Growing the Territory: $42.6 million for Territory Tourism

The Henderson Government will deliver $42.6 million in Budget 2010 to continue to promote Northern Territory around the globe as a premier tourist destination.

Tourism Minister, Malarndirri McCarthy, today said the tourism package would include innovative and integrated marketing campaigns, continued support of airline services to the Northern Territory and developing new products from emerging Indigenous entrepreneurs.

“The Territory continues to successfully sell itself to the rest of Australia and the world that our natural and cultural attractions are not to be missed,” Ms McCarthy said.

“The past year has been challenging for tourism worldwide with a global contraction of leisure travel as people decided to stay closer to home.

“However, 782,000 tourists visited the Territory last year, many as result of the Tourism NT’s marketing campaigns which are supported by the Henderson Government.”

Ms McCarthy said funding in Budget 2010 would be used to develop new tourism products to promote the Territory.

“The Government will provide $30.9 million to promote the Territory to global and domestic markets with $2.1 million in this year’s Budget for the continuing support of airlines services to the Northern Territory,” she said.

“While a further $1.3 million will be used to develop new products from emerging Indigenous entrepreneurs to increase the number of Indigenous employees in the tourism industry and to expand the number of sustainable Indigenous experiences available to visitors.”

Ms McCarthy said the Henderson Government was investing in the future of the Territory’s tourism industry and Budget 2010 recognised the importance of the industry.

“The tourism industry employs around 18,000 people in the Territory and contributes $1.7 billion to the Northern Territory economy,” she said.

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