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# Tourism NT Operational Plan 2023-24





# Chairperson's Foreword

As at year ending (YE) March 2023, visitors to the Northern Territory spent over \$3.10 billion, staying longer in the destination and participating in more in-trip experiences than ever before. The continued high spend was driven by a strong uptick in demand from domestic visitation, up 26% compared to YE March 2022, along with higher prices. While the overall number of visitors to the Territory increased by 35% to 1.70 million compared to YE March 2022, visitation remained 13% below pre-pandemic levels (YE March 2019), primarily due to a slower recovery of international markets which are not anticipated to return in full until 2025.

With its traditional reliance on international visitors, the Centre region has seen a slower recovery than other parts of the NT. The agency is acutely aware of the differing recovery rates across the regions and continues to deliver responsive programs to drive support where it is needed most.

Looking forward, the Northern Territory is well positioned to capitalise on the growing post-pandemic holiday demand for nature-based, sustainable and wellness travel, however there are also headwinds facing our industry including a softening economic environment, continued geopolitical instability in Europe, as well as increased domestic and international competition to attract visitors.

Tourism NT has recently completed a review of the NT's Tourism Industry Strategy 2030 (Tourism 2030) which includes consideration of progress on actions and outcomes, changes in the tourism sector's operating environment and how we will achieve the ambitions of Tourism 2030. Key themes for the next phase of Tourism 2030 are resolving access issues, reducing seasonality and a commitment to sustainability practices.

The draft Tourism 2030 update, yet to be finalised, sets a new target of 2.8 million total visitors to the NT by 2030, with an associated visitor spend of \$5.3 billion. This vision, guided by successful implementation of the Tourism 2030 actions, is both ambitious and achievable, and involves the continued effort of industry and stakeholders to invest in and guide our industry forward.

Tourism NT is a key division within the Department of Industry, Tourism and Trade, with a remit to market the Territory as a desirable visitor destination and facilitate the sustainable growth of tourism in the NT. Budget 2023 recognises the importance of the tourism and hospitality sector, with a \$62.460 million budget commitment.

The purpose of Tourism NT's 2023-24 Operational Plan is to outline the annual activities that will deliver on the priority objectives and targets set by government, the tourism industry and community stakeholders in Tourism 2030.

I am confident we have a robust strategic framework and a highly engaged and driven industry; as recovery accelerates, it is important that efforts are united to capitalise on the opportunities and realise our 2030 target.

A handwritten signature in blue ink, appearing to read 'Michael Bridge'.

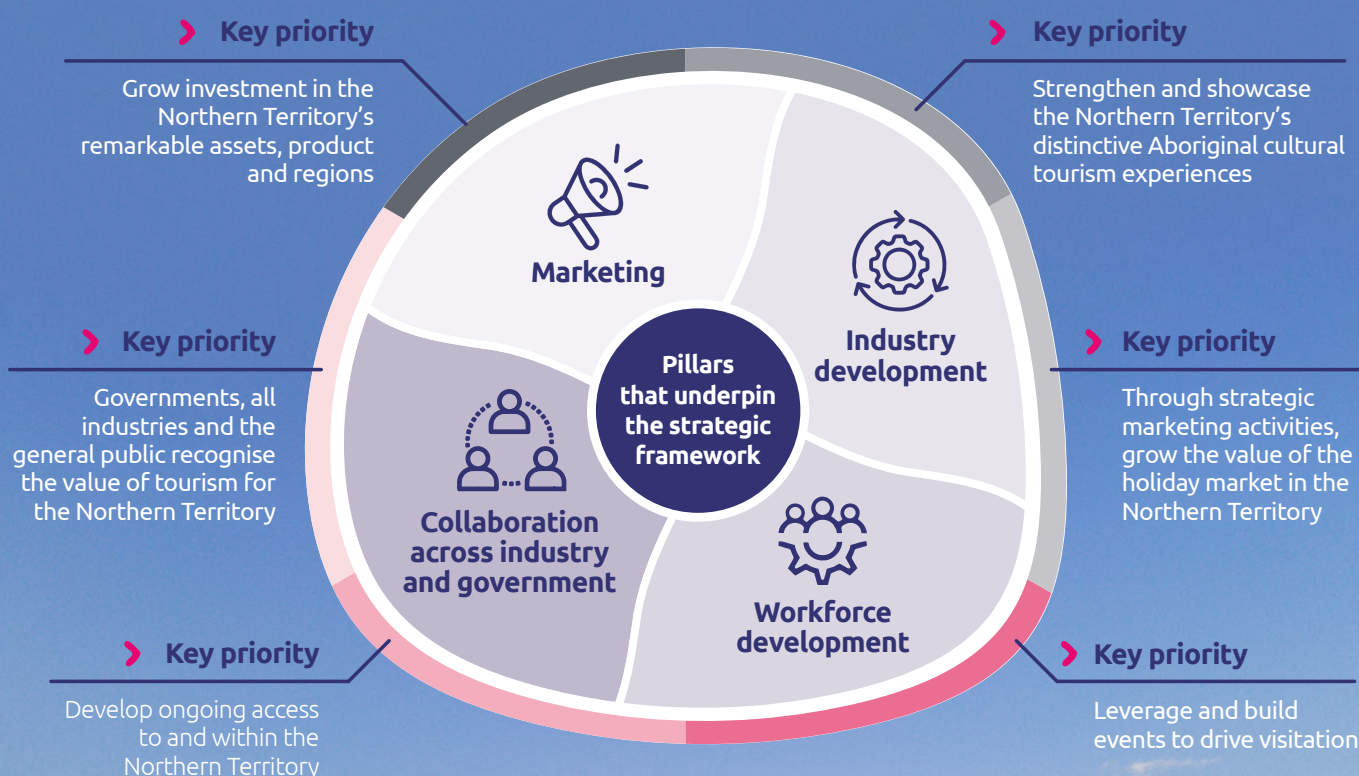
Michael Bridge  
Chair of the Board of Commissioners, Tourism NT



# NT's Tourism Industry Strategy 2030

The NT's Tourism Industry Strategy 2030 (Tourism 2030) was released in September 2019, setting the direction of tourism in the Territory for the 10 year period of 2020-2030. Tourism 2030 centres around a strategic framework designed to unite efforts across the public and private sectors.

The strategic framework incorporates six priority objectives that will make a real impact on the trajectory of tourism in the NT.





# Tourism 2030 update\*

Tourism 2030 has just undergone a three yearly review with the final draft of the Tourism 2030 update expected to be released in September 2023.

The draft Tourism 2030 update considers progress to date on identified actions and outcomes across Tourism 2030's priorities, changes in the tourism sector's operating environment and identifies critical themes for the upcoming phase of Tourism 2030.

The review also includes an update of the Tourism 2030 targets reflecting prevailing macroeconomic factors and acknowledging the significant setbacks since 2020 as a result of the COVID-19 pandemic.

The successful implementation of Tourism 2030 update aims to deliver overnight visitation of 2.8 million visitors, with an associated spend of \$5.3 billion by 2030.

The total target is further broken down according to source market and is phased with a higher growth rate applied towards the end of Tourism 2030's delivery when a number of the initiatives are anticipated to take hold – see table below.

## NT's Tourism Industry Strategy 2030 draft visitor and spend targets

Measure	2019	2022	2027	2030	2023-2027 CAGR <sup>^</sup>	2027-2030 CAGR <sup>^</sup>
<b>Visitors (000s)</b>						
<b>Baseline</b>	1,945	1,293	2,223	2,442	4.9%	3.2%
<b>Target (total)</b>			2,348	2,756	6.4%	5.5%
<b>Target (holiday)</b>			1,248	1,426	5.7%	4.6%
<b>Spend (\$ billion)</b>						
<b>Baseline</b>	2.2	1.8	3.9	4.6	8.2%	5.7%
<b>Target (total)</b>			4.2	5.3	9.8%	8.2%
<b>Target (holiday)</b>			2.4	3.0	9.9%	8.2%

Source: Deloitte Access Economics

Note: Baseline forecasts reflects a business as usual scenario, based on Deloitte Access Economics' Tourism Forecasting Model. Target forecasts reflects a scenario where the strategy is fully implemented and key strategic pillars take hold. The target scenario builds on the economic model and assumes stronger growth rates to reflect the implementation of the Tourism 2030 actions.

<sup>^</sup> CAGR is Compound Average Growth Rate.

- Domestic (inter-Territory and interstate) visitors to the NT could reach 2.3 million by 2030 under the Tourism 2030 target, with a total spend of \$4.2 billion.
- International visitors to the NT could reach 413,000 under the Tourism 2030 target, with a total spend of \$1.1 billion.

**\*Please note that references to the Tourism 2030 update and targets are still in draft.**

## Supply-side targets\*

In order to meet the demand side targets in the draft Tourism 2030 update, a series of supply side targets have been published covering the area of aviation, employment and accommodation capacity.

### Aviation

By 2030, to meet the target, a total of 1,825,905 inbound seats or 340,205 additional interstate seats will be required from 2019 levels; this translates to 5.2 additional narrow body interstate flights per day.

### Workforce

By 2030, to meet the target, 10,290 direct tourism jobs will be filled or 3,390 additional tourism jobs compared to 2021-22 taking into account productivity gains.

### Accommodation

Our marketing efforts will focus on driving demand to deliver improved average annual occupancy across the accommodation sector. With increases in demand and resultant increases in accommodation occupancy and rate, we anticipate the positive environment will encourage new investment in accommodation supply. In order to accommodate the T2030 visitor target, over the next 7 years to 2030, the equivalent of 5 new 250 room hotels at 75% average occupancy will be required.

The draft Tourism 2030 update includes three key themes which require greater focus to ensure the ambitions of the NT's Tourism Industry Strategy are achieved:

- **Resolving aviation access issues:** focus on rebuilding prior air routes disrupted due to the pandemic and work with partners to rebuild confidence and increase the frequency and overall capacity to support the tourism sector's requirements.
- **Reducing seasonality:** along with existing marketing activities to drive visitation during shoulder seasons, a whole-of-industry and government effort is required to ensure a range of tourism product and experiences are available to visitors year-round. All weather access, event and entertainment infrastructure is critical to delivering on the ambition of a year round visitor offering.
- **Commitment to sustainability practices:** climate change is more evident than ever, with the global tourism sector strongly affected. Consumers are looking for sustainable travel choices and the tourism sector can demonstrate significant benefits to the local community when managed sustainably. Priority actions must be taken to drive investment towards developing the NT as a compelling destination for authentic sustainable travel.

**\*Please note that references to the Tourism 2030 update and targets are still in draft.**



## Partners

Tourism NT works with many partners and stakeholders to achieve its objectives, including:

### Australian Government

- › Austrade
- › Tourism Research Australia
- › Tourism Australia
- › Parks Australia

### NT Land Councils

### Local Government

### Community

### Industry

- › Tourism and Hospitality operators
- › Airports and Ports
- › Regional Tourism Organisations
- › Hospitality NT
- › NT Chamber of Commerce
- › Tourism and Transport Forum
- › Australian Tourism Export Council

### NT Government

- › Department of Industry, Tourism and Trade
- › NT Major Events Company
- › Department of Chief Minister
- › NT Parks and Wildlife
- › Department of Infrastructure Planning and Logistics



Aligned to the draft Tourism 2030 update, Tourism NT's operational plan for 2023-24 is focused on the following areas:



## ⋮ Grow investment in the Northern Territory's remarkable assets, product and regions

**Tourism NT will promote coordination between business, government, the tourism industry and the community on tourism growth, future development and investment by:**

- Continuing to facilitate the coordinated delivery of the 10 year Destination Management Plans (DMPs) for the six tourism regions across the NT including Alice Springs and MacDonnell, Greater Darwin, East Arnhem, Big Rivers, Lasseter, and Barkly regions.
- Undertaking a refresh of the DMPs for Alice Springs and MacDonnell, Big Rivers, Lasseter and Barkly regions with a particular focus on the action plans to ensure they are current and reflective of where the focus needs to be applied in their next phase of delivery.
- Leading the implementation of the Drive Tourism Strategy via regular project implementation meetings and a focus on ensuring key deliverables are progressed. In 2023-24 a drive tourism research project will report current insights from visitors on the ground to help inform the next phase of delivery.
- Working with NT Parks and Wildlife to support development and implementation of tourism objectives identified in the NT Parks Masterplan 2022-2050 and associated 10 year activation plan, with a focus on high priority tourism projects including the Litchfield Visitor Experience Development Plan, Elsey National Park and accessibility improvement in a number of popular tourism parks.
- Working in partnership with Parks Australia on the delivery of the Kakadu National Park Tourism Masterplan and the planned upgrades to the cultural centre and visitor sites within Uluru-Kata Tjuta National Park.
- In line with the NT Cruise Strategy 2022-25, leading the coordination of cruise sector development and marketing for the Northern Territory including participation in the Australian Cruise Association and Cruise Lines International Association activities, and coordination of the cruise tourism working group and related on-ground activities.
- Working across government and with key stakeholders to address tourism workforce shortages including implementation of the Choose Tourism workforce program campaigns for the NT, supported by Austrade.

Targeted investment by both government and the private sector into the Northern Territory's remarkable product and regions remains a highly critical priority to drive holiday visitation to the Northern Territory, and to ensure the ambitions of Tourism 2030 are achieved.

**Tourism NT will support further investment in NT regions and complementary experiences, by:**

- Executing targeted grant programs to support delivery of product and destination improvements across all regions, including the Tourism Town



Uluru, Uluru-Kata Tjuta National Park

Asset and Visitor Experience Enhancement Program grants, with a priority on accessibility and sustainability infrastructure initiatives.

- Supporting the development of contemporary visitor information centre facilities at the Battery Hill Mining Centre site in Tennant Creek, at the new Tourism Central Australia visitor information centre site (Lot 274) in Alice Springs, as well as the establishment of a pilot information booth at Yulara, and supporting development of a conservation management plan for the old Reserve Bank site in Darwin, which houses Tourism Top End.
- Supporting the development of new product opportunities for cruise and expedition ship itineraries.
- Continuing to address tour guide shortages by providing tour operators financial support to quickly upskill existing or new guides with Territory knowledge and qualifications.
- Supporting the development of education tourism product and related industry opportunities across the NT.

**Tourism NT will prioritise and implement a facilitated investment process for tourism projects, both government and private-led, through:**

- Continuing to support the Qantas Embraer 190 aircraft staff-base in Darwin, delivering jobs and economic benefits with incremental increases in aviation connectivity.
- Working with NT Parks and Wildlife and InvestNT to continue the delivery of a private sector operated multi-day hike experience in Watarrka National Park.

- Continuing to work with NT Parks and Wildlife to support the development of the Red Centre Adventure Ride in the West MacDonnell Ranges.
- Working with the Facilitated Investment Project team and InvestNT to promote short-stay accommodation investment in Katherine, Nhulunbuy and Tennant Creek.
- Supporting private sector investment including Iris Capital's extensive redevelopment of Lasseters Crowne Plaza Hotel and Casino, G'Day Group's continuing portfolio expansion in the Northern Territory and the Airport Development Group's tourism investments.

**Tourism NT will provide industry development services to grow and improve tourism product in the Territory, by:**

- Delivering tailored support via the Tourism Business Support Program under the seven pillar framework including business essentials, digital marketing, social media and public relations, distribution, industry connectivity, quality excellence and export ready modules.
- Assisting tourism businesses to progress through distribution development opportunities for their business, from a local product sold through a visitor centre, to online bookable, to domestic trade ready and ultimately international distribution programs.
- In partnership with the NT Major Events Company and industry, build distributable product packages to all major events with an emphasis on low and shoulder season.

# Strengthen and showcase the Northern Territory's distinctive Aboriginal cultural tourism experiences

**Tourism NT will articulate the benefits of building and featuring the Territory's Aboriginal cultural tourism experiences through:**

- Undertaking the Northern Territory Aboriginal Tourism Strategy 2020-2030's three year review.
- Providing secretariat support to the Aboriginal Tourism Committee (ATC).
- Working in partnership with the National Indigenous Australians Agency to progress identified strategic Indigenous Tourism Fund co-investment projects.
- Delivering the second Northern Territory Aboriginal Tourism Forum in Alice Springs in November.
- Providing practical assistance for Aboriginal tourism operators to increase their consumer profile and maximise their participation in distribution (direct and third party).
- Continuing to improve and report on research metrics and insights relating to the performance of the Aboriginal tourism sector.

**Tourism NT will showcase Aboriginal culture through events, experiences and attractions, and support the maintenance of cultural practice by:**

- Continuing to support development of the First Nations Aboriginal Art Gallery in Alice Springs.
- Continuing to showcase Aboriginal culture through marketing and trade activities that position the NT as the premier destination for authentic Aboriginal tourism experiences.
- In collaboration with the ATC, leading Northern Territory Aboriginal tourism delegations and participation at strategic national and international First Nations tourism trade and industry events.

Supporting the development of Aboriginal tourism experiences and capability building is a critical priority, core to the tourism offering in the NT, requiring continued focus and effort from all areas of the organisation.

**Tourism NT will identify gaps and encourage development in Aboriginal tourism product through:**

- Delivering round 6 of the Aboriginal Tourism Grant Program which aims to improve and grow Aboriginal tourism experiences.
- Supporting the review and delivery of the DMPs including the identification of opportunities for Aboriginal product development.
- Supporting the NT Parks Masterplan goal that 'by 2053, there are Aboriginal led tourism operations on 50% of the parks and reserves that are suitable for tourism development.'
- Delivering an Aboriginal Cultural Tourism Framework and toolkit to assist Aboriginal Territorians with bespoke, relevant and practical tools to get into the tourism sector.
- Supporting the development of Aboriginal cultural tourism experiences and product on iconic drive routes.
- Delivering an Accelerating Aboriginal Cultural Tourism Entrepreneurs program in partnership with Indigenous Business Australia to support home-grown talent to realise their business potential.
- Deliver an Aboriginal tourism business accelerator program to support aspiring entrepreneurs to understand the opportunities and business acumen required to get into tourism.
- Increasing the number of trade ready Aboriginal owned tourism businesses and strengthen the NT's representation in Tourism Australia's Discover Aboriginal Tourism Experiences.
- Delivering Aboriginal tourism grants programs to support the development of experiences and products.



# Through strategic marketing activities, grow the value of the holiday and international student market in the Northern Territory

The pandemic has accelerated the adoption and consumption of digital technologies, services (including media) and platforms by both businesses and consumers. Tourism destinations and their partners have increased opportunities to better access and connect with potential and actual travellers, who in turn, expect personalised, relevant and timely communications throughout their journey; from planning to booking stage and even when at the destination.

## **Tourism NT will strengthen the NT's point of difference in the minds of consumers, drive visitation growth and support industry development by:**

- Growing first party data and implementing a plan for activation.
- Developing and implementing always on and personalised communications to drive consumers through the marketing funnel.
- Increasing utility and impact of [northernterritory.com](https://www.northernterritory.com), ensuring the website maintains a competitive edge and appeals to and moves audiences down the marketing funnel.
- Work with all relevant trade, airline and wholesale partners that show continuous ROI improvement, offer data partnerships, provide high value deals and flexibility in booking conditions while supporting the NT industry with distribution and reporting consistently and transparently.
- Addressing perception barriers of the low season and promoting travel outside of peak season through campaigns including Summer Starts Early in the NT.
- Connecting and engaging with consumers to drive sharing of the NT messaging via bought, earned and owned media.
- Addressing perception barriers of the low season and stimulating travel outside of peak season.
- Working with media partners that deliver the best return on investment (ROI) in terms of high impact awareness, engagement and conversion in a competitive market.
- Working with all relevant trade, airline and wholesale partners that show continuous ROI improvement, offer data partnerships, provide high value deals and flexibility in booking conditions while supporting the NT industry in distribution.
- Incentivising and educating new and existing travel agents to sell the NT effectively.
- Assisting airline partners through cooperative marketing activities to enter on new routes or grow capacity to increase consumer choice and affordability.
- Partnering with world leading marketing companies in the international education space, to promote the Northern Territory in key international student source markets including Nepal, India, China, Vietnam and the Philippines.
- Provision of international student support via Wellbeing Grants and the Study NT Student Ambassador Program, and deliver the International Student Awards to promote ongoing retention of students and on-ground advocacy for the destination.
- Partnering with international education agents to promote the destination and education offerings in the NT.
- Continue to connect with education agents and prospective students and families in key markets to grow awareness of the NT as a study destination.
- Promoting the Northern Territory to the domestic education sector via the NT Learning Adventures program including an increased Save and Learn rebate and familiarisation program for teachers and agents.
- Monthly tracking research of the domestic leisure market with the objective of drawing insights to better target marketing activities to increase visitation to the NT.
- Working in partnership with industry to create consumer targeted tools and messaging that educates and promote sustainable travel practices, enticing eco-conscious consumers to the NT, and enabling them to travel in meaningful, responsible and regenerative ways.
- Delivering a strategic and technological solution to address the deprecation of third-party cookies and the resulting impact to advertising performance.
- Growing, activating and leveraging Tourism NT's data capabilities and networks.
- Embedding brand value and differentiation across new NT product.

## ⚡ Leverage and build events to drive visitation

Events create a time-specific reason to visit, supporting visitation out of peak periods, and creating awareness and demand for travel to lesser known destinations. Around three quarters of event attendees said they would not have visited regional destinations if not for the purpose of attending an event.

**In partnership with industry, Tourism NT will position the Northern Territory as a competitive, distinctive and meaningful business events destination to domestic and international audiences via:**

- Increased customisation of bidding activities to lure new business event opportunities to the NT in a highly competitive marketplace.
- Conducting targeted trade and market engagement activities with organisations that align to NT growth sectors.
- Developing strategic partnerships with organisations that will deliver access to new association, corporate and incentive audiences to drive lead generation.
- Continuing to attract new business events opportunities through the highly successful NT Business Events Support Fund.
- Developing an industry reporting framework to more accurately reflect the total value of the NT Business Events sector and contribution to the Northern Territory economy.
- Surveying delegates to measure economic contribution by regions and identify opportunities to improve and align business events offering.
- Continued delivery of the objectives in the Long-term Business Events Strategy including increased activities in the international marketplace in partnership with Business Events Australia.



Bitter Springs, Elsey National Park



## Develop ongoing access to and within the Northern Territory

**We will work with Australian and international airlines to develop the NT's aviation route network to ensure sufficient and affordable intra-Territory, domestic and international passenger connectivity, not just for tourism, but for healthcare, education, social welfare, lifestyle and other commercial or essential reasons by:**

- Proactive building of new opportunities through business development activities, including in-market visits to airline offices, taking part in sales missions, and participation in aviation conferences.
- Encouraging competition on key routes to drive affordability and choice for consumers.
- Establishing solutions for tourism reliant routes, such as Alice Springs to Ayers Rock Airport, or other Australian gateways to Central Australia.
- Raising awareness of the Northern Territory's profile as an important leisure and business destination among senior airline network and commercial planners.
- Continuing to build NT traffic from and over Singapore to encourage growth and competition on Singapore – Darwin services.
- Leverage on QantasLink's E190 aircraft and crew base in Darwin to expand routes and frequencies.
- Advocate to minimise the impact of the Australian Government's Department of Defence activities (Darwin runway maintenance work) on civilian aviation services in Darwin.
- Implement the Territory Aviation Attraction Scheme to streamline and support NT's aviation attraction effort with a focus on new interstate and international routes.

Improving access to and within the NT is critical to the Northern Territory tourism sector, from flights into major centres, cruise access and drive routes throughout the Territory, and beyond. Ease of access is also vital to encourage dispersal across the Territory.

**Tourism NT will facilitate ongoing access to ensure visitation and encourage regional dispersal across the Territory, by:**

- Continued investment in drive infrastructure through the Visitor Experience Enhancement Program and Aboriginal tourism grants.
- Prioritising and advocating for the delivery of required investments in key drive touring routes nominated in the Drive Tourism Strategy and associated tourism road infrastructure priorities.
- Work with neighbouring state tourism organisations or tourism working groups to coordinate infrastructure and product development on major cross border drive routes, such as Explorers Way and Savannah Way.
- Conducting drive tourism research to ascertain current drive visitor satisfaction and journey experience to inform product development.
- Continuing implementation of the Cruise Tourism Strategy including by supporting expedition ships in their itinerary planning and delivering a trial program in East Arnhem.

**We will advocate for additional investment in tourism related telecommunications infrastructure, by:**

- Working with telecommunications providers, Department of Corporate and Digital Development and the Australian Government to improve network access in remote and regional communities and tourism related telecommunications infrastructure.



## Government, all industries and the general public recognise the value of tourism to the Northern Territory

**Tourism NT will ensure governments, industries and the general public recognise the value of tourism to the Northern Territory, through:**

- Communicating the Tourism 2030 update across stakeholder groups to promote alignment and implementation with a focus on the new targets (demand and supply-side); the key actions for delivery in the current phase; and the three key themes of resolving aviation access issues, reducing seasonality and a commitment to sustainability practices.
- Articulating the importance of tourism to the Northern Territory through the delivery of data that is critical to measuring the visitor economy: international and domestic visitor surveys; state and regional tourism satellite accounts; tourism business data and accommodation data.
- Providing regular briefings to key stakeholders, including across-Government and industry peak bodies on current industry performance and insights.
- Working with the Local Government Association of the Northern Territory to promote tourism as an economic development opportunity for local governments and regional councils to champion.
- Exploring new technologies to enable better measurement, monitoring and communication of research outputs including visitor expenditure, travel patterns and sentiment.

- Leveraging the Brolga Awards program to engage a wide audience across business and community on the value of the tourism sector, including taking advantage of the National Tourism Awards to be held in Darwin in March 2024.
- Promoting Northern Territory Business Events' activities, including successful bids, through Tourism NT's corporate communications channels to increase the profile and awareness of activities the business events sector delivers to the Northern Territory.

A thriving tourism sector will enhance liveability for Territorians, creating employment and business opportunities. Beyond economic benefits, investments in tourism and enabling infrastructure (which are critical to support visitation), also contribute to the quality of life for locals, adding amenity and service, increased recreational opportunities and vibrancy to communities.

**Tourism NT will increase community understanding of tourism's positive impact on liveability and prosperity, by:**

- Delivering the Tourism NT Annual Report 2022-23 to communicate primary functions and responsibilities, significant activities and achievements, fiscal management and performance for the financial year.



Uluṟu, Uluṟu-Kata Tjuṯa National Park

- Producing report cards on key actions and outputs of the NT's Tourism Industry Strategy 2030, six Destination Management Plans, Drive Tourism Strategy 2021-2030, Cruise Tourism Strategy 2022-2025, Aboriginal Tourism Strategy 2020-2030 and Long term Business Events Strategy.
- Supporting an innovative pilot project to explore the success of measuring and influencing the reduction of carbon emissions in accommodation properties.
- Amplifying success stories in sustainable tourism to promote the rewards and benefits of sustainability to consumers, industry and the wider community.
- Supporting the broader Department of Industry, Tourism and Trade's messaging to business and community audiences on tourism successes via their corporate channels.
- Working with industry to enhance the Territory's accessible product offering and to promote the Territory as an inclusive and accessible destination for visitors and the local community.
- Undertake a stakeholder satisfaction survey to gauge feedback on Tourism NT and overall sector performance to inform strategic goals and focus areas into the future.
- Delivering the industry's annual Tourism: Towards 2030 conference in Darwin and Alice Springs.
- Supporting quality entries to the Brolga Northern Territory Tourism Awards and the pathway to the Australian Tourism Awards.
- Improving industry engagement through improvements to the CRM capability and our key corporate channels, including Tourism NT's corporate website, Facebook and LinkedIn.
- Working with industry and RTOs to maintain and promote user generated content from industry and visitors over digital channels.
- Working with the Australian Government on the implementation of Thrive 2030, the national long term tourism strategy for tourism, via participation in working groups and continued advocacy in areas of national interest that will make a difference to the Northern Territory tourism sector.
- Distributing a 'Sustainable Tourism Toolkit' and delivering educational programs to assist tourism businesses in their journey towards environmental sustainability.
- Increase ways for local organisations and operators to leverage and extend Tourism NT's marketing activities

**Tourism NT will engage industry to create promoters of tourism and the Northern Territory, through:**

- Continuing to deliver the Tourism Business Development Program which provides facilitated support to individual businesses, enabling them to identify their goals and participate in a suite of programs aligned to business objectives and taking into consideration their ReviewPro results.
- Continuing to provide significant grant funding to the Regional Tourism Organisations and Katherine Town Council to support visitor information services at key destinations.



## Measuring our success

Tourism NT aligns its resources and activities with specific targets, strategies, and actions to achieve identified goals in the short, medium, and long-term to attract more visitors to the Northern Territory, and help the tourism sector deliver increasingly diverse, quality tourism experiences.

Performance is tracked quarterly against key metrics, with results formally reported to our Board at each meeting. Information is made public via the NT's Tourism Industry Strategy 2030 annual report card and in the Tourism NT annual report.

Key performance indicators	2023-24 target
<b>Holiday visitors</b>	
Domestic	910,000
International	140,000
<b>Holiday visitor expenditure:</b>	
Domestic	\$1.968B
International	\$168M
<b>International student enrolments</b>	5,700

Note: The Key Performance Indicators are sourced from [Agency Budget Statements \(Budget Paper 3\) KPIs](#) which were set prior to the update of the Tourism 2030 targets.



## Further Information

For further information please contact:  
**[strategy.tourism@nt.gov.au](mailto:strategy.tourism@nt.gov.au)** or telephone **08 8999 3922**

A copy of this document is available at:  
**[tourismnt.com.au/about-us/who-we-are/operational-plan](https://tourismnt.com.au/about-us/who-we-are/operational-plan)**





**NORTHERN  
TERRITORY**  
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