Greater Support For Tourism Operators

The Northern Territory Tourism Minister, Dr Chris Burns, today said Budget 2009 will provide increased support for local tourism operators as the global economic crisis continues.

“Budget 2009 maintains our strong support for Territory tourism operators and provides a tourism stimulus package to assist the industry through the current global financial downturn,” said Dr Burns.

“The Tourism industry provides 17 000 jobs across the Territory and Budget 2009 will help to protect these jobs.

“The Territory Government will spend $42.5 million over the next year in promoting the Territory and supporting tourism operators.

“This is a 55% increase since 2001.

“The tourism stimulus package for the year ahead will include;

- Appointment of an Aviation Director to maintain consistent services to the Territory.
- Greater support for tourism operators through accreditation assistance, an enhancement of the Trade Support Scheme and specialist consultants
- More funding for domestic marketing activity

Aviation Director

Budget 2009 has increased the aviation budget by $270 000 to $1.57 million to attract more flights to the Territory.

This will include the appointment a Northern Territory Aviation Director to oversee ongoing day to day communication with all airlines.

We will also continue to work with airlines on aviation marketing, committing $1.3 million on cooperative marketing agreements.

Flights into Darwin are crucial to the tourism industry and by creating the position of Aviation Director there will be a greater focus on communicating with existing airlines and pursuing other airlines to service the Territory and stay in the Territory.
Greater Support for Tourism Operators

Budget 2009 provides additional Trade Support Scheme grants within the tourism industry.

Beginning immediately all tourism operators across the Territory will be entitled to greater assistance through the Trade Support Scheme.

Grants to attend tradeshows and expos will be increased from 50% to 75% of the total cost.

The Trade Support Scheme will also be enhanced to include interstate shows and market exploratory visits in addition to overseas tradeshows.

Other support for tourism operators includes $400 000 to provide specialist advice to tourism operators.

As some tourism operators face a difficult year ahead Tourism NT will assist these businesses by providing specialist consultants to help operators navigate their way through the global financial downturn.

As the tourism industry moves towards full accreditation the Territory Government will help businesses in taking this step through $200 reimbursements to assist with cost of becoming accredited.

More Funding For Domestic Marketing Activity

We are optimistic that Australians will continue to travel to the Territory in the year ahead, to encourage more Australians to experience the Territory we have committed $15 million to increase domestic marketing activity.

This adjustment will help the Territory ride out the global financial downturn.

We will also continue to have a presence in the global market to ensure the Territory is well positioned when international travel increases.

The Northern Territory Government is committed to supporting tourism operators and Budget 2009 will stimulate demand for NT tourism experiences and protect Territory jobs.

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