

NORTHERN TERRITORY

VISITOR ECONOMY STRATEGY 2032



Strategy on a page



Shared target by 2032



\$3bn

Expenditure



1.7m

Trips

The target reflects average annual growth of 4.2% through to 2032.

Estimated capacity growth to support shared target



+6k

Jobs



+4.4k

Seats per week



+200k

Room nights

Co-designed by partners, industry, regions, businesses and NTG agencies



A new direction for long-term growth



Year-round focus – build demand beyond peak and shoulder seasons to grow visitation in the low season.



Beyond leisure – expand to meet diverse travel purposes: holiday, business, events, work, study, visiting friends and relatives.



Working as one – leverage the integration of tourism, events, parks and screen to extend reach, increase yield and drive regional dispersal.



Amplify with partnerships and intelligence – identify opportunities, align partners and bring insights together to connect offers, itineraries and markets for greater impact.



Collaboration for scale – work together to maximise opportunities, efficiencies and deliver long-term impact.

Guided by our distinctive advantages, loved by visitors and locals



Outback adventure and fishing



Aboriginal culture



Iconic parks



Gateway to Asia



For more information visit tourismandeventssnt.com.au/strategy

