

# TURBOCHARGING TOURISM - 2018 HIGHLIGHTS



More than **36,000** new holiday passenger bookings secured, returning a **projected \$44.7 million** in visitor expenditure



## THREE NEW AVIATION SERVICES

SHENZHEN to DARWIN

BRISBANE to ALICE SPRINGS

BRISBANE to ULURU

**23,000** new inbound tourist seats

**\$22.8M** additional visitor expenditure



## COOPERATIVE CAMPAIGN FORECAST

Nearly **150** cooperative campaigns this financial year

**36,063** holiday passenger bookings so far

**\$44.7M** estimated visitor expenditure

**NT NOW** campaign

**10,512** passengers expected

**\$13M** estimated visitor expenditure



## BUSINESS EVENTS

**26** confirmed conferences

**8,210** business delegates forecasted

**\$21.4M** estimated visitor expenditure



## VISITOR EXPERIENCE PROGRAM

**\$3M** Visitor Experience Enhancement Program

**115** businesses received grants

**\$14.6M** total project investment



## PARRTJIMA 2018

**20,663** in attendance

**7,500** interstate attendees



## DARWIN FESTIVAL 2018

**3,768** visitors from outside of Darwin

**\$6.7M** estimated visitor expenditure

*Numbers provided by Darwin Festival*



## TOURISM 2030 STRATEGY

to be delivered by **APRIL 2019**

**170** people and **80** businesses consulted



[www.turbochargingtourism.nt.gov.au](http://www.turbochargingtourism.nt.gov.au)



# TURBOCHARGING TOURISM - COMING 2019



## TERRITORY TRIBUTE

**2019** Territory Tribute military event series

**15,000** forecasted attendees

**\$4M** estimated visitor expenditure



## GEORGE BROWN DARWIN BOTANIC GARDENS

**\$9.9M** new Visitor and Event Centre

Building concept plan **complete**

**On track** to open **September 2019**



## LITCHFIELD NATIONAL PARK

**\$12.1M** new swimming spots, campgrounds

**60,000** increase to overall park visitor capacity

Finalising AAPA clearance process

**On track** to open **August 2019** (staged)



## NITMILUK NATIONAL PARK

**\$5.5M** expand walking tracks and facilities

Redesign of Nitmiluk Visitor Centre **underway**

**On track** for **September 2019** (staged)



## TENNANT CREEK

**\$5.5M** improve visitor experience in Tennant Creek

Interpretation plan **awarded**

**On track** for **December 2019** (staged)



## HERMANNSBURG

**\$3M** restoration of Hermannsburg Historical Precinct

Design tender & interpretation plan **awarded**

**On track** for **October 2019** (staged)



## TJORITJA / WEST MACDONNELL NATIONAL PARK

**\$12M** new Red Centre Adventure Ride

Staged development guided by Traditional Owners

