Minister for Tourism and Major Events Matt Conlan has released a draft tourism strategy, which aims to deliver $2.2 billion in annual visitor spending to the Northern Territory’s economy by 2020. ‘Tourism Vision 2020: Northern Territory’s Strategy for Growth’, sets out a vision to boost growth to 3.1 per cent annually, deliver an extra $535 million in visitor expenditure a year and create an extra 4,300 direct and indirect jobs by 2020.

“The Northern Territory Government’s vision is to attract 1.7 million visitors annually to the NT by 2020, about 400,000 more than we receive currently,” Mr Conlan said.

“An additional 400,000 visitors a year will benefit local tour operators and businesses, create more jobs and help develop our regions.

“Tourism Vision 2020 is our blueprint to address serious declines in visitation to the Territory and stimulate growth in the industry. The draft strategy affirms the Government’s commitment to our tourism industry and its crucial role in building a bigger Territory economy.

“The Country Liberals Government is making tourism a priority. We are determined to see this important industry returned as a powerhouse contributor of the Northern Territory economy.

“An injection of $2.2 billion in annual visitor expenditure to the Territory’s economy by 2020 will see this vision turned into a reality.”

‘Tourism Vision 2020: Northern Territory’s Strategy for Growth’ includes plans to:

- **GROW** the value of the visitor economy through embracing opportunities outside of traditional leisure sectors, focusing on priority markets and niche segments such as conference and cruise tourism that will provide the best return on investment,
- **BUILD** and maintain the NT’s traditional international source markets including the UK, Germany/Switzerland, US/Canada and Japan. Implement the China Market Activation Plan and targeting other high growth potential markets from the East,
- **LEVERAGE** sporting and cultural events for tourism – for example the Darwin Symphony Orchestra playing Uluru and the SKYCITY Triple Crown V8 Supercars Championship in Darwin,
- **WORK** across industry and Government to identify strategies to address the supply-side constraints of access (transport and aviation), accommodation and workforce capacity,
- **IMPROVE** business sustainability through a better coordinated, cohesive and profitable industry that is focused on quality,
- **ADOPT** a whole of Territory approach to delivering the targets outlined in the Tourism Vision 2020 that sees industry and Government working in partnership to coordinate efforts with a focus on maximising outcomes for the visitor economy.
Tourism contributed $1.38 billion to the Gross Value Added measure in 2010-11. The industry is the Territory’s largest employer with an estimated 14,000 people employed in the sector directly and indirectly.

Tourism Vision 2020 aims to boost tourism jobs in the Territory by 4,300 to 18,300 jobs by 2020.

"Under the former Labor Government, tourism took a big hit and visitation declined significantly, particularly in the international market," Mr Conlan said.

"To address these serious declines, the Territory Government recently delivered an $8 million boost for tourism in the 2013 Budget, providing a total of $15 million to extend the Territory’s international marketing activities to attract more overseas holiday makers to the Territory.

"This funding will set the Territory on the right path to achieving the goals set out in Tourism Vision 2020.

"Improving access to the Territory is one of the key components of the draft strategy and already we have seen some inroads in this area – with Tiger Airways flying from Melbourne and Sydney to Alice Springs, Jetstar flying direct from Sydney to Uluru and more services from Adelaide to Darwin.

"That is on top of new international services from AirAsia and Philippine Airlines and existing services by Qantas and Virgin Australia.

"Tourism Vision 2020 is a strategy for the entire tourism sector and I encourage industry and interested stakeholders to review the draft document and provide their feedback.”


Feedback can also be directed to haveyoursay.tourismnt@nt.gov.au

The opportunity to comment will be available until Monday 8 July 2013.

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