

Tourism comeback

Fact sheet

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Budget 2023 supports the Territory's tourism comeback through investment in marketing, festivals and events, supporting local jobs and the Territory economy.



Tourism

Tourism is an important economic driver for the Territory and a significant industry in regional areas. The tourism sector is worth \$655 million per annum to the Territory economy and directly employs 6,800 people.

Budget 2023 supports the Territory's tourism industry through investment in marketing, festivals and events, arts and culture, and our world-class parks and reserves, promoting the Territory as a desirable travel destination, inspiring more people to visit, stay longer and spend more.

Promoting tourism in the Territory

Budget 2023 delivers an additional \$35.5 million over 2023-24 and 2024-25 to continue to build tourism and promote the Territory as an exciting place to live, work and visit, including:

- \$28.6 million for domestic and international tourism marketing, including continuing international marketing by Study NT and NT Business Events, with a focus on converting intent into bookings, and promoting Territory experiences and events. The funding includes a further

\$3 million boost to international marketing in 2023-24 to maximise opportunities arising from Tourism Australia's new global campaign to convert intent into bookings, and support airline and trade partners to bring international visitors to the Territory

- \$3.8 million to grow the capability of the Aboriginal tourism sector, including skills development and mentoring and business support
- \$2.1 million to deliver enhanced industry development activities and support business with digital marketing and sales, and continue support for the business events sector through the NT Business Events Support Fund
- \$1 million for regional tourism association grants for visitor services across the Territory.

Budget 2023 also includes \$1.1 million to continue the Million Dollar Fish initiative, which is a big drawcard for recreational fishers to spend time in the Top End.

Tourism business support

Budget 2023 invests in the Territory's tourism rebound, supports tourism and hospitality businesses, and encourages private investment through targeted investment, including:

- \$2.2 million to support NT tourism businesses through a suite of tailored business support programs, including providing event organisers, suppliers and tourism operators access to support programs addressing business survival, revival and growth
- \$2 million for the Business Events Support Fund, to support the Territory business events sector by providing financial assistance to organisers of qualified corporate meetings, conferences, conventions, exhibitions and incentives.

Budget 2023 also continues support for businesses to alleviate workforce shortages in our tourism and hospitality sectors and strengthen the workforce as part of the Territory's tourism comeback, through:

- the Global Worker Attraction campaign to encourage skilled workers from interstate and overseas to live and work in the Territory. The campaign aims to attract workers into all industries experiencing workforce shortages, including hospitality, tourism and retail
- continuing work to launch the Worker Connect Platform, which will serve as a multipurpose online platform to better support overseas skilled workers and connect them with private and public sector employers across the Territory
- the *Get paid to do this!* working holiday maker campaign targeting young working holiday makers already in Australia and the *NT Backpacking Academy*, designed to appeal to independent travellers aged between 18 – 35, encouraging them travel to the Territory for a fantastic life experience and working holiday.

The campaigns leverage the previous working holiday maker campaign, *Work Hard, Play Hard* which saw 1,000 candidates apply for jobs in the Territory.

The Territory Government also sent a travel delegation to the United Kingdom and Ireland in early 2022, as well as undertaking a targeted marketing campaign and in-country information sessions to attract hospitality and tourism workers to the Territory.

Events and festivals

The Territory Government is supporting the tourism, cultural and arts sectors to draw domestic and international visitors to the Territory and enhance the Territory lifestyle.

The 2023 Budget allocates \$24 million in 2023-24 to continue to support events and festivals across the Territory, including:

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

Budget 2023 also includes \$12 million over two years for additional support to showcase the Territory's rich culture and history and generate tourism, comprising:

- \$7 million over two years to develop content and exhibitions at the Northern Territory Art Gallery in preparation of the gallery's expected opening in State Square in 2025
- \$3.5 million over two years to continue preparations for the National Aboriginal Art Gallery, expected to open in 2027
- \$1.5 million over two years in continued support for the Araluen Art Precinct in Alice Springs.

Photograph courtesy of Peter Eve and Tourism NT