The Territory Government is investing $13 million to grow domestic tourism.

Minster for Tourism and Major Events Matt Conlan said the funding will help encourage Australians to explore their own backyard.

“This $13 million investment will enable us to have an ‘always on’ approach to marketing the Territory as a holiday destination to Australians,” Mr Conlan said.

“The Northern Territory has an amazing product to offer; from natural beauty, iconic landscapes, terrific weather, rich art and culture, fine food and friendly people the Territory has it all.

“This funding will ensure we can sell this message aggressively around Australia.

“While the former Labor Government neglected our tourism industry we are investing in tourism to help build a bigger Territory economy.”

In 2012, the domestic tourism market accounted for $1.4 billion or 80 per cent of total visitor expenditure to the Northern Territory.

Key initiatives included in $13 million for domestic tourism for 2013-14 are:

- $8 million for whole of Territory domestic marketing activity in partnership with tourism retailers, airlines and other partners
- $2 million in media purchasing to market and create awareness and preference for the NT as a visitor destination
- $1 million increase for NT brand awareness
- $1 million to leverage digital media opportunities including social media
- $1 million investment in industry digital activation to enable 24/7 delivery of consistent consumer messages on travel websites

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