Matt Conlan
Minister for Tourism

**NT Tourism hits five-year high**

10 September 2014

More than one million Australians spent $1.4 billion on visits to the Northern Territory last financial year, the highest figures for the Territory in five years, according to new figures released today.

Tourism Minister Matt Conlan said Tourism Research Australia’s latest National Visitor Survey showed the local industry was on the road to recovery with domestic visitation to the NT up 9.4 per cent.

“Australians have started to Do the NT with domestic visitation back over the one million mark to 1.05 million for the year ending June 2014, our best result since 2008-09,” said Mr Conlan.

“The figures for last financial year also show domestic visitor expenditure was up 3 per cent, and while this is good news for the Territory’s economy, we know the road to recovery is a long road and there is still much work to do.

“The accommodation squeeze remains a challenge in Darwin, but it is encouraging to see today’s research reveal the City is still popular with Australians with a 15 per cent increase in total visitors to 598,000 and the specific holiday market also up by 6.8 per cent to 233,000 – and these figures don’t include the upcoming peak Dry Season months of July and August.

“Alice Springs also recorded a good result with total visitors growing by 6.2 per cent to 229,000 for the year ending June 2014. Of course the withdrawal of TigerAir on 22 July will have some impact on the next results to come out however, we are confident the tide has turned.

“Territory-wide, the June quarter in particular was strong for domestic visitors with the key interstate holiday market up 13 per cent and the intra-Territory holiday market up 30 per cent.

“These figures show the Country Liberals Government’s election promise to return the Territory’s tourism industry to growth is on track and our new marketing strategies and Do the NT campaign, launched in September last year, are producing results.

“After a decade of declines and Labor neglect, we know there are still many challenges ahead but the signs are looking positive. We’re in this for the long haul.”
When combined with the recent small but important gains in international visitation to the Territory, total visitors to the NT in the year ending June 2014 was 1.3 million – a four-year high.

“This 7.6 per cent growth in total visitors to the Territory – domestic and international combined – is a significant result for the Territory and our best outcome since 2009-10 when the NT had 1.4 million visitors.

“Total expenditure also increased 1.9 per cent to $1.75 billion in the 2013-14 financial year compared to 2012-13. Once again, these results show the Country Liberals extra $16 million investment into the industry over the past two years is paying off and we are on target to achieve our goal of a $2.2 billion visitor economy by 2020.”

More information on the TRA survey can be found at: http://www.tra.gov.au

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