

# POLICY STATEMENT

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## DEVELOPING A TOURISM BLUEPRINT – Selling the Territory to drive visitation

Showcasing the Northern Territory to both interstate and international travellers has been a long and proud business tradition in both the Top-End and the Red Centre. For decades, tourists have marvelled at our beautiful natural assets, including Uluru and Kakadu, and many places in between.

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

In the past we have managed to attract travellers seeking a sense of adventure in large numbers.

It's critical that a new Country Liberal Government reboots our tourism industry with a focus on increasing visitation, initially from within Australia, but again from across the world as soon as we safely can. We need to get back to showing as many people as possible the great wonders of the Territory.

Of the two million visitors each year to the Territory, 1.7 million are domestic. Through proper management of our borders we can get people spending.

We want the Territory to be - **Australia's and the world's favourite destination.**

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.

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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.
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.