



TOURISM

Australia's Northern Territory is an iconic tourism destination with a global reputation.

Its rich blend of natural and cultural tourism experiences is unlike anywhere else on earth.

The Top End is home to the World Heritage-listed Kakadu National Park, Nitmiluk and Litchfield National Park and it proudly boasts a strong, living Indigenous culture that has thrived for 50 000 years.

These are powerful motivators for the Northern Territory's core and niche visitor markets—domestic and international leisure, working holiday makers, education, luxury and special-interest tourism (such as bird watching). Cruise and business tourism are also rising sharply in the NT.

Add its location on the doorstep to Asia, and the Northern Territory tourism sector is growing fast, supported by all levels of government and a first-rate service and supply sector.

A thriving tourism industry is critical to the health of the Northern Territory economy.

The sector was worth \$1.6 billion in 2014—a hefty 7.7% of the total GVA (Gross Value Added)—and directly or indirectly employs over 17,000 people. About 1.3 million people visit the NT every year.

The Northern Territory Government's vision is to grow the tourism economy to \$2.2 billion by 2020. To achieve that goal, government is ramping up support at all levels and investing heavily in the tourism sector including the delivery of a \$103 million tourism stimulus package across 2018 and 2019. The package includes:

- \$26.57 million for targeted tourism marketing, to promote attractions, roll out

marketing campaigns with key airlines, target niche markets and lure lucrative business events

- \$56.24 million for new tourism infrastructure creating more memorable experiences for visitors, particularly in parks and reserves
- \$20.78 million to enhance existing festivals, events and other tourism offerings to cement the Territory's reputation as a vibrant, exciting place to live, work and visit.