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**New five year vision for NT tourism industry**

The future direction of the Northern Territory’s tourism industry was launched today at the new Darwin Convention Centre.

The Minister for Tourism, Kon Vatskalis, said the new plan will guide the direction and success of the industry over the next five years.

The key drivers for industry within the Plan are:

- Develop the unique NT experience
- Enhance access and infrastructure investment
- Improving skills and industry standards
- Marketing and promoting the NT experience
- Enhancing environmental sustainability

“The Northern Territory Government will invest $39 million on tourism in the next financial year. We will be developing and promoting nature-based and cultural tourism experiences throughout the Territory,” said Mr Vatskalis.

“But the future of tourism in the Northern Territory is dependent on a partnership approach between Government and industry.

“Our tourism operators have a key role in achieving the vision for a thriving, profitable and distinctly ‘NT’ industry over the next five years.

“The last strategic plan helped strengthen a declining tourism industry and now we look to the future with this new plan to make the Northern Territory a must-see, must-return destination.

“Tourism is a vital economic driver, and the second largest industry in the Northern Territory, employing over 11% of Territorians and contributing an estimated $740 million to the NT economy.”


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