MINISTER FOR TOURISM AND MAJOR EVENTS

BUDGET 2013 INVESTS $54 MILLION TO GROW TOURISM

14 May 2013

The NT Government is investing $54.2 million to grow tourism in the Territory.

Minister for Tourism and Major Events Matt Conlan said the Country Liberals Government is building a bigger economy for the Territory and growing our tourism industry is vital to those plans.

"Under Delia Lawrie and the former Labor Government our tourism industry took a big hit, with visitation now significantly lower than when they came into office in 2001."

"Last year, figures showed this trend continuing with a 12 per cent decrease in international visitors."

"Unfortunately, cleaning up Labor’s mess won’t happen overnight but an extra $8 million investment in this crucial industry will help us drive tourism back on the right path."

"The funding will be focused on increasing international visitors and will see the international marketing budget double."

"This will allow us to tap into new markets while strengthening our focus on Western markets and continuing investment in Asia."

"Tourism NT will be able to conduct market research to improve effectiveness of advertising spend and run ongoing digital advertising campaigns in each international market where currently there is no action occurring due to insufficient funding by the previous Labor Government."

"The digital market is growing and will now form an important part of the total mix of media used to drive conversion to the Territory."

"This funding will allow the Territory Government to work closely with tour operators from right across the Territory and assist them with their own individual digital advertising campaigns."

"Funds will also be provided to increase the awareness of brand NT across all Government agencies."

"The Country Liberals Government will not neglect our tourism industry and will continue to throw everything we have at improving visitation to the Territory."
Improving International Visitation:

A total of $15 million has been allocated to extend the Northern Territory’s international marketing activities including:

- $12 million for marketing partnerships with airlines, online travel agents and traditional trade partners to boost bookings to the NT; doubling the investment made in 2012-13
- $1 million to build NT’s market share of high growth Eastern markets, particularly China through investment in activity focused on increasing NT awareness, knowledge and product distribution among key trade partners.

Australia’s Unexplored Backyard:

A total of $13 million will be invested to boost domestic tourism to the Territory including:

- $8 million for whole-of-Territory domestic marketing activity in partnerships with tourism retailers, airlines and other partners, highlighting experiences in Territory’s regions
- $2 million in media purchasing and promoting the Territory as a visitor destination through a variety of consumer touch-points, including digital, print, television and other mediums
- $1 million to amplify the NT Tourism brand through consumer activity and social marketing opportunities
- $1 million to leverage digital media opportunities including social media and advocacy programs to increase online profiling of the NT brand, product and experiences
- $1 million investment in industry digital activation to enable 24/7 delivery of consistent integrated consumer messages on travel websites

Developing all our Regions:

Key marketing and promotional initiatives to grow tourism in all areas of the Territory such as:

- $1.9 million for regional marketing and visitor information services across the Territory
- $1.7 million to market and promote the Territory as a business events destination
- $250,000 for a dedicated Alice Springs marketing campaign highlighting experiences and products available in the region
- $6.7 million for major events across the Territory that support the economy and positioning of the Territory as a visitor destination

Media Contact:
Lisa Andrews 0401 579 963