

## **MEDIA RELEASE**

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*For immediate circulation*

### **Selling the Territory to drive visitation, a Country Liberal Government tourism blueprint for the future**

A Country Liberal Government will sell the Northern Territory, initially as Australia's, but then world's favourite destination, with a new blueprint to attract leisure and business travellers to drive the economy and create jobs, Opposition Leader Lia Finocchiaro said today.

"The Territory has always been a destination for both domestic and international visitors seeking a sense of adventure and rich cultural experiences. But, with pre-COVID visitor numbers well short of tourism's heyday, a Country Liberal Government will reboot our tourism industry with a focus on selling the Territory and playing to our strengths," Mrs Finocchiaro said.

"The focus initially needs to be on driving domestic tourism from COVID free areas and when appropriate, shift to include international visitation."

A Country Liberal Government will:

1. Drive a 'sales' led approach to tourism in the Territory by developing a **Sell the Territory Strategy** to guide the Territory Government in driving sales over marketing and have the Government work with tourism businesses to better sell their products to interstate and international buyers. The Strategy will include an education element for tourism businesses as well as a plan to drive tourism Territory wide in places with untapped potential.
2. Prepare a **Connect the NT Roadmap for road upgrades** focusing on key connector roads that facilitate tourists travelling further and for longer around the NT, such as the Red Centre Way and the Arnhem Way.
3. Establish a \$5 million **Tourism Kickstarter Grants Fund** for local, small tourism businesses to access up to \$20,000 each to upgrade equipment or market their business product.
4. Work with Tourism Australia to organise a limited number of **free trade show opportunities** to connect tourism buyers and sellers – which would be open to all Territory tourism businesses.
5. Work with airlines to **maximise the frequency of passenger flights** to the Territory from interstate and overseas, including focusing on growing markets.
6. Create **WIFI hotspots at places of significance**, allowing travellers to share their experiences in real time on social media.

Leader of the Opposition  
**LIA FINOCCHIARO MLA**

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7. Create a **Drive the Track Strategy** to increase the drive market and improve the marketability of the Stuart Highway and other roads, including a focus on military tourism.
8. Launch an immediate **green season marketing campaign** to the rest of Australia, encouraging travellers to spend their 2020/21 summer holidays in the Territory.
9. Work with the Commonwealth to **open up our National Parks during the green season** through infrastructure upgrades and ensure that all of our parks and reserves are vibrant, well-staffed and have modern facilities and infrastructure to drive visitation.
10. Develop a **plan to incentivise and support Indigenous tourism operators** to showcase our rich cultural heritage to visitors.
11. Create a local **Tennant Creek and District Tourist Association and fund a tourism development officer for the Barkly**, to further drive visitation to this undervalued region.
12. **Eradicate Gamba Grass** on all Crown land, including known tourist hotspots, like Litchfield National Park, keeping these areas pristine and fire-safe.
13. **Build the National Indigenous Art Gallery at the Desert Park** in Alice Springs as a first priority.
14. Implement a **Community Museums Plan**, including a \$4 million redevelopment of the Katherine Museum and targeted support to other museums.
15. Guarantee **Tourism is a senior portfolio** within the Government.

“Tourism has always been a key industry where the Territory has always had natural advantages. We need to get the right settings in place and the focus needs to be on selling the Territory and being competitive as a destination.

“The focus initially needs to be on driving domestic tourism from COVID free areas and when appropriate, shift to include international visitation.

“Our unique cultural connections to country with our first nations’ peoples offer an insight into our rich indigenous history, while our landscapes, flora and fauna are known the world over as uniquely Territorian.

“A Country Liberal Government will reboot Territory tourism and grow the number of visitors enjoying what we have to offer,” Mrs Finocchiaro concluded.

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