

Tourism and Events NT

Navigating current global impacts

Different in every sense



Promoting Fuel Certainty

NT level

- There are 210 active outlets in the NT, of which 7 outlets are without at least one type of fuel.
- 5 outlets are without both diesel and unleaded, 2 outlets are without one fuel type, incl. 1 without diesel, 1 without unleaded.
- My Fuel NT web-tool - *work in progress* to talk to travellers

Australian Government

- Commitment to address fuel certainty for travellers at a national level. NT at the table to give voice to regional Australia

Insights

Industry Insights

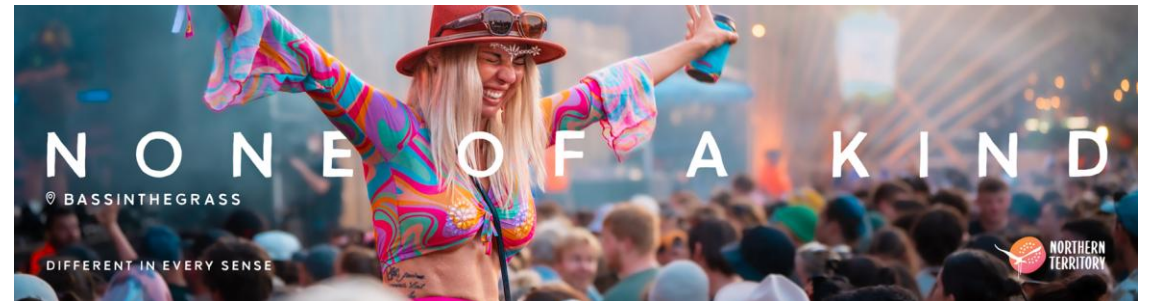
- 40 responses from Top End region; 24 responses from Central region
- Industry impacted by increasing costs and taking measures protect business
- Flood/ access and fuel compounding impact in some regions
- Drive market disproportionately impacted
- Forward demand is softening leading up to peak season

Consumer Insights

- Travellers are booking later and becoming more deliberate
- Cost of living pressures are changing how Australians invest in experiences
- International travel is becoming more expensive and complex - Australians pivoting to domestic travel

Tourism and Events NT response

- Protecting our season, maximising opportunities and capacity
- Recovery infrastructure, roads and business support – Tourism Restart Fund, Community Benefit Fund, Australian Government Support
- Increasing comms on Parks and attraction openings
- None of a Kind – NT-wide
- Collaboration on regional campaigns - Get Around the Top End, Head for the Heart in the Centre
- Cooperative campaigns to drive traffic
- Event as demand drivers



2026 Calendar of Events

- Record start to the NT's 2026 events season, led by strong crowds at Parrtjima and the Dolphins v Panthers NRL match
- Parrtjima drew **22,700+ attendances**, including a record opening weekend, with around **6,000 interstate visitors**
- Darwin NRL clash attracted a record **12,570 crowd**, including **2,539 interstate attendees**



2026 Calendar of Events

Momentum continues with a strong 2026 events pipeline, including:

- **BASS IN THE GRASS (May)**
- **Supercars (June)**
- **Test cricket (August)**
- **MXGP (September)**
- **Alice Springs Masters Games (October)**
- **Laksa Festival (October).**



Penny Priest

CEO of Crocosaurus Cove, Arley Rae
Australia and Fitzroy Island Resort, TENT
Advisory Board member

Patrick Bedford

Emu Run & Chairman of Tourism
Central Australia

Navigating the Noise

What we can control. What we can do. Starting now.



COLLABORATION



COMMUNITY



COMMUNICATION

Work Together. Reach Further.

Multiple operators
Pooled budgets
More reach

- 1 Build a joint package around an upcoming event or collaborate to create one — rodeo, music, wellness, dining, sport
- 2 Pool budgets for a co-op campaign — radio, Facebook & Instagram, social giveaway
- 3 Share & promote each other's audiences and social platforms

Katherine Rodeo Weekend

Bulls & Barrels for Dolly's Dream • 22 May

North Horizon
Heli Adventures



Katherine Outback
Experience



Nitmiluk Gorge



WIN A WEEKEND — Social Media Giveaway

Attending Bulls & Barrels? Don't miss your chance to see the best of Katherine with this amazing prize package.

Follow all three operator pages • Like the post • Tag who you'd bring

One prize. Three audiences. Zero ad spend.

Use the event — it's already bringing people here.

Activate Locals. Turn Visitors Into Advocates.

LOCALS PASS & DISCOUNTED ENTRY

- Offer locals discounted entry or a season pass – this created a very powerful database of locals who already love your product
- Locals visit more, spend at café & retail, and bring their guests to you
- Digital membership card — simple and low cost
- Member-only events, birthday giveaways and early access build genuine loyalty

VISITING FRIENDS & RELATIVES (VFR)

- Many locals have people coming to visit — are you on their radar?
- Create a 'Show them the best of the NT' hosting package. Leveraging COLLABORATION.
- Reach locals through community Facebook groups & likeminded businesses
- The VFR market can be directly accessed by your local membership and database.

Locals don't just live here — they can be your most powerful sales force.

Own Your Data. Speak Directly.

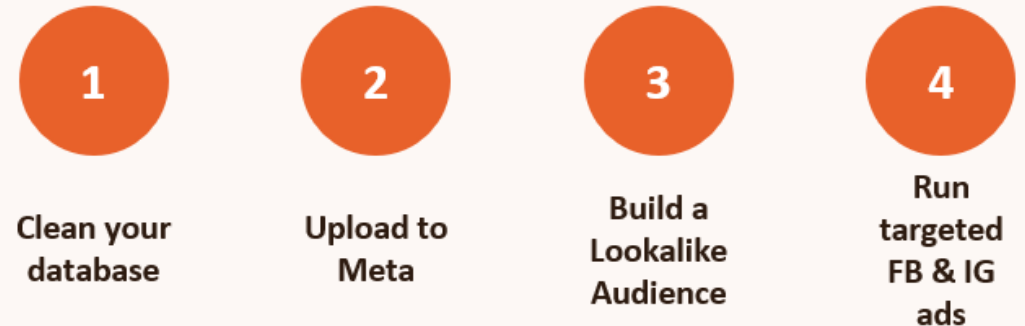
✉ YOUR EMAIL DATABASE

- Past guests have already said yes — speak to them first
- Segment by: locals / past visitors / event travellers / interstate
- Build a list within your 0800 postcode catchment for intrastate campaigns
- Monthly email touchpoints — seasonal offers, events, new experiences, kids go free deals, experience upgrades.

📱 FB & IG LOOKALIKE AUDIENCES

What is a Lookalike Audience?

Upload your customer list to Meta. Facebook finds thousands of new people who share the same profile as your best customers — and serves them your ads.



Cost-effective & targeted. Most NT operators can achieve this action item.

The Three Cs – Your Action Plan



COLLABORATION

Identify 2–3 operators to partner with

Build a joint package around an event

Pool budgets for a co-op campaign

Run a joint social media giveaway



COMMUNITY

Launch a loyalty or membership offer

Create a VFR locals hosting package

Engage community Facebook groups

Reward repeat visitors with offers



COMMUNICATION

Audit and clean your email database

Set up a monthly email campaign

Upload database to Meta — build Lookalike

Run targeted FB/IG ads to your Lookalike

Reflect what worked for your business during Covid & add these ideas to an action plan.

CHECK OUT OUR INDUSTRY IMPACT WEBPAGE

This is a central hub for tourism operators to access updates, find support and resources