

FAQs for Territory tourism businesses

Territory Tourism Discount Scheme

What is the value of the Territory Tourism Discount Scheme?

- \$1 million has been committed to the Scheme.

When is the Territory Tourism Discount Scheme available?

- The booking period is 29 February through to 30 April 2024 (unless the funding pool is exhausted earlier), with the travel period for bookings commencing by 30 April 2024.
- Example: a three day tour commencing on 29 April is eligible for the discount.

How do I get involved?

- Territory tourism enterprises that have bookable product sold through NT Visitor Information Centres (VICs) will automatically be included in the Territory Tourism Discount Scheme, with the value of the discount paid by the NT Government so there is no impact on your net rate.

What constitutes a Territory tourism enterprise?

- A Territory tourism enterprise is a business with current operations in the NT and has staff based in the Territory.
- Example:
 - o a cruise running from Broome to Darwin which has offices in WA and does not have Territory based staff is ineligible
 - o a national or multi-state touring company that has Territory based depots or offices and employs seasonal guides is eligible.

My product is not listed with the Visitor Information Centre, how I do get involved?

- Contact Tourism Top End on membership@tourismtopend.com.au or Tourism Central Australia on steve.jarrett@discoverca.com.au to discuss listing your product.

Can consumers claim the discount booking directly through us?

- No, the discount is automatically applied at the point of sale through the Visitor Information Centre. Discounts are available online or in person at the VICs in Darwin, Katherine, Tennant Creek, Alice Springs and Yulara.

My product is at a low price point, I'm not sure consumers will choose to book it.

- Consider partnering with like-minded businesses to develop a package or talk to the team at Tourism Top End or Tourism Central Australia about bundling options.

Am I able to claim the discount myself as a Territory tourism operator?

- Yes! The discount is available to all sales (other than retail items and gift vouchers) made through the Visitor Information Centres over the scheme period.

Can a consumer make more than one transaction using the discount scheme?

- Yes! A consumer can make as many transactions as they wish during 29 February to 30 April 2024 and use the discount each time. This means they are putting in 75% of the cost of the transaction each time and are growing sales for tourism businesses.

What if my product isn't open at this time of year?

- Only product available for travel until 30 April 2024 will have the discount applied.

How can I promote the discount scheme to my consumers?

- Tourism Top End and Tourism Central Australia will be releasing material such as social media tiles that you can use in your marketing to leverage the scheme.