



NORTHERN TERRITORY

# VISITOR ECONOMY STRATEGY



# 2032





Parrtjima Festival, Alice Springs  
Cover image: T20 International Cricket, Darwin



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# Minister's message

Hon Marie-Clare Boothby MLA

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## The Northern Territory is entering a decade of remarkable opportunity, underpinned by a clear growth trajectory for our visitor economy.

The Northern Territory Government is taking a bold new approach that recognises the visitor economy as a powerful driver of economic growth, community vibrancy and a strong Territory lifestyle. Tourism has long been a key pillar of our economy, supporting jobs, investment and opportunities across every region.

The NT Visitor Economy Strategy 2032 (the Strategy) strengthens this momentum and sets out a clear course to attract more visitors, stimulate regional travel and guide investment in the experiences, infrastructure and events that showcase the Northern Territory's unique landscapes, culture and heritage. The Strategy is designed with a stronger structural model that sharpens our ability to influence, shape and drive demand, accelerating growth across the decade ahead.

The visitor economy extends well beyond leisure tourism. It includes accommodation, dining, arts, culture, events, education, business events, workforce mobility and longer-stay travel, all of which play a vital role in supporting jobs, building community and sustaining our way of life. By broadening our focus to capture the full breadth of reasons people travel, the Strategy positions the Territory to grow total demand and increase the value of visitation across every sector.

A key strength of the Strategy is the integration of tourism and events, creating a powerful, unified demand engine. This coordinated approach enables strategic planning, smarter investment and stronger market activation, maximising the combined impact of leisure travel, major events and business events. Events in particular are recognised as a catalyst, driving visitation, extending stays, stimulating regional dispersal and opening new markets and seasons.



### The Hon Marie-Clare Boothby MLA

Minister for Tourism and Hospitality  
Minister for Major Events  
Minister for Parks and Wildlife  
Minister for Racing

With extraordinary destinations, authentic experiences and iconic events, the Northern Territory is well positioned to welcome more visitors, encourage longer stays and grow a visitor economy that benefits families, communities and the broader Territory for the next decade and beyond.

The Strategy is guided by principles that reflect our ambition: year-round growth, a focus beyond leisure, events-led visitation, insight-driven investment and strong collaboration across government, industry and regions to deliver scale and long-term impact.

Together, these priorities form one unified visitor economy system, aligning partners and unlocking greater collective impact for the Northern Territory.



Karlu Karlu / Devils Marbles Conservation Reserve



# Our visitor economy



## Message from Paul Ah Chee Chair, Tourism and Events NT Advisory Board

I am committed to championing the visitor economy and ensuring it delivers meaningful outcomes for all Territorians. Our Territory is book ended by globally recognised natural and cultural icons, from Uluru-Kata Tjuta to Kakadu, and strengthened by the distinctiveness of Litchfield, Nitmiluk, the Barkly and MacDonnell Ranges – assets that set us apart and drive our destination appeal. We will lead efforts to harness the regions with the greatest potential for sustainable, year round visitation, while driving a unified visitor economy system that broadens demand, integrates tourism and events, and strengthens coordinated action across partners and government.

Central Australia is strengthening its visitor economy in ways that create real benefits for local people. By sharing our region's stories with authenticity, growing Aboriginal-led experiences and celebrating our unique landscapes and cultures, we can welcome more visitors throughout the year. Investing in local skills, career pathways and community driven tourism ensures opportunities stay in the region. Upgraded parks, safer roads, better digital access and revitalised town spaces will improve life for locals while making travel smoother for visitors. Together, these efforts support a vibrant, resilient Central Australia where tourism brings pride, jobs and lasting community value.

**Danial Rochford**  
CEO Tourism Central Australia



The NT Visitor Economy Strategy 2032 marks a pivotal moment for the Northern Territory, and as CEO, I am committed to driving its delivery with focus, ambition and unity of purpose. This Strategy opens an exciting new chapter for the Territory. One built through deep collaboration, co-design and genuine engagement with industry, regional partners, communities and government. It reflects the insights, ambitions and passion of the people who power our visitor economy every day. There is so much opportunity across the Territory as we continue to cement our reputation as a leading Australian destination with global appeal. Now we have this Strategy in place it will certainly drive our work in a coordinated and powerful way.

**Suzana Bishop**  
CEO Tourism and Events NT



The Top End is continuing to strengthen its visitor economy as part of the NT Visitor Economy Strategy 2032, with a clear focus on delivering real benefits to local communities. By showcasing our iconic natural landscapes, welcoming towns, living Aboriginal cultures and unique lifestyle, we are working to grow visitation year-round, with a focus on experiences that encourage visitors to stay longer, spend more and explore more of our region. Fostering new product development to suit our climate, better-connected journeys across Kakadu, Litchfield, Nitmiluk and Arnhem Land, and strengthening access by air, road and sea will make travel easier while improving local infrastructure and services, contributing to our lifestyle and liveability. Together, this positions the Top End for a vibrant, resilient future.

**Sam Bennett**  
GM Tourism Top End





Adelaide River Inn



# A new strategy

**A clear direction to guide collective action focused on what matters most for the Territory's visitor economy.**



The NT Visitor Economy Strategy 2032 is intended to create clarity and connection.

## Vision

To unite and activate industry, community, and government in delivering a whole-of-Territory visitor economy that drives shared prosperity and pride for the Territory.

## Mission

To drive sustainable year-round visitation, development, liveability and economic growth for the Northern Territory.

### Shared target for 2032



# \$3bn

Expenditure

# 1.7m

Trips

The target reflects average annual growth of 4.2% through to 2032. This is a higher growth rate than that expected in the NT economy (3.2% to 2028-29), increasing the visitor economy's contribution to the NT.



Million Dollar Fish, Mary River



# Territory value proposition

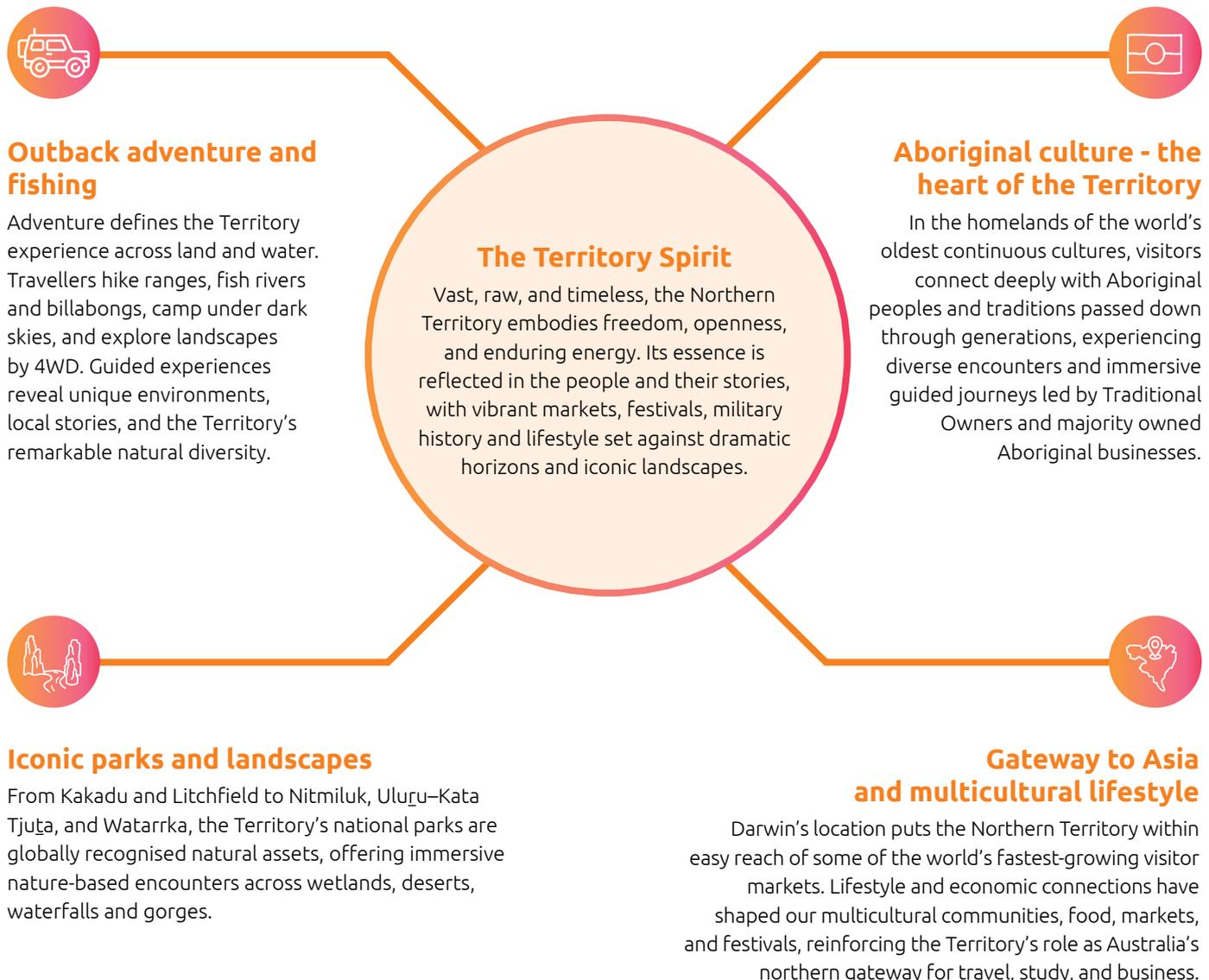


Connecting with nature, breathtaking landscapes, the joy of outdoor adventure, a strong sense of community and multicultural lifestyle plus our dynamic fishing spots and military history are what shape the way we live, and what makes the Territory unique and unforgettable for visitors. Together, these strengths deliver an unrivalled destination for visitors and position the Northern Territory as Australia's most authentic and adventurous nature and culture destination.

## Our industry

The Northern Territory tourism industry is resilient, distinctive and deeply connected to place.

To operate in the Territory requires adaptability, creativity and what many proudly call the 'Territory Spirit'. Across vast distances and challenging environments, tourism operators consistently deliver experiences that visitors remember for a lifetime, bringing the Territory's value proposition to life and building a strong visitor economy.





# A visitor economy to power the Territory's future



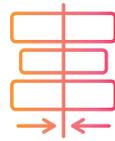
The Strategy sets out how tourism, events, parks, cultural experiences and hospitality will drive growth, jobs and community vibrancy over the decade ahead. It recognises the many ways people engage with the NT, from holidaymakers and business travellers to event audiences and Territorians exploring their own backyard.

The Strategy takes a whole-of-visitor-economy approach, covering the full range of businesses and stakeholders that deliver tourism product and experiences. This includes accommodation providers, attractions, tour operators and event organisers through to transport services, retail, local producers and associated workforce. Together, they form a connected system that sustains communities, supports jobs, and protects culture and country.



## What's new?

At the heart of the Strategy are several **defining shifts**:



**Alignment** – positions the visitor economy as a core driver of Territory priorities, linked to national sector strategies to unlock shared investment and impact.



**Integration** – unites tourism, major events and parks under a single vision, creating opportunities through shared capability and coordinated delivery.



**Whole-of-visitor economy focus** – recognises all visitor segments and sector enablers as contributors to growth, liveability and sustainability, with industry and communities as destination stewards.



**Collaboration** – industry-first, co-designed approach with regions and communities, enabling sector-wide coordinated delivery.



**Empowerment** – strengthens regional leadership across two consolidated regions, enabling coordinated scale, clearer accountability and greater impact.



Territory Day, Mindil Beach Darwin

## Guiding principles

A set of principles that underpin the Strategy.



**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.

## Strategic priorities

Five priority areas guide a year-round, collaborative approach that extends beyond leisure and connects events, assets and partnerships for scale.



**Perception** – elevate Territory profile and appeal.



**Experiences** – grow diverse, bookable product.



**People and workforce** – strengthen capability to deliver high quality visitor experiences.



**Infrastructure and investment** – enable growth and investment.



**Access and connectivity** – improve access and movement.



# Collaborative, industry-led, co-designed



 <b>12 months</b> of engagement across the NT, nationally, and within government.	 <b>6</b> Locations across the NT	 <b>76</b> Survey responses	 <b>350+</b> participants
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This Strategy has been shaped through extensive engagement with industry, reflecting the priorities, insights and ambitions of the Territory’s visitor economy stakeholders. Hundreds of participants contributed through workshops and collaborative forums across 2025 and early 2026, bringing together business owners, regional tourism organisations, Traditional Owners and national partners in a genuinely co-designed process.

Participants shared regional perspectives and practical opportunities, while cross-government agency engagement ensured tourism aligned with broader economic and social priorities. The Strategic Framework, launched in November 2025, provided the foundation for the NT Visitor Economy Strategy 2032, which now moves into implementation, reflecting shared effort, collective ownership and ongoing collaboration.

## Connected strategies – strategic alignment

The Strategy aligns with the Rebuilding the Economy and Restoring the Territory Lifestyle strategies, and works alongside national frameworks such as Thrive 2030, while complementing the efforts of Tourism Australia. This coordinated approach amplifies investment, guides joint action, and drives the Territory’s social and economic goals.





# Partners

## Tourism and Events NT

Tourism and Events NT supports the growth of the Northern Territory’s visitor economy by leading, advocating and influencing delivery of the Strategy. Tourism and Events NT leads and coordinates delivery of perception and experiences priorities through direct programs and partnership with industry, and supports delivery of people and workforce, access and connectivity, and infrastructure and investment priorities through influence, advocacy and coordination.

Regional action plans will be progressed in partnership with Tourism Top End and Tourism Central Australia, alongside stakeholders across the visitor economy.

Delivery of the Strategy is supported by partners, whose roles vary across priorities and initiatives.

### Australian Government

Australian Government agencies including: Austrade; Tourism Australia; Tourism Research Australia; National Indigenous Australians Agency; Parks Australia; Australian Border Force; Department of Home Affairs

### NT Government (including local government)

Department of Trade, Business and Asian Relations; Department of Education and Training; Department of Logistics and Infrastructure; Department of Chief Minister and Cabinet; Department of Corporate and Digital Development; Department of Lands, Planning and Environment; Department of Tourism and Hospitality; local government

## Industry and commercial operators

Tourism and events industry; local business; media and brand partners; trade and event partners; Developing East Arnhem Limited; cruise lines; airline partners; airports; rail operators; Darwin Port; Darwin Waterfront Corporation

### Peak bodies

Regional tourism organisations; Hospitality NT; Australian Tourism Export Council; Caravan Industry Association of Australia; Cruise Lines International Association; Australian Cruise Association; NT Guided Fishing Industry Association

### Indigenous stakeholders

Traditional Owners; Aboriginal Land Councils; Aboriginal Investment NT; Indigenous Business Australia; Indigenous Land and Sea Corporation; NT Indigenous Business Network; Aboriginal employment and training partners

### Community, NGOs and education

NGO and community organisations; universities; vocational education and training providers; Industry Skills Advisory Council NT

# From strategy to delivery

The strategic priorities are translated into five action plans, supported by two regional action plans covering the Top End and Central Australia, ensuring initiatives respond to local needs across the Territory.

## The Strategy sets a long-term direction to 2032, implemented across two distinct horizons.

**Horizon 1 (to 2028)** focuses on building momentum and unlocking opportunities and is delivered through the action plans outlined in this document.

**Horizon 2 (to 2032)** continues the strategic long-term direction, building on Horizon 1, with future action priorities to be developed.





Horizon 1 to 2028

# Perception

## Action plan



### Enhance the perception of the Northern Territory

Perception influences travel choices. By sharing bold, authentic Territory stories that reflect our Territory Spirit, we will strengthen the Northern Territory brand and inspire visits. Tourism and Events NT highlight the NT’s unique landscapes, culture and experiences through targeted campaigns and partnerships, focusing on audiences most likely to visit. Events, business events and screen opportunities will help amplify our story, grow awareness and encourage visitors to travel across the Territory throughout the year. By working with industry and partners, this will attract visitors who appreciate NT experiences, encouraging year-round tourism and boosting the visitor economy.

**In 2032 success looks like:**

- A strong and distinctive Territory brand that increases preference and drives demand in priority markets.
- Compelling storytelling that inspires people to visit and turns interest into bookings.
- Events that grow high-value, year-round visitation, raise the Territory’s profile and encourage visitors to explore more of the Territory.



Finke River



Strategies	Key priorities to 2028
<p>Showcase the Northern Territory through bold, authentic stories that capture the Territory Spirit.</p>	<ol style="list-style-type: none"> <li>1. Refresh the Northern Territory brand and promote how it is used across industry and partners.</li> <li>2. Use research and insights to understand the traveller journey and remove barriers to visitation.</li> <li>3. Identify and promote Territory icons to inspire travel and encourage visitors to explore more of the Territory.</li> </ol>
<p>Use data and insights to focus on audiences that are the best fit for the Northern Territory.</p>	<ol style="list-style-type: none"> <li>1. Identify and prioritise the audiences most likely to drive sustainable visitor growth.</li> <li>2. Work across government and industry to align marketing, air access and experience development.</li> <li>3. Use audience insights and technology to support tailored travel planning and visitor experiences.</li> </ol>
<p>Activate events, screen and authentic moments to grow awareness and year-round visitation.</p>	<ol style="list-style-type: none"> <li>1. Use major events and screen opportunities to grow awareness of the Northern Territory.</li> <li>2. Deliver brand showcase events that create strong impact and engagement.</li> <li>3. Support the screen sector and connect events with culture and storytelling.</li> </ol>
<p>Grow the business events pipeline by bidding for more domestic and international events and delivering strong delegate experiences.</p>	<ol style="list-style-type: none"> <li>1. Strengthen bidding and trade activity to attract more domestic and international business events.</li> <li>2. Work with industry and regional partners to maximise the impact of business events in our destinations.</li> <li>3. Invest in tools, funding and brand assets to increase delegate spend.</li> </ol>
<p>Build partnerships that expand the Territory's reach with priority audiences.</p>	<ol style="list-style-type: none"> <li>1. Build a portfolio of strategic partners to support collaboration and shared success.</li> <li>2. Work with partners across media, brand, distribution and industry to expand the Territory's reach.</li> <li>3. Pilot new partnership programs that deliver mutual value and impact.</li> </ol>



Horizon 1 to 2028

# Experiences

## Action plan



### Expand and elevate our experiences

The Northern Territory offers natural wonders, rich culture and unique experiences – from military history and adventure to fishing, cultural tourism and dark skies.

By improving existing experiences and developing new ones, we give visitors more reasons to travel across the Territory and stay longer. Investment in visitor experiences also benefits Territorians by strengthening local businesses and communities.

Tourism and Events NT will work with industry and partners to grow bookable experiences that reach domestic and international visitors. This will support year-round visitation and keep the Territory competitive.

**In 2032 success looks like:**

- A broader and more diverse range of experiences, creating connected itineraries that encourage visitors to stay longer.
- Aboriginal tourism thrives, led by Traditional Owners and majority Aboriginal-owned businesses, offering deeper cultural experiences for visitors.
- Strong visitor satisfaction, with consistently high ratings across tours, events, accommodation, attractions and hospitality.



Bawaka Experience, East Arnhem Land



Strategies	Key priorities to 2028
Use visitor insights to guide experience development.	<ol style="list-style-type: none"> <li>1. Use visitor data to understand demand and guide investment in new experiences.</li> <li>2. Share clear insights so businesses can make informed decisions.</li> <li>3. Plan future product and infrastructure to meet visitor demand.</li> </ol>
Support operators to improve, diversify and sell their experiences.	<ol style="list-style-type: none"> <li>1. Help operators to strengthen their product and business capability.</li> <li>2. Increase connections with booking platforms, trade distribution and sales channels.</li> <li>3. Focus funding on experiences that are market-ready and meet visitor demand.</li> </ol>
Grow Aboriginal cultural tourism experiences.	<ol style="list-style-type: none"> <li>1. Support tourism businesses that are led by Traditional Owners and Aboriginal entrepreneurs to develop product readiness and sell experiences.</li> <li>2. Advocate for improvements to provide certainty around land access, approvals and investment support.</li> <li>3. Advocate for accessible, culturally appropriate investment and support mechanisms guided by cultural authority.</li> </ol>
Work with cruise, rail and touring partners to build stronger itineraries.	<ol style="list-style-type: none"> <li>1. Collaborate with cruise, rail and touring operators to expand itinerary options.</li> <li>2. Support access to new locations where communities are ready to welcome visitors.</li> <li>3. Improve coordination, approvals and infrastructure to support growth.</li> </ol>
Use events to encourage travel across the year.	<ol style="list-style-type: none"> <li>1. Create simple, bookable event packages with accommodation, transport and experiences.</li> <li>2. Design event offers based on audience insights and promote them through the right channels.</li> <li>3. Use events to attract visitors in quieter periods and reduce seasonal pressure.</li> </ol>
Strengthen nature, food, adventure and signature Territory experiences.	<ol style="list-style-type: none"> <li>1. Prioritise investment that supports shoulder and low-season visitation.</li> <li>2. Expand accessible short experiences near key visitor precincts.</li> <li>3. Develop standout experiences that strengthen the Territory's competitiveness.</li> <li>4. Invest in priority parks where visitors already want to travel.</li> <li>5. Improve approvals and investment pathways to support new experiences.</li> </ol>



Horizon 1 to 2028

# People and workforce

## Action plan



### Invest in people and workforce development

The visitor economy relies on people – the guides, hosts, operators and service teams who bring the Territory’s stories and experiences to life. A strong, skilled and supported workforce is essential to delivering great visitor experiences and growing a year-round visitor economy.

Tourism and Events NT will work with industry, government and training partners to attract, retain and develop the people needed across the sector. This includes strengthening education and training pathways, supporting Aboriginal participation and business development, and building the skills needed to deliver high-quality visitor experiences across the Territory.

**In 2032 success looks like:**

- A skilled and stable tourism workforce, with more people working in the sector, fewer vacancies and stronger year-round employment.
- Industry capability grows, with more businesses participating in training, upskilling and digital programs to improve service quality and operations.
- Aboriginal participation increases, with more Aboriginal employees, trainees and Aboriginal-owned tourism businesses.



Australian Native High Tea, Sails in the Desert



Strategies	Key priorities to 2028
Build partnerships that attract, train and retain people in tourism and hospitality.	<ol style="list-style-type: none"> <li>1. Work with industry, education providers and government to attract, train and retain the tourism workforce.</li> <li>2. Strengthen pathways from school to tourism careers through VET programs, apprenticeships and traineeships.</li> </ol>
Support Aboriginal workforce programs that create training and career pathways in tourism and hospitality.	<ol style="list-style-type: none"> <li>1. Encourage Aboriginal participation in tourism and hospitality by supporting culturally appropriate training and place-based programs.</li> <li>2. Strengthen Aboriginal business capability and leadership to support workforce growth and long-term success.</li> </ol>
Advocate for visa settings that support international workers in tourism and hospitality.	<ol style="list-style-type: none"> <li>1. Advocate for visa settings that support the Territory's seasonal and regional workforce needs.</li> <li>2. Improve access and guidance for businesses navigating international workforce pathways.</li> </ol>
Help tourism, events and hospitality businesses grow year-round jobs and reduce seasonal workforce gaps.	<ol style="list-style-type: none"> <li>1. Support training and upskilling that helps workers progress in tourism and hospitality careers.</li> <li>2. Strengthen workforce capability across tourism, events and hospitality through targeted industry programs.</li> </ol>
Support workforce attraction and retention by strengthening the Territory's lifestyle and visitor economy.	<ol style="list-style-type: none"> <li>1. Invest in visitor experiences in priority NT Parks to strengthen regional liveability.</li> <li>2. Support initiatives that grow investment, connectivity and opportunities to live and work in the Territory.</li> </ol>
Build skills in technology and sustainability to help tourism businesses stay competitive.	<ol style="list-style-type: none"> <li>1. Identify the digital skills needed across the tourism workforce and deliver targeted training programs.</li> <li>2. Support businesses to adopt sustainable practices through practical tools and workforce training.</li> </ol>



Horizon 1 to 2028

# Infrastructure and investment

## Action plan



### Deliver the infrastructure that supports a strong visitor economy and benefits Territorians

Infrastructure and investment play a key role in growing the Northern Territory’s visitor economy while improving the lives of Territorians. Delivering practical, transformative projects will strengthen regional economies, support vibrant urban and park precincts, expand visitor services and accommodation, and attract private investment.

Government, industry and communities will work together to plan and deliver infrastructure that supports year-round visitation and well-connected destinations. Using data and clear priorities, investment will focus on projects that strengthen destinations, support local businesses and create long-term benefits for Territorians.

**In 2032 success looks like:**

- Tourism infrastructure supports year-round visitation, strengthens regional capacity and improves event readiness.
- Visitors and residents enjoy better experiences, with higher satisfaction driven by quality, accessibility and amenity.
- Private investment grows, supported by co-investment that expands accommodation, precincts and nature-based assets.



Wangi Falls, Litchfield National Park



Strategies	Key priorities to 2028
<p>Develop shared-use precincts and facilities that support events, visitors and community recreation.</p>	<ol style="list-style-type: none"> <li>1. Advocate for the delivery of priority infrastructure that strengthens CBD visitation and connectivity between precincts.</li> <li>2. Support completion of the Marrara Precinct Masterplan and implementation plan.</li> <li>3. Support upgrades to infrastructure in Alice Springs to support major events.</li> </ol>
<p>Invest in NT parks and natural assets to improve visitor infrastructure and protect biodiversity.</p>	<ol style="list-style-type: none"> <li>1. Support the delivery of priority visitor infrastructure across NT parks, including Uluru-Kata Tjuṯa and Kakadu.</li> <li>2. Upgrade infrastructure in key parks such as Litchfield, Tjoritja/West MacDonnell and Nitmiluk.</li> <li>3. Invest in new experiences, visitor amenities and dark skies infrastructure in priority parks.</li> </ol>
<p>Strengthen high-visitation urban precincts such as Darwin Waterfront and Alice Springs Mall.</p>	<ol style="list-style-type: none"> <li>1. Support progression of the Darwin Waterfront Masterplan for mixed-use development.</li> <li>2. Support Alice Springs Town Council’s redevelopment of Todd Mall and surrounding Alice Springs precincts in partnership with land holders.</li> <li>3. Enable visitor infrastructure that supports tourism experiences and commercial opportunities.</li> </ol>
<p>Support transformative projects that attract private investment and grow tourism infrastructure.</p>	<ol style="list-style-type: none"> <li>1. Support the development of investment-ready projects to grow private sector investment in visitor economy infrastructure.</li> <li>2. Encourage public–private partnerships to support tourism infrastructure development.</li> <li>3. Support the streamlining of approvals, land access and enabling infrastructure to grow investment.</li> </ol>
<p>Grow short-stay accommodation in regional and remote areas to support visitors and events.</p>	<ol style="list-style-type: none"> <li>1. Work with industry and government to identify accommodation needs to assist with investment attraction.</li> <li>2. Support development of new accommodation through clear planning and regulatory pathways.</li> </ol>
<p>Promote investment in destinations, infrastructure and programs that supports year-round visitation and resilience to weather impacts.</p>	<ol style="list-style-type: none"> <li>1. Explore new options for safe, year-round swimming.</li> <li>2. New infrastructure designs to consider year-round, all-weather use.</li> <li>3. Develop a resilience strategy covering management responses to likely impacts for parks.</li> <li>4. Develop sustainable utilities options for park and reserve investments including solar power, waterless toilets, water-generating and water-saving technologies.</li> </ol>



Horizon 1 to 2028

# Access and connectivity

## Action plan



### Improve access and connectivity

Better access makes it easier for visitors to reach the Northern Territory, travel across it and explore more places throughout the year.

Improving air, road, rail, cruise, and digital access will make it easier for visitors to reach, explore, and move throughout the Territory, supporting year round visitation and stronger regional economies.

Government, industry and partners will work together to strengthen key travel routes and gateway connections. Through targeted investment and partnerships, the Territory will improve aviation access, touring routes, cruise and digital connectivity so visitors and communities can enjoy smoother travel and better experiences.

**In 2032 success looks like:**

- Air access grows with stable, year-round services connecting the Territory to key markets and destinations.
- Improved drive routes support seamless touring with safer and more reliable travel across the Territory.
- Stronger digital connectivity allows visitors and businesses to stay connected across the Territory.



Cruise ship in Darwin Harbour



Strategies	Key priorities to 2028
Support aviation partnerships that grow and stabilise Territory air routes.	<ol style="list-style-type: none"> <li>1. Work across Government and with airlines and airports to strengthen air access to and within the Northern Territory.</li> <li>2. Promote year-round demand through partnership marketing to support sustainable aviation services.</li> <li>3. Support airport capacity to deliver regional connectivity and scenic flight operations.</li> </ol>
Advocate for increased digital coverage along key touring routes and visitor hubs.	<ol style="list-style-type: none"> <li>1. Advocate for the expansion of mobile coverage along key touring routes and visitor locations.</li> <li>2. Support cross-government investment to expand digital connectivity.</li> <li>3. Adopt new technologies that strengthen digital capability for visitors and businesses.</li> </ol>
Advocate for upgrades to priority drive routes to improve safety, reliability and access.	<ol style="list-style-type: none"> <li>1. Work with government and industry to identify priority road and vehicle infrastructure needs.</li> <li>2. Advocate for key road upgrades, including the Mereenie Loop and Central Arnhem Road.</li> <li>3. Support delivery of road improvements linked to tourism access in key destinations.</li> </ol>
Support improvements to wayfinding and visitor amenities across parks, reserves and major touring routes.	<ol style="list-style-type: none"> <li>1. Promote private investment and improved service standards in roadhouses and wayside inn infrastructure.</li> <li>2. Improve infrastructure in parks and reserves identified in the NT Parks and Wildlife 10 Year Activation Plan to improve accessibility and visitor amenity.</li> <li>3. Leverage new technologies to enhance and supplement the use of traditional signage.</li> </ol>
Strengthen gateway connections to make travel into and through the Territory easier.	<ol style="list-style-type: none"> <li>1. Advocate for maritime and cruise infrastructure to grow cruise visitation.</li> <li>2. Work with industry partners to provide consistent arrival information across airports and transport hubs.</li> <li>3. Support delivery of distinctive Territory welcome experiences in our gateways to provide a strong sense of arrival and encouragement of visitor dispersal.</li> </ol>



Horizon 1 to 2028

# Top End

## Regional action plan



**A vibrant, year-round visitor economy, with accessible world-class experiences, makes the Top End a must-visit destination and a great place to live.**

Improved access, infrastructure and workforce capability will allow visitors to reach more places, explore further and stay longer across the region. New experiences and tourism product will showcase the Top End's landscapes, culture and multicultural identity. Simpler processes for land access will help unlock investment and support faster development of tourism experiences, strengthening local businesses and regional communities.

### Shared target for 2032 – Top End



# \$2bn

Expenditure



# 1.3m

Trips

#### In 2032 success looks like:

- Stronger year-round demand, with more visitors travelling during the wet and shoulder seasons.
- Visitors stay longer and explore more places across the Top End.
- Better access, infrastructure and workforce capacity support high-quality visitor experiences and private investment.





## Game changers



### Perception

1. Build a strong year-round story for the Top End, led by clear and distinct seasonal experiences.
2. Grow international appeal by targeting new markets supported by better flight access.



### Experiences

1. Create easy-to-follow itineraries that link parks, regions, events and signature experiences.
2. Open up new tourism opportunities in parks and Aboriginal land by improving access, clarity and investment pathways.



### People and workforce

1. Support place-based Aboriginal tourism jobs and career pathways in priority locations.
2. Connect training directly to real jobs, new experiences and industry demand.



### Infrastructure and investment

1. Support the renewal of the Darwin Waterfront as a key gateway, including events and cruise growth.
2. Improve all-weather infrastructure to strengthen the wet and shoulder season experience.



### Access and connectivity

1. Improve year-round access to key visitor sites across the Top End.
2. Strengthen flight access and affordability to support travel outside peak periods.
3. Enable cruise growth by improving access pathways and certainty.



Strategy	Regional focus	Key priorities to 2028
<p><b>Perception</b></p> <p>Strengthen the Territory's brand and storytelling to grow awareness, appeal and inspiration to travel to the Northern Territory, supporting year-round visitation and sustainable growth.</p>	<p>Use storytelling to bring year-round appeal of the Top End to life, showcasing its natural environments, adventure experiences, military heritage, Aboriginal cultures and iconic drive journeys.</p>	<ol style="list-style-type: none"> <li>1. Promote the Top End's iconic national parks as world-class cultural and nature-based destinations.</li> <li>2. Grow wet and shoulder season visitation by showcasing seasonal experiences unique to the Top End.</li> <li>3. Position Darwin as the multicultural capital of the north, highlighting its Asian connections, diverse communities and contemporary lifestyle.</li> <li>4. Promote fishing and military heritage as defining Top End experiences.</li> <li>5. Support and recognise cultural knowledge in tourism experiences across key destinations, including Kakadu National Park and Nitmiluk National Park.</li> <li>6. Elevate the business events delegate experience to encourage pre and post touring and dispersal.</li> <li>7. Advocate for stronger positioning of the Top End in the cruise market.</li> </ol>
<p><b>Experiences</b></p> <p>Grow and diversify the Territory's tourism offerings to meet visitor needs and create connected itineraries that showcase the Northern Territory's people, stories and landscapes.</p>	<p>Grow distinctive, diverse and culturally grounded experiences across the Top End to create connected itineraries and encourage visitors to explore further and stay longer.</p>	<ol style="list-style-type: none"> <li>1. Expand bookable experiences across key touring routes to connect national parks, regions and signature Top End experiences.</li> <li>2. Extend and diversify the events calendar to support year-round experiences and visitation.</li> <li>3. Deliver stronger business events delegate experiences that encourage pre- and post-event touring and regional dispersal.</li> <li>4. Grow distinctive wet and shoulder season experiences across the Top End.</li> <li>5. Expand nature-based and walking experiences to meet demand for active and immersive travel.</li> <li>6. Support and grow education, cruise, fishing and military tourism experiences to strengthen the Top End's offering.</li> <li>7. Advocate for extended year-round product and experience availability in Darwin to support cruise ship visits.</li> </ol>
<p><b>People and workforce</b></p> <p>Ensure the Territory has the skilled workforce needed to support the visitor economy and deliver high-quality visitor experiences.</p>	<p>Support development of a skilled, locally based and culturally capable tourism workforce that strengthens service quality, Aboriginal enterprise growth and industry capacity across the Top End.</p>	<ol style="list-style-type: none"> <li>1. Advocate for and support regional organisations, tourism businesses and Aboriginal corporations to develop workforce plans that build skills and capability.</li> <li>2. Advocate for stronger connections between national parks and the tourism workforce to support cross-cultural learning and shared knowledge.</li> <li>3. Influence and support partnerships with defence, aviation and major industries to enable skills transfer, dual-use training and tourism workforce capability in regional centres.</li> </ol>



Strategy	Regional focus	Key priorities to 2028
<p><b>Infrastructure and investment</b></p> <p>Advocate for the infrastructure needed to grow the visitor economy and improve the lives of Territorians.</p>	<p>Advocate for and support priority visitor infrastructure, accommodation and precinct developments that unlock investment, improve access to key attractions and strengthen the liveability of Top End destinations.</p>	<ol style="list-style-type: none"> <li>1. Advocate for alignment of major visitor precinct developments in Darwin to strengthen the CBD, waterfront and business events capacity.</li> <li>2. Support new and expanded commercial accommodation in Darwin, Katherine, Nhulunbuy and the Litchfield region to meet demand, visitor expectations and facilitate dispersal.</li> <li>3. Facilitate priority visitor infrastructure, commercial opportunities and precinct development in Silkwood and across Kakadu, Nitmiluk, Litchfield and Elsey National Parks to improve access, product and investment readiness.</li> <li>4. Support Gove Peninsula and Jabiru’s post-mining transition through targeted visitor infrastructure, accommodation and precinct investment.</li> <li>5. Advocate for investment in shared and flexible infrastructure to support major events and year-round activation.</li> </ol>
<p><b>Access and connectivity</b></p> <p>Strengthen access to and within the Territory so more visitors can reach and explore the Top End year-round, supporting dispersal and sustainable growth.</p>	<p>Advocate for stronger aviation, road, marine and telecommunications access so visitors can reach, move through and safely explore the Top End’s landscapes and remote experiences year-round.</p>	<ol style="list-style-type: none"> <li>1. Advocate for improved aviation capacity, connectivity and affordability in Darwin to strengthen domestic and international access to the Top End.</li> <li>2. Advocate for stronger airport capacity in Katherine, Nhulunbuy and Jabiru to support regional dispersal and scenic flight operations.</li> <li>3. Advocate for improved road connectivity on key touring routes to support year-round dispersal and regional access.</li> <li>4. Advocate for stronger cruise access and connectivity in Darwin and regional anchorages, including streamlined border processing.</li> <li>5. Support clearer and more consistent visitor access arrangements across key destinations, working with parks agencies and Aboriginal landowners.</li> <li>6. Advocate for improved digital connectivity across visitor precincts, touring routes and remote destinations to support safety, communication and visitor experience.</li> <li>7. Work with parks and relevant agencies to improve all-season access to priority attractions and national parks.</li> </ol>



**Horizon 1 to 2028**

# Central Australia

## Regional action plan



**Central Australia is a must-visit destination known for its iconic landscapes, unique experiences and strong year-round visitation.**

By improving access, infrastructure and workforce capability, visitors will be able to reach the region more easily, explore further and stay longer. Iconic events, revitalised town centres and distinctive experiences will create compelling reasons to visit throughout the year.

Working with industry, communities and partners, investment will support new experiences, stronger regional centres and sustainable growth, reinforcing Central Australia's role as a key driver of the Northern Territory visitor economy.

## Shared target for 2032 – Central Australia



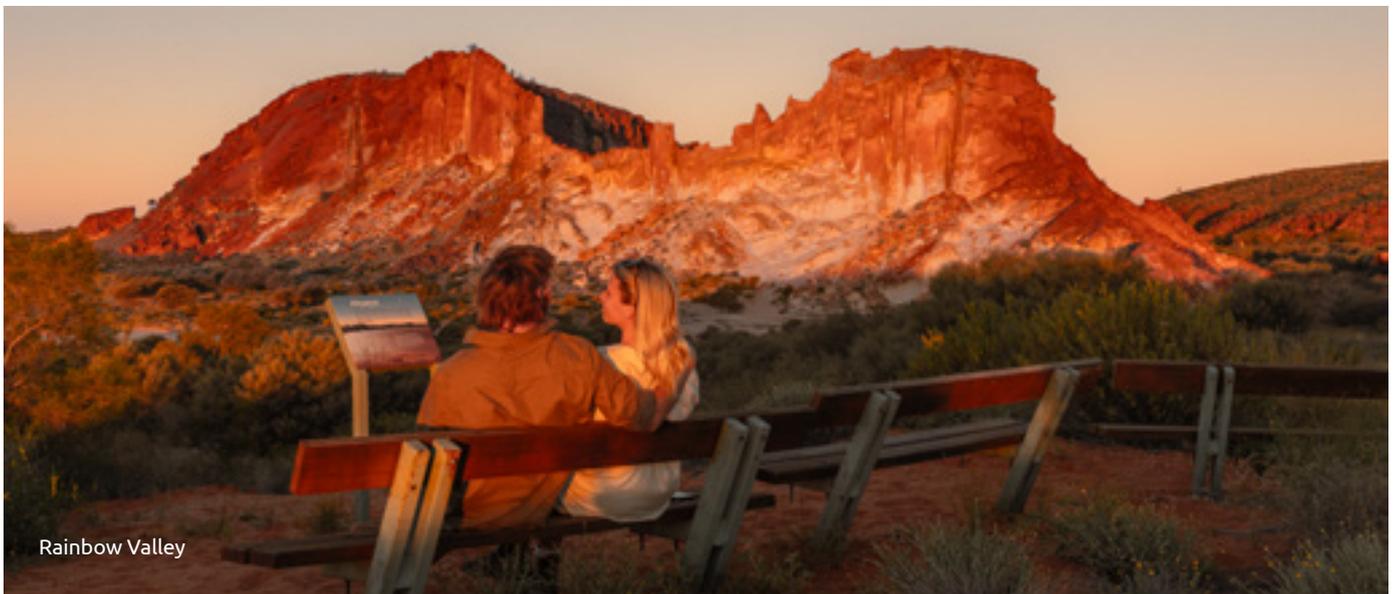
**\$1bn**  
Expenditure



**600,000**  
Trips

### In 2032 success looks like:

- Stronger year-round demand, with visitors staying longer and travelling outside peak periods.
- A consistent pipeline of high-quality bookable experiences, including adventure, experiential accommodation and cultural offerings.
- Improved access, infrastructure and workforce capacity that supports private investment and high-quality visitor experiences.





## Game changers



### Perception

1. Reset the story of Alice Springs and Tennant Creek through a strong, place-led narrative grounded in authenticity.
2. Make it easier to plan, explore and move through Central Australia.
3. Position Central Australia as a must-return destination with distinctive and memorable experiences.



### Experiences

1. Establish a signature, year-round night-time experience in Alice Springs.
2. Grow adventure experiences, events, walks and 4WD touring to strengthen the region's core offering.
3. Expand bookable Aboriginal cultural experiences that showcase living culture.



### People and workforce

1. Grow Aboriginal tourism jobs and support the development of Aboriginal tourism businesses.
2. Attract and retain a skilled visitor-facing workforce.
3. Align workforce planning with major operators and key tourism assets to create clear career pathways.



### Infrastructure and investment

1. Unlock private investment in accommodation across Alice Springs and the MacDonnell region.
2. Deliver new and upgraded signature experiences in Uluru-Kata Tjuṯa and Watarrka.
3. Grow and sustain night-time visitor experiences in Alice Springs.



### Access and connectivity

1. Complete the sealing of the Mereenie Loop Road as a key touring route.
2. Strengthen aviation capacity, affordability and connections across Central Australia.
3. Improve reliability and connectivity along key touring routes, including Red Centre Way and the Stuart Highway.



Strategy	Regional focus	Key priorities to 2028
<p><b>Perception</b></p> <p>Strengthen the Territory's brand and storytelling to grow awareness, appeal and inspiration to travel, supporting year-round visitation and sustainable growth.</p>	<p>Tell the Alice Springs and Central Australia story through authentic voices, cultural depth and welcoming, activated places that inspire pride and travel.</p>	<ol style="list-style-type: none"> <li>1. Improve understanding of the region's scale and diversity, including the journey between Alice Springs and Uluru-Kata Tjuta National Park, to support well-paced itineraries.</li> <li>2. Grow Central Australia's appeal for repeat visitation.</li> <li>3. Develop an integrated digital itinerary, trip planning and booking platform that showcases stories, cultural depth and connected experiences year-round.</li> <li>4. Reframe and promote the public narrative of Alice Springs and Tennant Creek to highlight their strengths as places to visit, work and live.</li> <li>5. Build a distinctive Central Australia brand that reflects its landscapes, artistic legacy, heritage, events and Aboriginal cultures, ensuring strong representation in Northern Territory and Tourism Australia marketing.</li> <li>6. Leverage signature walks and adventure-based regional events to position Central Australia as a leading adventure destination.</li> <li>7. Work with Tourism Central Australia to increase delegate attendance at business events.</li> <li>8. Position Central Australia as a leading dark skies destination by promoting its stargazing experiences and leveraging major celestial events, including the 2028 total solar eclipse.</li> </ol>
<p><b>Experiences</b></p> <p>Grow and diversify the Territory's tourism offerings to meet visitor needs and create connected itineraries that showcase the Northern Territory's people, stories and landscapes.</p>	<p>Strengthen visitor appeal by showcasing iconic experiences, bookable Aboriginal tourism, events, nature-based adventures and revitalised assets.</p>	<ol style="list-style-type: none"> <li>1. Grow night-time experiences in Alice Springs and across the region to support dispersal and connection.</li> <li>2. Grow and diversify adventure tourism, including mountain biking, walking and 4WD experiences.</li> <li>3. Expand and promote events, creating packages that encourage longer stays and regional dispersal.</li> <li>4. Elevate business events delegate experiences that encourage pre- and post-event touring and dispersal.</li> <li>5. Prioritise product development along the Mereenie Loop, connecting Alice Springs, Uluru, Watarrka and the West MacDonnell Ranges, and expanding Aboriginal cultural experiences.</li> <li>6. Explore new experiences at Alice Springs Desert Park and the Telegraph Station Historical Reserve using sustainable operating models.</li> <li>7. Create integrated packages and visitor experiences that support multi-day itineraries and increase length of stay.</li> <li>8. Leverage total solar eclipses and growing interest in dark skies tourism to develop new experiences and strengthen regional offerings, including the Barkly region.</li> </ol>
<p><b>People and workforce</b></p> <p>Ensure the Territory has the skilled workforce needed to support the visitor economy and deliver high-quality visitor experiences.</p>	<p>Support development of local skills, Aboriginal employment pathways and industry capability to deliver high-quality visitor experiences across Central Australia.</p>	<ol style="list-style-type: none"> <li>1. Advocate for expanded private sector training and workforce initiatives that support Aboriginal employment, skills development and long-term tourism career pathways.</li> <li>2. Advocate for stronger workforce attraction, retention and professional development to build a skilled and sustainable regional tourism workforce.</li> <li>3. Support improved hospitality workforce capability to lift the quality and consistency of food and beverage offerings.</li> <li>4. Advocate for programs to strengthen employer capability to attract, develop and retain a local Aboriginal workforce.</li> </ol>



Strategy	Regional focus	Key priorities to 2028
<p><b>Infrastructure and investment</b></p> <p>Advocate for required infrastructure to grow the visitor economy and improve the lives of Territorians.</p>	<p>Advocate for infrastructure improvements, precinct renewal and park upgrades that drive visitation, attract private investment and improve visitor experiences across Central Australia.</p>	<ol style="list-style-type: none"> <li>1. Advocate for expanded and diversified overnight accommodation and business events infrastructure in Alice Springs and surrounding areas to increase capacity, investor confidence and visitation.</li> <li>2. Support accessibility upgrades across parks, reserves and visitor infrastructure to improve inclusivity and broaden market appeal.</li> <li>3. Support delivery of multi-day walking experiences, including the Watarrka Walk, Uluru-Kata Tjuta Signature Walk and Larapinta upgrades, to strengthen the region's adventure offering.</li> <li>4. Support contemporary, fit-for-purpose Visitor Information Centres in Yulara, Alice Springs and Tennant Creek to strengthen gateway experiences.</li> <li>5. Advocate for infrastructure in the West MacDonnell region to unlock new and enhanced tourism business opportunities.</li> <li>6. Advocate for revitalisation of the Alice Springs CBD to improve visitor experience and support private investment.</li> <li>7. Advocate for infrastructure that supports vibrant night-time economies and precinct activation across the region.</li> <li>8. Advocate for investment in high-traffic sites, including Yulara, Watarrka, Ormiston Gorge, Ellery Creek Big Hole, Alice Springs Telegraph Station, Karlu Karlu and Battery Hill to improve visitor capacity and experience.</li> </ol>
<p><b>Access and connectivity</b></p> <p>Strengthen access to and within the Territory so more visitors can reach and explore Central Australia year-round, supporting dispersal and sustainable growth.</p>	<p>Strengthen how visitors access and move through Central Australia by supporting improvements in aviation, road networks and digital connectivity across key routes.</p>	<ol style="list-style-type: none"> <li>1. Support the progressive sealing of the Mereenie Loop Road to enable a reliable, year-round touring route linking Alice Springs, Uluru, Watarrka and the MacDonnell Ranges.</li> <li>2. Advocate for the Red Centre Way and key drive routes through targeted upgrades, wayfinding and supporting infrastructure to improve visitor confidence and dispersal.</li> <li>3. Support the rollout of electric vehicle charging infrastructure at Kings Canyon and other key locations along major touring routes.</li> <li>4. Advocate for improved aviation capacity, connectivity and affordability to and within Central Australia, including strengthened access and code share arrangements.</li> <li>5. Support the digitisation of Parks Passes and visitor information to improve journey planning and reduce friction for visitors.</li> <li>6. Advocate for improved safety and seasonal reliability on key highways, including the Stuart and Barkly Highways, to enable consistent year-round access.</li> <li>7. Support coordinated efforts to progress sealing of the Outback Way as a strategic national touring route.</li> </ol>

BASSINTHEGRASS, Darwin



For more information visit  
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