Adam Giles
Chief Minister of the Northern Territory, Minister for Tourism

Labor’s tourism policy fails to deliver

17 July 2016

The Chief Minister and Minister for Tourism, Adam Giles, says Labor’s lack of vision for tourism in the Northern Territory is breathtaking.

Mr Giles said Labor’s tourism policy announcement recycles old ideas and is light on detail.

“The additional $13 million per year we’re putting into marketing and tourism infrastructure development would be cut to $5 million under Labor,” he said.

“They have no plan for China. All Labor does is attack the Chinese; simply look at their shallow comments on the port.”

Mr Giles confirmed he will remain Tourism Minister if the Country Liberals are re-elected.

“The portfolio is so important it stays with the Chief. No one even knows who the shadow is,” Mr Giles said.

“Results show the NT Government’s focus on tourism is delivering results, with the Territory on target to reach its tourism vision of a $2.2 billion visitor economy by 2020 if current growth continues.

“According to the latest statistics from Tourism Research Australia, in the 12 months to March 2016, total combined domestic and international visitors to the NT increased 28 per cent to 1.7 million, our highest in a decade.

“Of these visitors to the Territory, 800,000 were holiday makers, a growth of 17 per cent on the previous 12 months.

“This shows that our strategy is working.”

Mr Giles said the Country Liberals are driving the development of Northern Australia and have a plan to build a $2.2 billion visitor economy by 2020.

“Labor is bereft of ideas if the best they can come up with is a Masterchef program for kids,” he said.

“Labor has copied the Country Liberals on China strategy and a National Indigenous Centre for Alice Springs.

“Labor’s support for outdoor tourism is empty rhetoric. Hunters, fishers and 4WD enthusiasts know that Labor and the Greens want them out of the bush.

“Labor also hasn’t ruled out introducing park entry fees, like they tried to do in the past.”

Mr Giles said the Arafura Games cost $4.2 million to run in 2010-11.

“Revenue from ticket sales and other sources combined amounted to nearly $700,000, with $3.5 million provided by the NT Government, but only $2.8 million was allocated by Labor for the games in 2012-13,” he said.
“It’s clear that Labor did not plan for the future of the Arafura Games in 2011 and they have no plan today for the future of tourism.”

Media contact: Michael Gorey 0437 249 003