Madam Speaker, I am pleased to report to members on tourism activities and major events that contribute to the Territory’s economy, and to share our thinking for future growth in these areas.

I am proud to say that despite the doom and gloom predictions of those opposite that the relocation of the Tourism NT Head Office to Alice Springs has been a success story in itself. We maintain a significant presence in Darwin with numbers effectively equally split between it and Alice Springs as was always going to be the case. We have had no recruitment issues and have a fantastic team in place that is working hard with our industry with no loss of business momentum through this period.

Industry sentiment which we measure regularly indicates clearly that for the first time in a long time our industry has some positivity about the future outlook another indicator that the relocation has had anything but a negative impact amongst our partners.

In this day and age the role of an agency such as Tourism NT can be performed from almost anywhere so to suggest the world was going to end with Alice Springs becoming the headquarters bordered on hysteria.
The Northern Territory Government is making tourism an absolute priority, recognising it as crucial to its plans to build a bigger NT economy.

The draft *Tourism Vision 2020: Northern Territory’s Strategy for Growth* sets the direction for the Northern Territory tourism sector over the next seven years. It outlines the vision “To grow the visitor economy in the Northern Territory to $2.2 billion by 2020 as measured by overnight visitor expenditure.”

The strategy outlines that the lack of investment and ‘business as usual’ approach taken by the previous Labor Government simply will not deliver the turnaround required to return the sector to growth.

Just so you have an idea of the challenge, a survey of consumer sentiment commissioned by Tourism NT in December 2012 found that more than 50 per cent of Australians have a visit to the Northern Territory on their ‘bucket list’.

One in four rated Uluru as the most iconic landmark over other national treasures including the Sydney Harbour, Opera House and the Great Barrier Reef.

Over half of Australians like to recommend the Territory as a holiday destination to family and friends.
These are tremendous statistics; something to be proud of.

Yet, despite these, just six per cent of Aussies plan to visit the Territory this year and almost three in four Australians have never visited the Northern Territory on holiday.

Madam Speaker we are serious about promoting the Territory and converting the strong interest into visitation. Our plans are outlined in our draft strategy, released for public consultation in early June and will be finalised through Cabinet in the next few months. I will expand on these plans during this statement.

In January 2013, under the stewardship of our new Tourism Board of Commissioners and new leadership team at Tourism NT, we introduced a new tourism marketing strategy for the Territory. We have shifted from a brand driven approach, to one that now focuses on conversion, that is to generate actual visitation and business to our industry through sales focussed activity.

I’m also very pleased to report that management was able to identify significant savings and efficiencies within the operation that has resulted in more resources being directed to advertising and ultimately driving business.

This approach is already showing good results. For example our NT retail campaign in partnership with Qantas Airways from 13-20
June produced a 206% increase in passengers into the NT versus forecasts should we not have run any activity, which exceeded our expectations.

We are working more effectively and aggressively with powerful partners such as Flight Centre, Wotif and Qantas Holidays and a significant number of international trade partners who are all very keen to work with the Territory because we are all about generating actual business for them and our product suppliers. I make particular mention of the cooperative campaigns running with Flight Centre and Wotif, both of which leveraged our “best story NT” campaign and delivered fantastic results.

The Flight Centre campaign saw a combined increase in sales of over 60%, compared to the brand driven campaign conducted with them last year.

The year on year growth in the Wotif campaign was 24% which is a fantastic result!

The Territory is a great touring destination and this has been forgotten in recent years but we are now intent on providing Australians and international visitors the great Australian Road Trip experience. So Madam Speaker you can expect to see more and more promotion of the self drive opportunities within this great Territory of ours. It is something that the consumer wants and we
are now listening to the consumer and the market more than ever before.

The drive campaign “Adventure All the Way” has completed its third wave of activity, motivating the self-drive traveller to ‘book now’. The campaign with SA Tourist Commission and Britz has been a great example of a true partnership with both organisations investing heavily and promoting it through their own channels.

There is a great deal to be achieved through working with South Australia in promoting again the Explorer Highway experience being the touring route following the Stuart Highway and celebrating the feats of John McDougall Stuart, one of our great explorers.

The Tourism NT Board has been given the task to rebuild tourism and grow its contribution to the economy and that is why Madam Speaker, this Government has approved an additional $8 million in the 2013-14 budget for Tourism NT to market the Northern Territory.

An additional $3 million, Madam Speaker, will be spent on international trade and consumer campaigns. This will double the amount of consumer facing, trade conversion focused campaigns across ten international markets. We will continue to invest in the remarkably strong traditional markets of the UK, Europe, USA and Japan but have a very genuine and strategic focus on the pan Asia
region with of course particular attention on the emergence of China.

The Territory starred in “The Best Jobs in the World” global cooperative marketing campaign targeting the youth market. This campaign was launched at ITB in Berlin in March of this year for which I was present. The competition attracted in excess of 300,000 entries vying for jobs created by each State and the Northern Territory. The successful person is tasked with generating awareness and stories from their respective locations with heavy emphasis on social media and imagery. In cooperation with Tourism Australia and other states, the $4 million campaign culminated in six jobs around Australia, Tasmania being the exception.

Over a six month selection and assessment process, Allan Dixon from Ireland beat out competition from all over the world to claim one of the best jobs in the world, NT’s Outback Adventurer. Allan will be arriving in the NT in the second week of August, just in time to capture all the action of the Darwin Festival along with the Henley On Todd Regatta in Alice Springs.

Throughout his time in the NT Allan will be capturing content featuring the best festivals, destinations and experiences that the Territory has to offer. This content will be shared across the social media platforms of Tourism NT and our industry partners so that we can show the world why the best holidays are in the NT.
In July we took the opportunity to utilise our runner up candidates - Aude Mayans from France and Graham Freeman from United States, who have spent the month travelling through the NT and promoting their experiences through social media. This included a Territory-first Madam Speaker, with the live-streaming of the famous Beer Can Regatta on the Tourism NT YouTube Channel. They also shared experiences at the Camel Cup in Alice Springs and a range of other great activities across the Top End and Red Centre on social media.

Both these runners up are of such quality that we intend using them wherever their skills can be best utilised here and back in their home countries once they return. Tasmania has even snaffled Graham to do some work down there once he has completed his work here for us – another measure of the quality of characters that are striving to be involved with the NT.

We have expanded our activity in digital media with an additional $3 million for digital advertising. Market research indicates digital advertising is rapidly growing and is an increasingly important mechanism. There clearly has not been sufficient investment and interest in this issue in recent times so we have some ground to make up.

Our “always on” approach includes digital activity such as Google Adwords, Facebook ads, Google display ads and retargeting ads to
potential visitors who have been on Tourism NT’s websites. This will ensure the NT is seen as part of the digital searches on “what to do in Australia”, where previously we had little to no presence. Increasing our investment in these areas means consumers will be seeing messages about the NT 24 hours a day, 7 days a week – not just when a certain TV program is showing.

Our promotion and increased engagement through social media channels domestically and globally has seen a 190 per cent fan growth on Instagram, from 769 users in May to 2,225 users in June. And an increase in Twitter users of 54 per cent from 435 in May to 667 users in June.

We believe this full-on, concentrated exposure will help us address barriers consumers may have to visiting, and encourage people to come and see what their backyard – the Territory – is really like.

A December 2012 survey showed only 2% of NT operators were effectively working in digital media. In a world where digital commerce is so critically important for the consumer this is a very concerning statistic, and prompted the focus from both Tourism NT’s Board and management team.

We are bringing industry operators along with us Madam Speaker. $1 million is allocated to an industry digital marketing activation to bring the industry into the digital world of marketing.
The Board has identified that digital marketing is a fundamental area in which the industry must become proficient and is integral to successfully realise the Territory’s tourism industry’s potential.

The program offered NT-based tourism partners a $500 rebate on search engine marketing, retargeting or Facebook advertising campaigns.

57 tourism businesses applied for the funding in just two months. This was a seven-fold increase on the eight operators in twelve months under the cooperative advertising campaign it replaced.

We had 26 applications from accommodation providers (mostly hotels), six from attractions, 24 from tour or fishing operators and a number of others.

23 were from Darwin, 15 from Alice Springs and the balance across the rest of the Territory.

Madam Speaker, an additional $1 million has allowed us to revitalise the Tourism NT brand. A new suite of Brolga logos has been designed to reinvigorate the Territory’s tourism brand. The new Brolga logos, which modernise the previous monotone logo, are being used as part of the Government’s new strategy to sell the Northern Territory to the world as a vibrant and exciting destination to visit.
I recently launched the new logo at the AFL game in Darwin, between Port Power and Western Bulldogs. This is an example of how we are working more effectively with other NT Government Agencies; capitalising on their projects and activities, in contrast to the siloed approach under the previous Government where opportunities were not being maximised from a tourism perspective.

It doesn’t stop there.

The new logo was viewed internationally roaring around Hidden Valley on the two Brad Jones Racing Team V8 cars and prior to that in Texas and subsequently in Townsville.

We’ve got the colour brolga on the coaches box, media shirts and media backdrops of the Melbourne Football Club. As part of the tourism sponsorship package of the Dees, we can send one electronic digital marketing piece (called an eDM in marketing-speak) to members via direct email per year. I can report that was undertaken in June, just prior to the Darwin game. We did a competition on their landing page which received 120,000 views, 1500 clicks throughs and 440 entries. A retail offer was highlighted on this page too. While the actual number of packages sold was not high at around 10 passengers, this was our first stab at attempting to extract value from the MFC database and provided some learnings that the Tourism NT team have taken away in terms of pricing points and fluctuations, and need to convert awareness of MFC members into consideration of the NT.
You will also see the NT brand featured when international cricket returns to Alice Springs with the Chairman’s XI taking on England in November.

Viewers of the Darwin Cup this year saw the Tourism NT logo around the Fannie Bay Racetrack and it featured prominently during post race interviews on SKY.

We are putting the NT out there.

Considerable effort has been made on identifying the brand essence of the Territory which will underpin every activity that we take to market. It is not just about the logo or a tag line it is about the emotional connection that people have with the Territory. Industry was involved in this process and they have some ownership of the end product.

This approach will be best represented in the activities that Tourism NT initiates going forward in the areas of advertising campaigns, information provision and media and trade activities. I was proud to launch the new brand on the 30th July and am excited to see how this will be taken in the marketplace.

Almost all the Tourism NT management team then took this brand on a roadshow down the track that week running workshops for our industry and other interested stakeholders in Darwin, Katherine,
Tennant Creek, Alice Springs and Yulara. These forums provided a great opportunity for us not only to share our new brand positioning and the work that led us to that, but most importantly our industry can identify how they can be part of the action and work with us in partnership.

We are very aware of the importance of communicating effectively and regularly with our industry.

The *Tourism Vision 2020* aims to achieve the best possible economic benefit for the Territory. It’s not just about increasing the number of holiday visitors, although it is expected that a fully funded strategy will arrest the decline and deliver an additional $325 million in overnight visitor spend in the NT. More importantly Madam Speaker, the strategy aims to improve the economic yield and flow on effects for the wider community.

Tourism is estimated to contribute $1.6 billion (or 9.1 per cent) in Gross Value Added to the NT economy (direct and indirect contribution) and employs an estimated 16,000 people, or 13.1 per cent of the Territory workforce.

It is important to note that the new strategy will not turn the industry around overnight but will provide a foundation upon which to reposition the Territory and promote the destination to a broader and different audience.
While the Territory has a high level of reliance on domestic tourism, international markets will become increasingly important to driving industry growth, and certainly from a yield perspective.

Countries with high growth potential markets include the emerging markets of China and Singapore. China is identified as the key Asian destination to driving future growth to Australia and currently the Northern Territory only receives a low share of Chinese visitors.

It is estimated that 754,000 Chinese/ Hong Kong visitors arrived in Australia in 2012 and the Territory’s market share was only 1.7 per cent. Tourism NT has set an aggressive target of 30,000 visitors by 2020 with a value of $46 million.

Right now, Madam Speaker, in China we are finalising major trade partnerships with three preferred wholesalers; CYTS, CTRIP and GZL. GZL is the wholesaler who delivered the Wolf-Pack Group for the Finke Desert Race. It was the second year that this high profile group participated in the event and we hope that their involvement will continue.

We need to keep a strong presence in this market in order to build for our future.

Details for the next NT China Mission, NT Singapore Mission and the corresponding East Coast inbound tour operator events occurring in October have just been finalised.
We will build and maintain our traditional international source markets including the United Kingdom/Scandinavia, Germany/Switzerland, US/Canada and Japan. The target for these markets is to grow them at a rate 3 per cent above the Tourism Forecasting Committee forecasted average annual growth rate. This will maximise the Territory’s marketing investment by leveraging the investments made by Tourism Australia and the relevant gateway State Tourism Organisations.

It’s been an exciting period for international airlines; the signing of the Qantas MOU and the arrival of Philippine Airlines and AirAsia.

Madam Speaker only a few weeks ago Tourism NT and Qantas made history by entering into the biggest airline marketing partnership deal in the Territory’s history. I signed the $7 million, three year, co-operative agreement that will market the Territory as a leading tourist and event destination to the world.

The MOU runs from 1 July 2013 to 30 June 2016 (inclusive) and relates to Qantas and Qantas Link services. Other members of the Qantas Group and other partners including Jetstar, Emirates and other alliances are considered. Cooperative marketing partnerships are the way most of our marketing is done with partners, both airlines and other trade partners. For example, Qantas may provide a special “sale fare” which it will promote across its networks and Tourism NT will promote across digital and other mediums.
I stress that this arrangement was driven very much by Tourism NT with it presenting Qantas with compelling reasons and opportunities in our shared source markets to deliver increased visitation to the NT. For a previous Minister on the other side of the House to suggest recently on a Facebook post that the NTG or Tourism NT had no role in arriving at this agreement shows a complete ignorance of how commercially based partnerships are formed and nurtured. But that is hardly a surprise when one looks back at his record in the portfolio which I currently proudly have carriage for.

This agreement with one of the world’s most respected airlines will help deliver this Government’s vision of 1.7 million visitors by 2020, 400,000 more than we receive currently.

Our relationship remains incredibly strong with Tourism Australia and we will continue to partner effectively with it and its other airline partners.

Philippine Airlines’ inaugural flight was welcomed into Darwin in June connecting the Top End to an international network across Asia and North America.

The resumption of AirAsia’s Bali to Darwin service strengthens our ties in the region and further positions Darwin as an important gateway into Australia.
More fantastic news Madam Speaker, with Malaysia Airlines once again flying between Darwin and Kuala Lumpur, bringing approximately 800 additional inbound seats per week to the Territory. The reintroduction of Malaysia Airlines offers improved connectivity across Asia into our key European markets through the One World. For example Malaysia Airlines double daily A380 services from London will connect conveniently with the Kuala Lumpur – Darwin service.

Regional Northern Territory is not forgotten. TigerAir was welcomed back to Alice Springs in April. Four flights per week from each of Melbourne and Sydney has given visitors more choice when travelling to the Red Centre, and provided in excess of 1400 more seats into the Centre per week.

We have seen resurgence in the backpacker and youth market into the Centre following years of declining visitation.

And we welcomed the inaugural Jetstar flight from Sydney to Yulara in June, making one of Australia’s greatest icons more accessible to visitors.

These all present exciting marketing opportunities for Tourism NT and great economic opportunities for the Territory.

But we continue to identify and pursue aviation opportunities with Virgin Australia being a primary target to attract back into Central
Australia opening the Centre up to the capacity provided by the Star Alliance carrier network.

Visitors can travel to and through the Territory by air, road, sea and rail. We have a mode of transport to suit every one.

The Ghan in 2012 operated 61 return services from Adelaide to Darwin. Great Southern Rail has indicated an increase in guests ‘take up of tours’ with significant increases in Alice Springs and Katherine.

I also want to comment on the relationship with Voyages – the operators of Ayers Rock Resort. This Government has not been frightened of engaging and working with this operator to maximise the potential of the global icon of Uluru whose visitors it so effectively services. We have entered into a number of effective marketing campaigns and activities and will continue to work closely with Voyages.

Whilst on the subject of Uluru I can advise the House that this Government has nominated both Grant Hunt and Tony Mayell to represent its interest on the Uluru Kata Tjuta and Kakadu National Park Boards respectively. Declining visitation to both these iconic Parks has been a concern for this Government and our industry for some time. It is imperative that Park’s Australia management revisit its attitude towards visitation and tourism in general embracing it as an avenue to improve the wellbeing of the traditional owners of both
Parks and provide it with a solid revenue steam that will enable it to continue to maintain the facilities and assets within each to a standard that will attract visitors from all over the world.

There is a direct correlation between the visitor performance of these Parks and the health of our own tourism industry. This Government does not intend to give up on driving change that will see the Parks present for the enjoyment of all Australians and visitors as per the charter under which Parks Australia is meant to operate.

Madam Speaker under this Governments leadership in tourism, industry sentiment is improving. Overall the tourism region outlook for NT for the March quarter 2013 was strong with an index of 113, a large improvement on results over the past two years. Importantly there has been considerable improvement in sentiment in the Centre associated with new airline services to the region.

With regard to promoting the Territory as a business as well as leisure destination, I have spoken previously in this House about this valuable growth market, and I refer of course to the meetings, conventions and conference sector.

I have previously advised the house that Darwin has been chosen as the host destination for the National Rural Health Alliance Conference for May 2015.
On the back of this, this past financial year the NT has been successful in attracting the Australian and New Zealand Society of Cardiac and Thoracic Surgeons, Health Information Management Association, Australian Head and Neck Surgeons, Australian HIV/AIDS Society, CRANAplus Nurses, Baker IDI and Australian Sexual Health Conferences to name a few.

These health related events are some of the 65 secured during this financial year for the future, generating an estimated $53.6 million in expenditure.

They are also a reflection of the NT focusing its attention on those areas in which it has specialist standing and profile – tropical and remote health for example.

Besides the obvious tourism impact, and the prestige of hosting such health related events, I should like to point out that there will be enormous benefit to the NT health community in having such a high profile industry events in the Territory – indeed, we hope that the legacies to the broader community will far outweigh the direct tourism benefit.

These events are hard won.

The business events division of Tourism NT – known as the Northern Territory Convention Bureau, or NTCB – works in conjunction with industry and government partners to bring these
events to fruition. In some cases like the recently staged Mortgage Choice conference for 600 delegates in Alice Springs, negotiations and relationship management began in 2007, some six years ago.

Detailed bid documentation and business cases are regularly provided to client organisations looking to host their events in the NT. The NTCB designs and executes a variety of targeted family programs which expose them to not only the fantastic destinations we have, but also the business and community leaders in the NT.

An enormous amount of work goes into delivering outcomes like this, and I congratulate Tourism NT on securing these important events for the Territory.

Business events are worth approximately $51 million in direct delegate expenditure in the Northern Territory – around $10 million for Central Australia and $41 million for the Top End, according to data from the Alice Springs and Darwin convention centres.

Another tangible example of how much importance this Government places on tourism is that the Chief Minister has taken on the role as Patron of the Business Events Ambassador initiative.

This initiative will see a group of high profile corporate and opinion leaders promoting the Territory, nationally and internationally as a great business events destination and a great place to do business
as well. We are not sitting idly waiting and hoping for business to arrive.

Tourism NT is working on various projects to maximise the economic benefit of the cruise sector in the NT.

The draft Cruise Sector Activation Plan, nearing completion, will focus on three areas: cruise ship attraction; infrastructure and services and experience development. NT Government agencies and other stakeholders will work together to ensure the ongoing development of a healthy and sustainable cruise environment in the Northern Territory.

We’re working with key cruise line partners to encourage more ships to visit Darwin more often and stay longer, promoting Darwin’s ideal geographic position as the gateway to Australia for cruise ships relocating from Asia.

NT was represented at the largest cruise conference in the world, Cruise Shipping Miami in March by Tourism NT and the Darwin Port Corporation. Meetings were held with key senior decision makers from the world’s largest cruise lines to promote Darwin as the northern gateway port to Australia.

The Department of Business, as well as working with city retailers and local service providers, such as fuel, food and provisions, are
working with our tour operators to develop experiences that meet or exceed the expectations of cruise ship visitors to the Territory.

There are many organisations involved in the cruise industry. For example City of Darwin is engaged in ensuring a welcoming and inviting city awaits cruise ship visitors. Darwin Port Corporation has a close eye on infrastructure and service provision on the technical aspects of cruise ship visits and under this Government the Darwin Waterfront Corporation has embraced tourism as a key consideration in the ongoing development of that precinct.

Tourism Top End represents local tour operations, ensuring all cruise visitors to Darwin and the NT are able to access quality tourism products.

I should like to emphasise that an important aspect of the cruise experience is the impact of hospitality elements such as retail outlets, restaurants and cafes.

It’s important to the Territory’s economy that shop owners, restaurant owners and other community groups embrace the opportunities that can come from visiting cruise ships, and be ready to serve them, whether it’s during the weekend or on a public holiday.

To do otherwise puts up yet another barrier to visitation and impedes development of this important industry.
An estimated $8 million was spent in the Northern Territory by cruise travellers last year.

Altogether, the flow-on effects to Territory businesses are considerable – crew spend, refuelling and so on contributed an estimated $55.5 million according to the Australian peak body, Cruise Down Under.

We are looking at big money here, and the opportunities are there for Territory businesses to act upon.

Madam Speaker, major events and local festivals play an important role moving towards realising this Government’s commitment to tourism and the NT economy.

Take the V8 Supercars. I’d be surprised if anyone in this House, or indeed the Territory, has not heard of them, even if they haven’t actually heard them in action.

Their fame stretches beyond the Territory, and they bring in valuable dollars to our economy.

The SKYCITY Triple Crown V8 Supercars Championship is the largest event on the Northern Territory’s sporting calendar.
The V8s make a significant contribution to tourism. This event brings nearly 10,000 motor sport enthusiasts into the Territory and drew a total crowd of over 48,000 last year. Research for Tourism NT estimated that the 2012 V8 Supercars event contributed $32 million (including direct and indirect contributions) to the Territory economy. Numbers were effectively line ball this year.

Spending is generated from purchasing event tickets, accommodation, food and beverages. Visitors undertake paid tours and seek out popular attractions throughout the region. Surveys have shown that 71 per cent of attendees reside in the Northern Territory, demonstrating the strong support of Territorians for this premier event.

Turning now from the roar of V8s to BASSINTHEGRASS, the Territory’s very own 11 hour music festival.

Young Territorians are exhilarated by the atmosphere and the spectacle of national bands performing at the Darwin Amphitheatre.

BASSINTHEGRASS has rapidly become the Territory’s largest and most successful music festival, and is an established part of our suite of visitor attractions.

The TATTERSALLS FINKE DESERT RACE, which is staged in Alice Springs on the Queen’s Birthday weekend in June each year, is a huge drawcard for visitors from near and far. The Finke is
undoubtedly an iconic event for Central Australia and is the premier event of the Australian Off-Road Championship.

Events such as the V8 Supercars, Finke Desert Race and BASSINTHEGRASS are only some of the Territory’s rich blend of events that help brand the Northern Territory as a destination and encourage visitors to further investigate tourism opportunities in our region. These events provide considerable economic benefit for the Territory.

In October the bi-annual World Solar Challenge will be starting from Darwin bringing over 1800 people, competitors, support staff, spectators and media not only to Darwin but the regional areas of the Territory as well.

Regionally, events such as the Alice Springs Cup Carnival also make a major contribution. Based on Tourism NT research in 2011 the Cup injects an estimated $1.8 million into the Alice Springs economy.

And by delivering a world first at Uluru with the Darwin Symphony Orchestra performing in October the outer regions are benefiting as well.

The opportunities are incredible and unfortunately I do not have sufficient time to do anything but quickly mention the emergence of the Larapinta Trail which is one of only seven walks in Australia that
features in the Great Walks of Australia a programme that is being distributed and marketed worldwide by ourselves in partnership with Tourism Australia and a number of trade partners. We are working now to identify and position similar high quality walking experiences in the Top End for inclusion in the next round of this programme.

There’s also the provision of free wi-fi in the Todd Mall in Alice Springs – visitors are now sending images and stories of their holiday in Central Australia to friends and family all over the world.

Plus the provision of funding to establish world class mountain bike trails around the Alice with the ultimate objective of positioning it as one of the world’s best venues for this fast growing sport, the revamp of the Masters Games, and the support of the National Dirt Go-kart Championships in Alice this September bringing at least 2000 people to town for at least a week.

Apart from the events I have mentioned earlier that occur in Darwin and the Top End there is of course the Darwin Festival a great event that his Government is keen to see grow to be even bigger and better – stay tuned on that one.

Sports based tourism is an opportunity that once again was not recognised by the previous Government and there we see significant potential in the Top End and Central Australia. Our people are working with the appropriate organisations to realise these.
In closing - over the coming year, our new Tourist Commission will be reviewing the NT’s event portfolio and resourcing to identify opportunities to increase the strategic performance of events as key drivers for tourism and economic benefit.

Madam Speaker, I am pleased to have had this opportunity to provide insights into how tourism and major events can benefit the Territory’s economy now and into the future.

I commend this statement to the House.