

Leading the comeback means we need to play to our strengths, like tourism. And one of our emerging strengths is hosting major events and festivals, like BASSINTHEGRASS.

14,000 lucky people snagged a ticket in 2021 – more than 8000 of those tickets were sold to interstate visitors. That's double the 2019 number of interstate visitors.

That's 8000 people travelling here, booking accommodation, eating out, shopping, going on tours and seeing our sites.

The comeback capital is now the festival capital. We are going to play to this strength, make these events even bigger and better, bring even more people here – and show them a great time.

To do that, the Tourism Comeback Plan includes an events budget of \$23.8 million in 2021-22 to continue supporting some of our biggest events and festivals – BASSINTHEGRASS, the Darwin Festival, Supercars and RedcentreNATS.



Tourism is one of the best economic multipliers we've got – it creates value and jobs right through the economy.

No other industry was hit as hard during the pandemic. And when tourism hurts, the whole economy hurts.

When we released the first coronavirus stimulus package in the nation, it was directed at tourism, and we kept backing our tourism operators throughout 2020, especially with incentives like the Territory tourism vouchers.

Now, the interstate market is coming back strong. Visitor numbers are up and the vibe is uplifting.

Territorians are doing their bit too – discovering more of their own backyard and encouraging their friends and family to take advantage of low cost fares and plan their trip to the NT.

With international borders still closed, a massive slice of the tourism industry's market is still cut off – and even with borders open, we know it will take time for visitor numbers to recover.

Our tourism and hospitality operators were put through the ringer last year, and they did an incredible job just to survive. Our tourism vouchers helped, providing an incentive to support our struggling tourism industry and for Territorians to experience our great Territory lifestyle. Now we must help them thrive once again.



TOURISM AND HOSPITALITY

The tourism sector comprises a range of industries, including accommodation and food services, retail trade, culture and recreation, and transport. The Territory Government is supporting the sector to bounce back from the impact of COVID-19 by partnering with industry and prioritising product development, and encouraging travellers to visit the Territory.

The 2021 Budget provides more than \$80 million to support the tourism sector, including:

- **\$5.9 million** per annum in additional funding to support the recovery and development of the tourism and hospitality sectors through focused and effective marketing, and business and industry support programs
- **\$5 million** for a further Territory tourism voucher campaign to encourage Territorians to holiday at home over the low season
- **\$5 million** to implement an incentive scheme to boost interstate tourism over the low season
- **\$4 million** to extend the Roadhouse to Recovery grant program to support drive tourism by improving customer experience
- **\$1 million** in additional marketing to promote the Red Centre
- **\$1 million** in 2021-22 and then \$2 million ongoing for the Business Event Support Fund.

TOURISM LEADING THE COMEBACK

Tourism is at the centre of our plans for leading the comeback – and at the centre of the 2021 Budget.

The Territory Tourism Comeback Plan will provide more support in the coming years for our tourism and hospitality industries to come back bigger and better than ever.

COVID-19 hit at the worst possible time for tourism – right before the peak season, which essentially gave them three low seasons in a row.

They are finally going to get a great peak season this year – but we want the good times to keep going.

TOURISM AND CULTURE

The 2021 Budget commits \$202.8 million for new and upgraded infrastructure to showcase the Territory's rich culture and history, generate tourism and create jobs, including:

- **\$66.2 million** to progress the National Aboriginal Art Gallery and National Indigenous Cultural Centre in Alice Springs
- **\$40 million** to upgrade transport infrastructure in our national parks and open up new attractions such as the walking tracks at Watarrka National Park, new cycling tracks, swimming and picnic areas at West MacDonnell National Park, and 4WD tracks at Litchfield National Park
- **\$20 million** for new art galleries, display areas, and studio upgrades as part of the Arts Trail Gallery Extension program across Katherine, Tennant Creek and Arnhem Land.

CRITICAL WORKER SUPPORT PACKAGE

The Territory Government's \$2 million Critical Worker Support Package is aimed at attracting hospitality and tourism workers to the Territory to alleviate current pressures around a worker shortfall. The package includes:

- free short courses for responsible service of alcohol, housekeeping and tour guiding
- increased opportunities to match apprentices to employers through apprentice fairs
- English literacy training for hospitality and tourism workers
- the 'Territory – Stay, Work and Play' initiative to provide a payment of up to \$1500 to a local business to help cover costs associated with attracting a new employee.