An Indigenous Tourism Development Officer will be employed to help market Aboriginal product under a $115 000 NT Government funding scheme, Paul Henderson announced today.

The position will be based within the Northern Territory Tourism Commission, and will be filled by Darwin woman Carol Mackenzie, who begins work at the Commission next week.

Mr Henderson said the position was a vital step towards expanding the tourism opportunities and experiences for Northern Territory visitors.

"Research has shown that 30 per cent of overseas visitors come to the Northern Territory to experience the Indigenous culture and meet Indigenous people," Mr Henderson said.

"The major role of this position will be reviewing the Aboriginal Tourism Strategy which is aimed at promoting the Indigenous experience in all of the Territory."

Mr Henderson said the position will encompass a raft of other responsibilities, including:

- Increasing internet access to Aboriginal tourism providers so they can do business over the web;
- Building and maintaining sustainable cultural product; and
- Working with other government agencies that also have an interest in developing Aboriginal product, such as the Land Council.