



NT Experience Fund

Guidelines 2026-27



The NT Experience Fund supports the growth and diversification of the Territory's tourism offerings to meet visitor needs and create connected itineraries that showcase people, stories and landscapes.

From a total funding pool of \$3 million, the NT Experience Fund offers three streams aligned to the NT's Visitor Economy Strategy 2032.

Tourism and hospitality businesses can apply for funding to deliver new products or experiences aligned to the Territory's value proposition, with priority given to offerings related to:

- Adventure tourism
- Business event delegate experiences
- Cruise tourism
- Cultural tourism
- Dark skies experiences
- Domestic education tourism
- Fishing
- Food and drink
- Major event attendee experiences
- Military tourism
- Night-time offerings

Key dates

Applications open

31 March 2026

Top End and Central Australia briefings

1 April 2026 – [register now](#)

Applications close

7 May 2026

Successful projects advised

By 18 June 2026

Projects completed – Streams A and C

By 30 April 2027, or earlier as identified in your funding agreement.

Projects completed – Stream B

By 30 April 2028, or earlier as identified in agreement. Milestone reporting required incrementally across the grant period.



Test your idea

Contact strategy.tourismeventsnt@nt.gov.au or 08 8999 3808 to discuss your idea with Tourism and Events NT between March and May 2026.

Stream A

New product development
(single year)

- Grants of up to \$150,000
- Co-contribution of 35%

Stream B

New product development
(multi-year)

- Grants of up to \$300,000
(split equally over two years)
- Co-contribution of 35%

Stream C

Military tourism experience
enhancements

- Grants of up to \$40,000
- No co-contribution required



Program streams

Stream A

New product development (single year funding)

Developing and offering new tourism products and experiences in the Northern Territory aligned to VES2032 priorities.

Applicants must:

- Express a vision to provide a new and innovative product or experience
- Demonstrate alignment to the Visitor Economy Strategy 2032
- Have a registered ABN and be a Territory enterprise
- Be a member of a peak industry body related to tourism in the Northern Territory
- Outline a project plan with clear timeframes, commit resources to complete the project and consider seasonal implications
- Seek Territory enterprises for project delivery (quotes from family or other registered businesses aligned to the applicant will not be accepted)
- Provide a cash contribution which is a minimum of 35% of the total project cost
- Deliver a bookable product or experience with a live ATDW listing on acquittal.

Stream B

New product development (multi-year funding)

Developing and offering significant or complex new tourism products and experiences in the Northern Territory which must align to identified areas of priority.

Applicants must:

- Express a vision to provide a new and innovative product or experience
- Demonstrate alignment to the Visitor Economy Strategy 2032 value propositions
- Have a registered ABN and be a Territory enterprise
- Be a member of a peak industry body related to tourism in the Northern Territory
- Provide a business plan which outlines financial viability, competitive analysis and considers seasonality
- Provide a project plan which identifies complexity or significant scale with clear timeframes and rationalisation of the need for multiyear funding (i.e. development consent approval requirements)
- Seek Territory enterprises for project delivery (quotes from family or other registered businesses aligned to the applicant will not be accepted)
- Provide a cash contribution which is a minimum of 35% of the total project cost
- Deliver a trade-ready product or experience with a live ATDW listing on acquittal.

Stream C

Military tourism experience enhancements

This stream assists organisations to undertake projects that will enhance the storytelling of the Northern Territory's military history and/or contemporary Defence role through a product or experience which delivers an improved on-ground visitor experience in the Northern Territory.

Applicants must:

- Be enhancing a publicly accessible visitor experience connected to the Northern Territory's military story
- Demonstrate an alignment to the Visitor Economy Strategy 2032 and/or the Tourism and Events NT's Military Heritage Tourism Action Plan
- Provide an itemised project budget accompanied by quotes from NT suppliers (quotes from family or other registered businesses aligned to the applicant will not be accepted)
- Outline a project plan with timeframe and commitment of resources to complete the project
- Have a registered ABN and be a Territory enterprise
- Be a member of a peak industry body related to tourism in the Northern Territory or an organisation such as National Trust NT
- Have an active ATDW listing.



What items are eligible?

The NT Experience Fund is a competitive grant funding program and a strong project plan is necessary to be considered under this program. Local government entities and industry associations are not eligible to apply.

✓ Eligible activities

New product development projects could include:

- Construction of new purpose-built facilities that are directly connected to a new product or experience (e.g. dark skies viewing deck, eco camp)
- Virtual reality experience or self-guided tours
- Portable assets where the asset directly links to product (e.g. VR goggles, language translating tech). Funding for portable assets will be limited to 25% of the total grant activity.

Military tourism experience enhancements could include:

- Infrastructure upgrades to enhance the tourism experience (e.g. new interpretive walking trails, museum exhibitions, retrofitting existing tour vehicles, vessels or other assets)
- Implementation of new technology to improve the on-ground experience
- Development of new experiences that diversify the military tourism experiences or offerings in the region.

✗ Ineligible activities

Applications will not be accepted for:

- Activities/works/product orders that have commenced before the grant has been approved and grant agreement has been signed
- Marketing, advertising and product promotion activities
- Repairs and maintenance costs
- Administrative or running costs that are normally the responsibility of a business (e.g. rent, insurances, auditing and finance costs)
- Wages or salaries for an applicant's employees
- Purchase or lease of real estate of any type
- Purchase or lease of vehicles or vessels
- Projects that do not result in a standalone, bookable product or experience (e.g. a new campground bathroom or kitchen facility)
- Operational technology which is not directly related to the visitor experience.



How to apply?

All applications will be accepted via the Grants NT portal only.

Businesses and organisations can register online via grantsnt.nt.gov.au.

Late applications will not be accepted and the business must allow adequate time to ensure the application is completed prior to closing time.

Further discussions with applicants and/or information may be requested by the department.

Contact us

If you require more information, or have questions, please contact the Industry Development team:

✉ strategy.tourismeventsnt@nt.gov.au

☎ 08 8999 3808

Assessment criteria

The program will operate via a merit-based application process. Assessment of projects is by a panel based on written project proposals including provided quotes and project plans.

Applicants must demonstrate their capacity, capability and resources to deliver the project. This could be demonstrated through the following:

- Your track record, or the track record of organisations you will partner with or contract to, in managing similar projects
- How you will manage risk or constraints to the project's viability (e.g. labour supply, availability of materials, supply chain issues or weather delays)
- Your ability to obtain the relevant approvals and permits required to complete the project within the proposed delivery timeframe
- A clear and realistic timeline for project completion
- All applications must include a copy of current Public Liability Insurance
- The NT Government may conduct credit checks and other due diligence processes, involving checks with other government agencies including, but not limited to, NT Parks and Wildlife Commission, Licensing and Health as part of the assessment process.