest for commercial development within the Territory Wildlife Park. A number of opportunities continue to be explored.

- Continued negotiations of lease agreements with the Central Land Council facilitating upgrades in private camping areas for Larapinta Trail operators. $88,000 in grant funding was used to improve the wilderness camp facility on the trail.

- Began revitalisation works at Dripstone Cliffs and Rapid Creek as part of the $10.68 million for improvements to Casuarina Coastal Reserve.

- Parks Australia launched an expression of interest for new tourism and commercial activities within Uluru-Kata Tjuta National Park. Experiences approved include a new five-day extended walking tour.

- Encouraged development of new experiences in parks and provided funding to a range of new initiatives across the NT through the Tourism Infrastructure Development Fund. Supported projects include:
  - Helicopter landing site at Wangi falls
  - Segway tours at Kings Canyon
  - Mbantua dining area at Simpsons Gap.
Grow the visitor economy by building on the NT’s reputation for the delivery of quality authentic Indigenous cultural experiences.

The Indigenous Tourism Advisory Council, formed in March 2015, met on six occasions throughout the year including on site meetings with indigenous tourism operators to enhance indigenous sustainable and prosperous business opportunities throughout the NT.

Provided $1.27 million funding for 27 aboriginal business projects through the Tourism Infrastructure Development Fund. Projects included:

- Interpretive signage and video presentation at the historic Yuendumu Men’s Museum
- Construction of a footbridge through the mangroves for ferry passengers to walk direct to Tiwi Design
- Art gallery construction and upgrades.

Coordinated a marketing agreement for national and international promotion of the Tiwi Islands as a tourism destination and opened up tourism access to the Tiwi islands through a partnership between two of Australia’s largest tourism and transport operators, SeaLink Travel Group and AAT Kings. The partnership uses their impressive national and global networks to promote Tiwi Islands tourism.

Expanded the ‘Chatroom’ video series to include regional operators from Litchfield, Ooraminna Station and Hermannsburg. A special three-part video series was also produced, looking at the NT Government’s Indigenous Tourism Advisory Council and the work it does to help develop sustainable indigenous tourism enterprises across the Territory.

Developed the Territory’s first all-inclusive NT Aboriginal Arts and Cultural Festivals guide to provide a quick reference and ease of access to information about cultural events.

Highlighted investment opportunities on the Tiwi Islands promoting long term leases of up to 99 years available alongside a range of business models on offer, including private ownership and a joint venture with the Tiwi people.

Sponsored and marketed indigenous cultural events including the annual GARMA Festival, the Garmalang Festival in Darwin, Barunga Festival, Desert Harmony Festival, and the Gurindji Freedom Day Festival.
Adopt a partnership approach between industry and Government to grow the visitor economy.

- Maintained strong relationships with the regional tourism organisations (RTOs) and visitor information centres (VICs), ensuring the industry is well represented at government forums, professionally supported and given opportunities to showcase their products and services. The NT Government provided $1.935 million in funding to the RTOs and VICs for services.
- Increased industry participation at trade shows and events, boosting consumer awareness of the NT’s offerings and winning awards at the Melbourne International Flower and Garden Show and the Victorian Caravan, Camping and Touring Supershow.
- Continue to collaborate with the Local Tourism Advisory Committees in Katherine and Tennant Creek and the East Arnhem Land Tourist Association to provide input to help shape and sustain the annual tourism marketing of their region.
- Finalised the Kenbi Land claim, reaching a settlement between the NT Government, the Northern Land Council, Kenbi Traditional Owners and the Australian Government. The settlement provides stability and opportunity for development in the Cox Peninsula area, also allowing for open access to the intertidal zone for recreational and fishing access.
- Advocate NT tourism interests through formal submissions and presentations to Territory and Australian governments to influence policy development.
- Continued representation in the National Tourism Signage reference group and in the Australian Standards Committee reviewing tourist sign standards and practices.
- Promoted significant, large-scale investment opportunities available in the NT to private sector corporates via a range of channels, encouraging investment and development in the Territory.
- Launched The Territory Remembers program commemorating the 75th Anniversary of the Bombing of Darwin and promoting the Territory’s World War II heritage. The program has been developed and promoted through significant government and industry contribution.
- Partnered with the industry to advocate to the Australian Government for tourism policy that supports the NT’s growth, and notably, against the Australian Government’s ‘backpacker tax’.
- Delivered the Industry Roadshow in eight locations across the NT to keep the industry up-to-date, gain feedback on Tourism NT’s draft marketing plan and discuss industry opportunities and challenges.
- Developed a long-term strategy to assume greater responsibility for co-management arrangements in Uluru-Kata Tjuta and Kakadu National Parks and explored opportunities to jointly deliver park services and support sustainable business and employment opportunities.
- Launched a revitalised NT Business Events Ambassadors Program comprising 16 business leaders from the range of NT industry strengths who influence their business networks to attract more business events to the Territory.
### IMPROVE BUSINESS SUSTAINABILITY

Build a vibrant, sustainable and profitable industry to deliver on the NT brand promise.

#### Tourism NT 2016 Stakeholder Satisfaction Survey Results

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>240</td>
<td>242</td>
<td>208</td>
<td>267</td>
<td>123</td>
</tr>
<tr>
<td>100%</td>
<td>8</td>
<td>10</td>
<td>16</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>80%</td>
<td>13</td>
<td>14</td>
<td>23</td>
<td>28</td>
<td>10</td>
</tr>
<tr>
<td>60%</td>
<td>18</td>
<td>51</td>
<td>48</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td>46</td>
<td>20</td>
<td>8</td>
<td>13</td>
<td>31</td>
</tr>
<tr>
<td>20%</td>
<td>15</td>
<td>5</td>
<td>13</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>

- Conducted the 2016 Stakeholder Satisfaction Survey to determine the level of satisfaction the NT’s tourism industry has with Tourism NT’s recent performance. Overall more respondents were satisfied with performance.
- Publicly recognised tourism businesses for their industry contribution and achievements at the 29th Brolga Northern Territory Tourism Awards.
- Secured the 2017 Qantas Australian Tourism Awards (QATA) in Darwin for the first time. The QATA are the national tourism industry’s premier awards event recognising excellence across 25 categories.
- Celebrated NT industry success at the 2015 Qantas Australian Tourism Awards, with three NT operators achieving the gold award in three categories: Venture North Australia for Cultural Tourism, Voyages Ayers Rock Resort for Indigenous Tourism and Alice Springs Visitor Information Services for Visitor Information Services.
- Refreshed Tourism NT’s corporate website to deliver improved content in a more easily accessible format to operators.
- Launched the first Open Territory program of international and domestic business focused events that profiled business capability in the Territory, showcased trade and investment opportunities and strengthened business-to-business relationships.
- Collaborated with the Australian Tourism Council and Tourism Australia to deliver a new Tourism Export Toolkit which provides the basic tools, knowledge and key contacts needed to enter the export tourism market.
- Continued to implement the Red Tape Reduction Strategy, saving time and money by extending tour operator permits, streamlining regulation of courtesy and commercial passenger vehicles and reducing the time to issue occupational licenses that require a police check.
- Encouraged operator participation in industry accreditation schemes and award programs, ran industry workshops and provided business development advice to strengthen, enhance and promote the industry.
- The NT Tourist Commission met five times during the year to direct and foster growth of the Northern Territory tourism industry. In June 2016 it scheduled its meeting to coincide with the Tourism Australia (TA) Board meeting and TA’s Darwin briefing providing better engagement opportunities for the industry.
- Linked into the trend of food and wine tourism through the inaugural Territory Taste Festival, headlined by celebrity Chef Matt Moran, showcasing Territory talent alongside the biggest names in food and putting a spotlight on local produce.