The Government’s commitment to returning the Territory’s tourism industry to growth has been highlighted by an additional $8 million for the Tourism Budget in 2014.

A total of $44.7 million has been allocated for Tourism NT in 2014-15, which includes a new one-off $500,000 Tourism Infrastructure and Development grant program.

“The 2014 Budget is a significant step forward as we continue our absolute priority to boost visitor numbers to the Territory,” said Minister for Tourism Matt Conlan.

“After 11 years of neglect by Labor, we are still on the long road to recovery and there is much more work to do to see our tourism industry returned as the thriving powerhouse it once was.

“This extra $8 million in the 2014 Budget will ensure the new plans, policies and initiatives we have recently put in place pay off.

“It will allow us to continue the good work we are already doing and enable us to keep our foot on the pedal and keep our momentum moving forward.

“The international marketing budget has again been boosted significantly in 2014, with continued additional funding of $7.5 million to contribute to the development of Northern Australia.

“This will allow us to sustain early signs of growth from our traditional markets while increasing the Territory’s share of the high growth Eastern markets, particularly China. It will enable more partnerships with trade and the implementation of global digital and social media channels to ensure the Northern Territory is visible anywhere, anytime.

“Investment will be targeted at driving actual bookings for holidays from all our international markets as well as other segments that bring visitors to the Territory such as business events and working holiday makers.

“The Budget will see $500,000 for a new grant program that will develop new tourism experiences and products especially in our regions. We will also have an increased focus on key sectors such as drive, cruise, rail and luxury travel.

“We’ll continue to have a strong focus on cooperative marketing partnerships with airlines, travel trade and online travel agencies, which will increase the exposure of NT holiday offers domestically and internationally to drive bookings and help build sustainable aviation services to the Territory, with an emphasis on fully utilising existing capacity.

“These initiatives and increased $8 million funding in the 2014 Tourism Budget is critical to ensure we achieve our plan to boost visitor numbers to all corners of the Territory and achieve a $2.2 billion visitor economy by 2020.”
Key initiatives in 2014 Budget:

- **$17.5 million** for domestic marketing activity in partnership with tourism retailers, airlines and other partners, highlighting experiences across the Territory including:
  - $8.2 million in cooperative activity to drive sales and trade training;
  - $3 million for branding and regional awareness promotions including corporate sponsorships;
  - $0.65 million to capture and update imagery of tourism experiences across the regions.
- **$13.6 million**, including an additional $7.5 million in 2014-15, to market the Territory internationally as a holiday destination and contribute to the development of Northern Australia, including:
  - $2.8 million for eastern markets to support marketing by Territory operators in emerging markets and promote point-to-point travel to Darwin and the Top End to build sustainable demand for international aviation services;
  - $7.6 million for western markets with a continued focus on regional dispersal to the Territory as part of broader Tourism Australia campaigns.
- **$2.5 million** to market and promote the Territory as a business events destination.
- **$1.9 million** for the provision of regional marketing and visitor information services across the Territory.
- **An additional $0.5 million** for a tourism infrastructure and product development grant program focused on regional and remote areas.
- **$0.15 million** to develop an internship program in partnership with industry employers with the aim of providing ongoing employment and a career path within the tourism industry.
- **$0.25 million** for promotion in interstate markets of events and festivals being held across the Territory.

“As the Government continues to strongly invest in this vital segment of the economy, it’s important that industry gets behind the strategies needed to deliver growth in tourism,” said Minister Conlan.

In 2012-13, the tourism sector contributed $1.7 billion to Northern Territory Gross Value Added and supported 16,000 jobs, employing 13% of the total NT workforce either directly or indirectly.

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