

TOURISM

Comeback after COVID-19

FOR ALL OF US

The Territory Government supported the tourism sector and local jobs during the global pandemic. The Territory is now in the strongest position ever to welcome tourists back to the Territory through the Tourism Comeback plan.

Budget 2022 invests in increased funding to support the Territory's comeback.

This includes \$86.4 million for tourism and events to support the Tourism Comeback plan and grow holiday visitor expenditure to between \$1.46 billion and \$1.79 billion by 2030.

Priority areas for tourism-based funding for 2022-23 include:

- supporting the ongoing implementation of the NT's Tourism Industry Strategy 2030, NT Tourism Drive Strategy 2030, NT Cruise Industry Strategy 2022-2025 and the regional Destination Management Plans
- supporting ongoing implementation of the NT's Long-Term Business Events Strategy 2030
- growing the value of the holiday market by increasing desirability of the Northern Territory as a travel destination, inspiring more people to visit, stay longer and spend more.

Tourism industry recovery

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.

\$19.1 million of funding is included for tourism industry recovery in Budget 2022, including:

- \$14.2 million for tourism marketing to focus on the conversion of intent into actual bookings including with airline partners, re-instating international marketing activities, generating interest during low or shoulder season and promoting compelling packages in the regions
- \$2 million for the Roadhouse to Recovery grant program with grants to be provided on a matched dollar-for-dollar basis and targeted at improving family amenities and ablutions

- \$1.9 million extra to expedite implementation of the NT Aboriginal Tourism Strategy 2030, including skills development and mentoring, to grow the capability of Aboriginal tourism businesses
- \$1 million for international marketing by Study NT and NT Business Events.

Festivals and major events

Budget 2022 includes \$27.9 million to support some of our biggest events and festivals to draw visitors to the Territory and enhance the Territory lifestyle, including:

- Parrtjima – A Festival in Light
- BASSINTEGRASS
- Supercars, Finke Desert Race and Red CentreNATS
- Million Dollar Fish competition
- National Rugby League and Australian Football League matches and marketing
- Territory Day
- Darwin Festival
- Desert Festival
- Katherine and Darwin Pride Festivals
- Alice Springs Beanie Festival.

Attracting and developing a tourism workforce

Budget 2022 includes \$1.33 million to support the return of businesses to pre-pandemic capacity to alleviate the workforce shortages in our tourism and hospitality sector:

- \$0.83 million for continuation of the Work Hard, Play Hard campaign
- \$0.5 million for a Working Holiday Maker campaign
- \$0.75 million for the enhanced Work Stay Play 2.0 – Worker attraction program, launched in March 2022 to attract workers into all industries experiencing critical workforce shortages. The incentive of \$1,000 per new worker from interstate will help offset relocation costs such as travel and accommodation when moving and choosing to work in the Territory