

Tracking Industry Performance Towards 2030



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Department of Tourism, Sport and Culture

Darwin 27 March - Alice Springs 29 March 2019



Tourism in the Northern Territory

- ➡ Where are we at now?
- ➡ NT's Tourism Strategy 2030– key priorities
- ➡ Future targets towards 2030

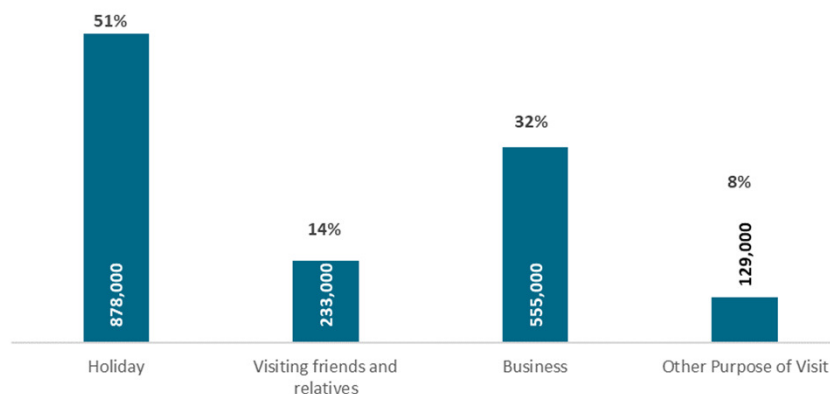
NT tourism research data is available at tourismnt.com.au/research

Economic value of tourism to the NT

➡ Value to the economy



➡ Why people visit the NT?



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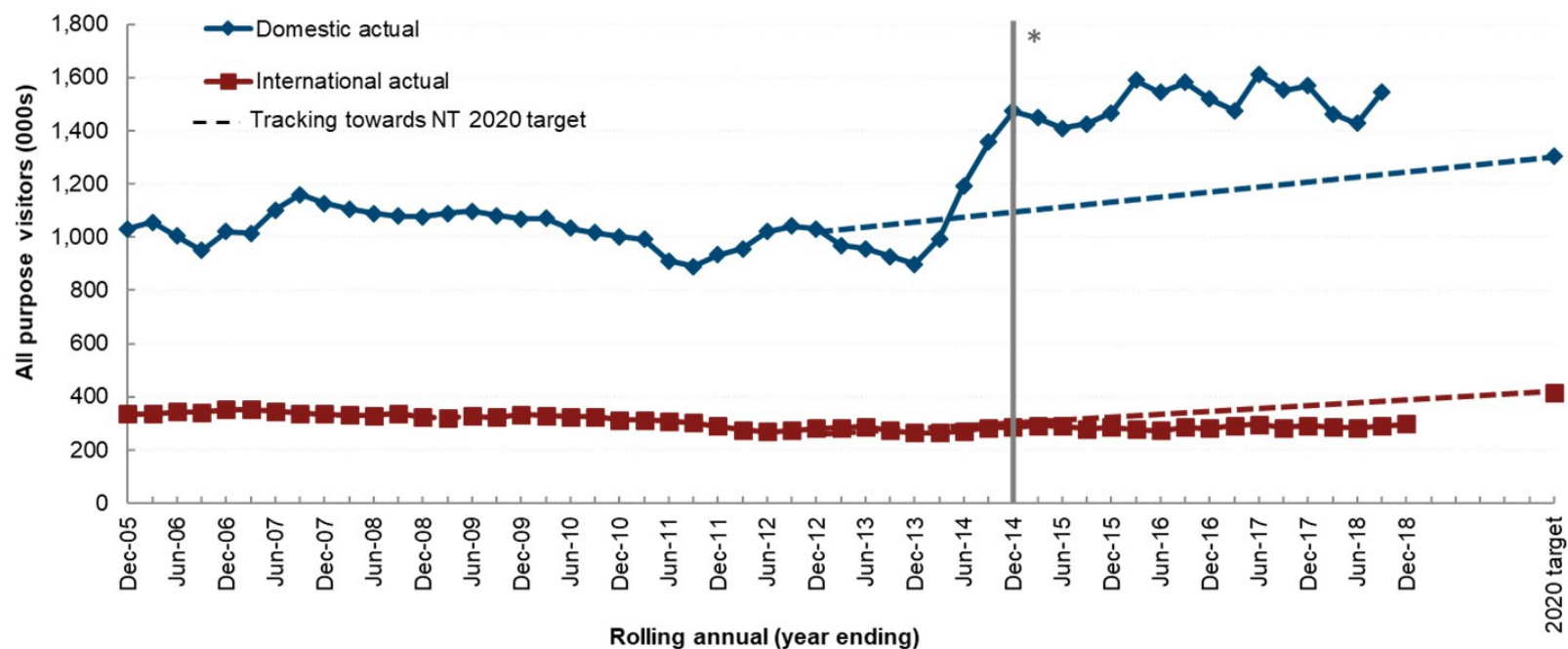
Latest developments

DOMESTIC VISITORS YEAR ENDING SEPTEMBER 2018 ¹	INTERNATIONAL VISITORS YEAR ENDING DECEMBER 2018 ¹	COMBINED RESULTS DOMESTIC AND INTERNATIONAL ENDING SEPTEMBER 2018 ¹
1.55 million All-purpose domestic visitation decreased slightly	298,000 All-purpose international visitation increased	1.84 million All-purpose combined visitation decreased slightly
\$2.2 billion All-purpose domestic spend decreased slightly	\$472 million All-purpose international spend increased	\$2.33 billion All-purpose combined spend decreased
657,000 Domestic holiday visitation increased	259,000 International holiday visitation increased	904,000 Combined holiday visitation increased
\$806 million Domestic holiday spend increased	\$359 million International holiday spend increased	\$1.114 billion Combined holiday spend increased

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NT Total Visitors



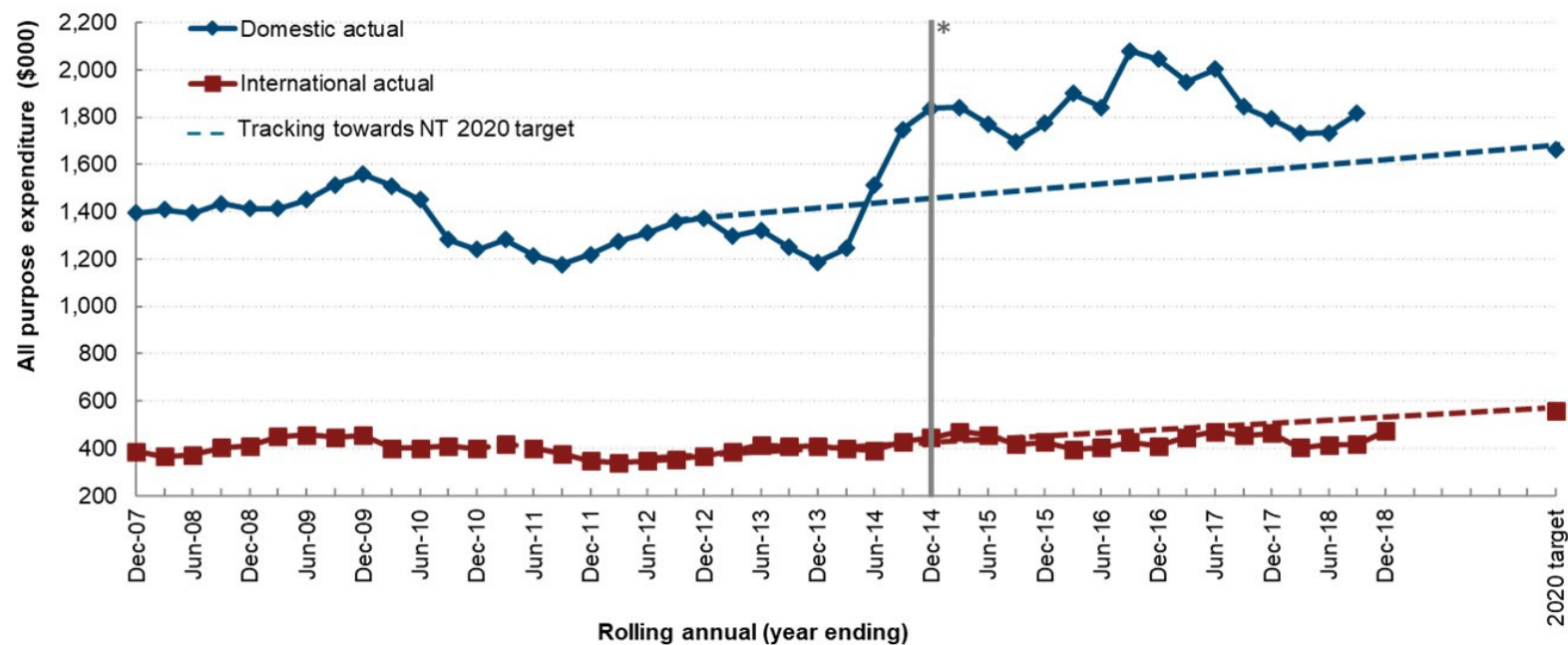
Source: Tourism Research Australia, National Visitor Survey Year Ending (YE) September 2018 and International Visitor Survey, Year Ending (YE) December 2018

* Change in National Visitor Survey methodology from Q1 2014 – domestic estimates provided are not directly comparable to previous years

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NT total visitor expenditure



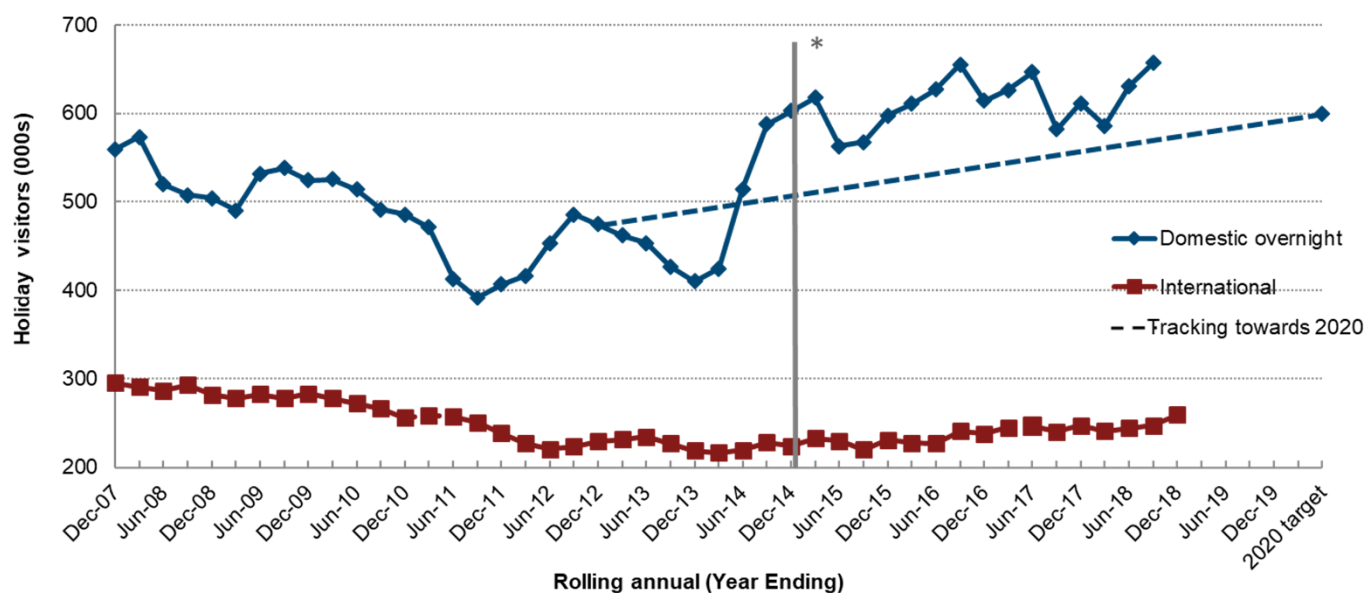
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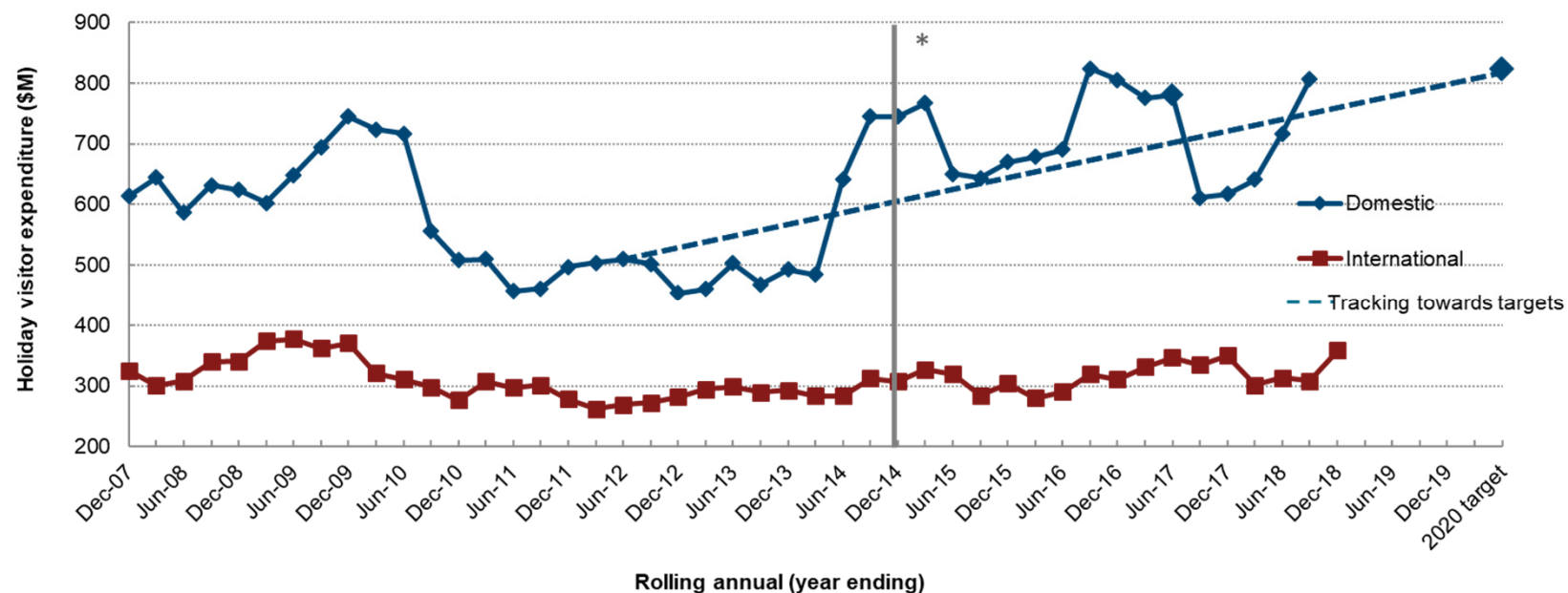
NT Holiday Visitors



Source: Tourism Research Australia, National Visitor Survey Year Ending (YE) September 2018 and International Visitor Survey Year Ending (YE) December 2018

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NT holiday visitor expenditure



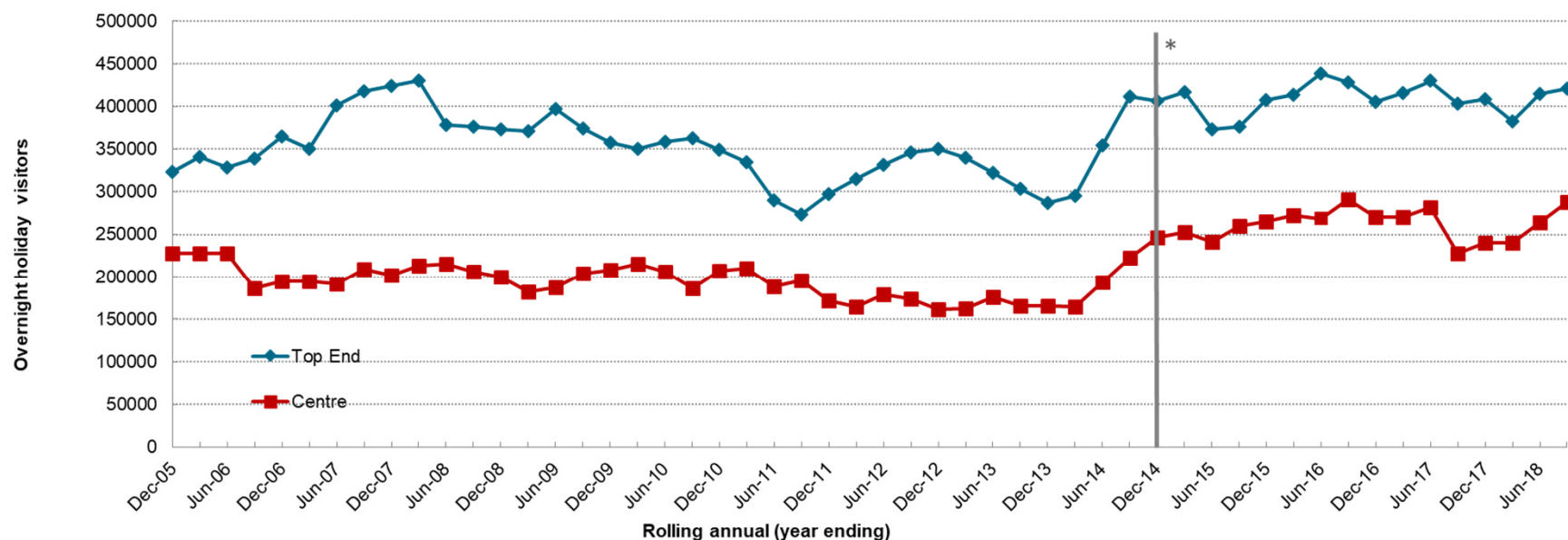
Source: Tourism Research Australia, National Visitor Survey Year Ending (YE) September 2018 and International Visitor Survey, Year Ending (YE) December 2018

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Regional holiday dispersal – Top End and Centre



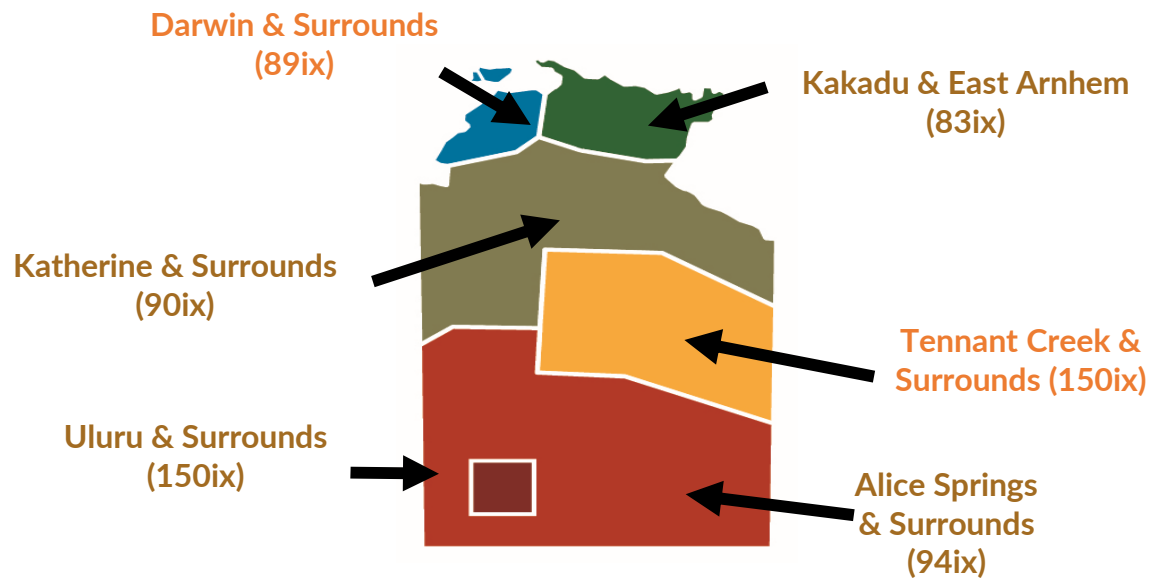
Source: Tourism Research Australia, National Visitor Survey and International Visitor Survey, Year Ending September 2018

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Industry Outlook – 2019 Sentiment

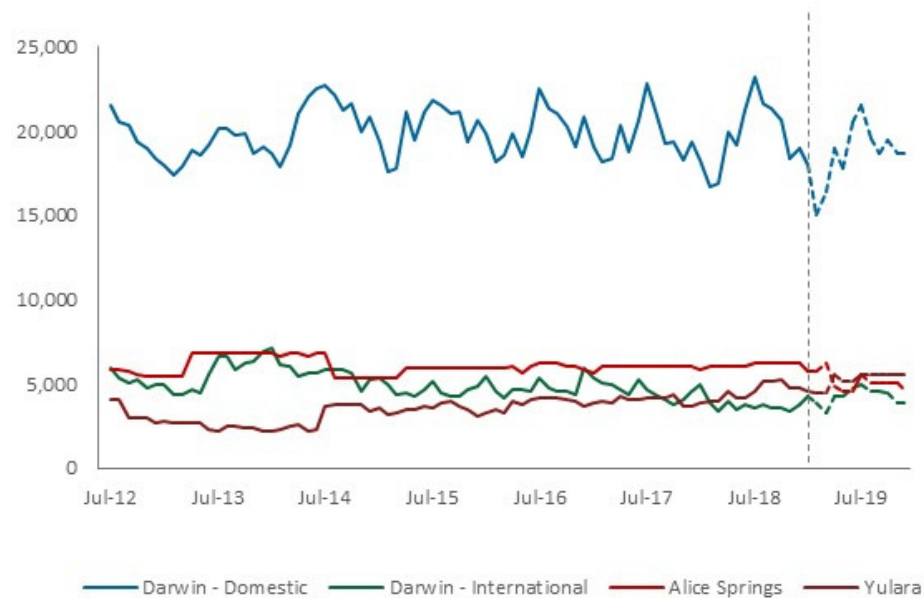


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Aviation capacity outlook – 2019

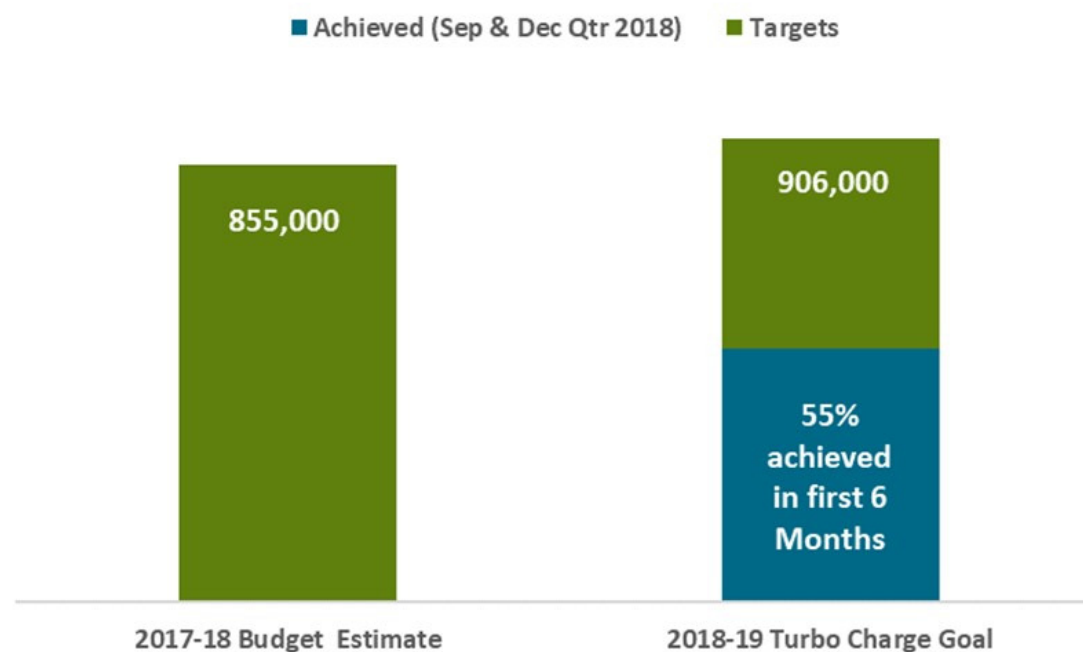


Note: this reflects scheduled flights as loaded at March 2019, with the dashed line representing a forecast. Airlines may add or reduce services based on consumer demand.

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Progress towards 2018-19 Turbo Goal*



* Holiday visitor growth on top of 2017-18 Budget Estimates as published in 2018 Budget Paper No 3.

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Looking ahead - planning for the future

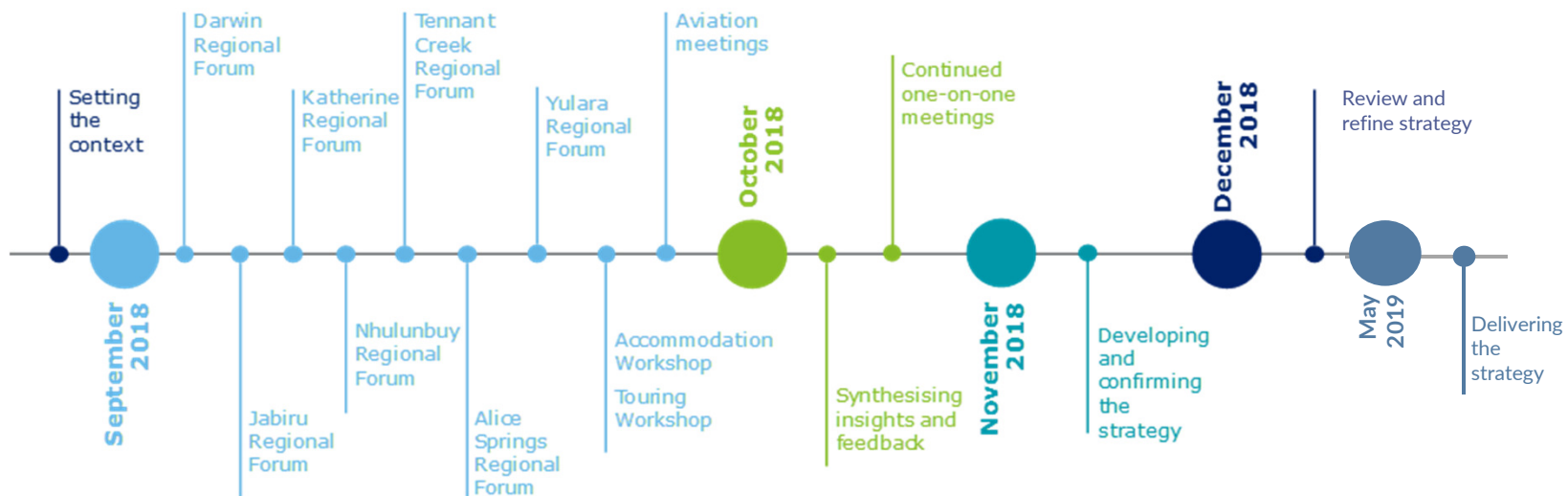
- Northern Territory's Tourism Strategy 2030
- Part of Turbocharging Tourism Commitment



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Timeline of strategy's development



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Strategic framework

Northern Territory plans and initiatives

- *Aboriginal Tourism Strategy*
- *Business Events Strategy*
- *Event Development Strategy*
- *Turbocharging Tourism*
- *NT Aviation and Services Strategy*
- *Creative Industries Strategy*
- *Planning System Reform*
- *Jabiru Masterplan*
- *City Deals*
- *10 Year Infrastructure Plan and Infrastructure Strategy*
- *Anti-Social Behaviour Plan*

Northern Australia plans and initiatives

- *Northern Horizons – Unleashing Our Tourism Potential*
- *Northern Australian Tourism Initiative, including Entrepreneur's Program, Tourism Partnerships Program and Business Advisory Services Program*
- *Regional Tourism Infrastructure Investment Attraction Strategy 2016-2021*
- *Building Better Regions Fund*
- *Northern Australia Infrastructure Facility*
- *Tourism Major Project Facilitation Service*

NT Tourism 2030 strategic framework

KEY PRIORITIES

GROW
INVESTMENT IN
THE NT'S
REMARKABLE
ASSETS, PRODUCTS
AND REGIONS

BUILD AND
SHOWCASE THE
NT'S DISTINCTIVE
ABORIGINAL
EXPERIENCES

LEVERAGE AND
BUILD EVENTS TO
DRIVE VISITATION

DEVELOP ONGOING
ACCESS TO AND
WITHIN THE NT

INCREASE
RECOGNITION OF
THE VALUE OF
TOURISM TO THE
NT

PILLARS

INDUSTRY
DEVELOPMENT

WORKFORCE
DEVELOPMENT

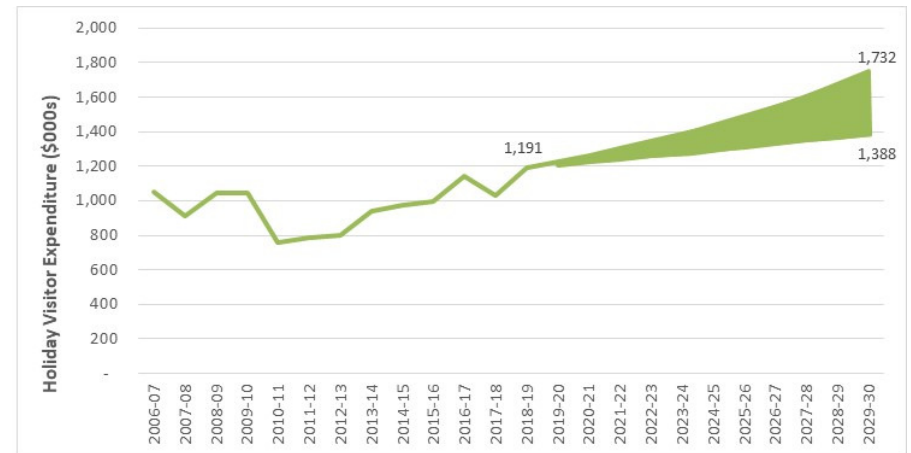
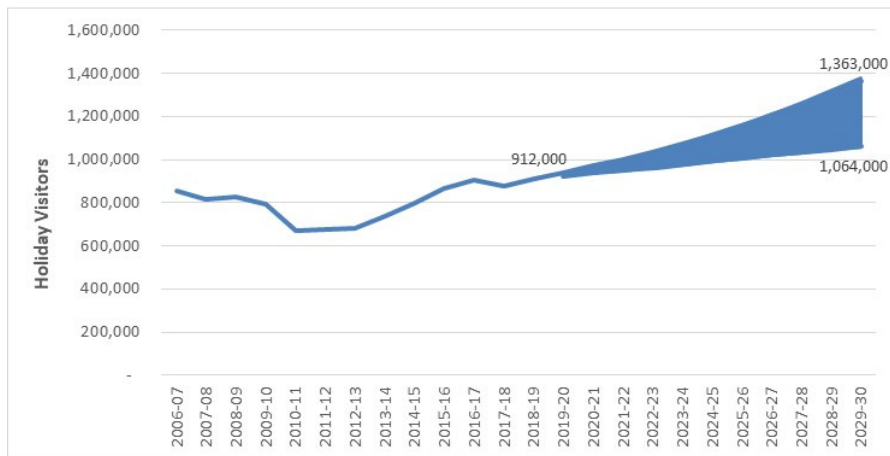
MARKETING

COLLABORATION
ACROSS INDUSTRY AND
GOVERNMENT

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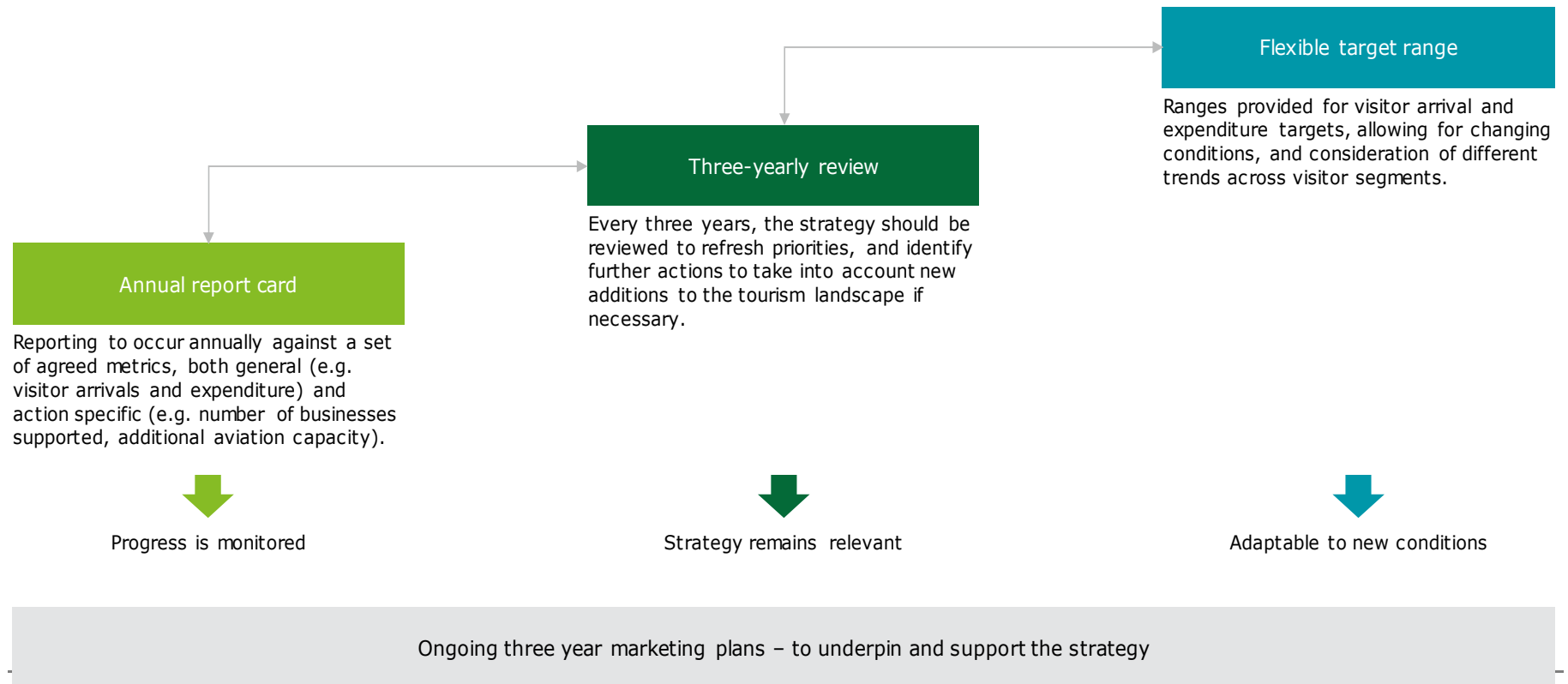


DRAFT 2030 targets....



- 44% growth in visitors by 2030 compared to 2017-18
- 2.468 million overnight visitors by 2030 (1.363 million holiday visitors)
- Total visitor spend of \$3 billion by 2030 (\$1.732 billion in holiday expenditure)

Reporting and review mechanisms



Where to next?

- ➡ Final draft strategy for Cabinet consideration – early April
- ➡ Release of strategy, 3-year strategy summary and plan-on-a-page – May
- ➡ Release of 3-year implementation plan for Tourism NT – 1 July 2019

Many Tourism NT staff around today if you want more detail, including

- Simonne Shepherd
- Andrew Hopper
- Scott Lovett and Tony Quarmby
- Mark Crummy, John Di Maria and myself

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