



# \$2 MILLION IMMEDIATE TOURISM RESILIENCE PLAN



## INTRATERRITORY MARKETING AND VISITING FRIENDS AND RELATIVES

Separate to the Northern Territory Government's \$2 million Tourism Resilience Plan, Tourism Top End and Tourism Central Australia will also deliver a range of initiatives to target intra-territory visitors and visiting friends and relatives to also *Holiday in the Top End This Year* and *Holiday in the Red Centre This Year*.

Tourism Top End || 1300 138 886 || [tourismtopend.com.au](http://tourismtopend.com.au)

Tourism Central Australia || 1800 645 199 || [discovercentralaustralia.com](http://discovercentralaustralia.com)



The Northern Territory Government is working to deliver a tourism resilience plan that will help minimise the impacts of the Australian bushfires and the Corona virus outbreak on the Territory's tourism industry and the communities it supports. Tourism is a vital part of the NT's economy.

Both the fires and the virus outbreak are having significant impacts. The fires have affected lives, homes, businesses and livelihoods, along with our wildlife and livestock across many parts of Australia – with direct and indirect impacts being felt in every State and Territory.

The virus has been declared a global health emergency, and our thoughts are with those people in China, and indeed around the globe, who have been affected by this outbreak. We also recognise the effects on our tourism industry partners, here and overseas.

We are already seeing some effects of these two events here in the Northern Territory on the people of our industry, their families and the local communities for which tourism is a lifeblood. Now is the time for us to band together, to mitigate to the best of our combined abilities against these impacts.

The Northern Territory Government's Tourism Resilience Plan is an immediate redirection of current tourism funding by Tourism NT, to deliver retargeted tourism marketing and industry initiatives that will help make a difference to our industry and our local communities.

Our partners, Tourism Top End and Tourism Central Australia will also seek to encourage their members to rally fellow Territorians and their visiting friends and relatives to also *Holiday Here in the Top End This Year* or *Holiday Here in the Red Centre This Year*.





# THE \$2M IMMEDIATE TOURISM RESILIENCE PLAN CONSISTS OF FOUR PROGRAMS

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## INDUSTRY PROGRAM

### Intensive Business Support

Partnering with the Department of Trade, Business and Innovation and the Business Enterprise Centre NT, an intensive business support program will be available for those tourism businesses that are suffering financial hardship due to immediate booking cancellations.

This intensive business support program will be provided to relevant tourism businesses through pre-qualified consultants skilled in delivering this business support.

### Tourism 2030 Conference

In recognition of the economic impacts affecting many of our tourism operators in the Territory, Tourism 2030 Conference tickets will be complimentary.

The Tourism 2030 Conference remains an important industry program to help businesses stay abreast of the trends and impacts affecting tourism, and how NT operators can remain on target as we work through the current challenges.

Tourism NT will provide a full refund on all pre-purchased tickets for the Tourism 2030 Conference.

### Additional Grant for 'New' Visitor Experiences

An additional tourism grant round will be implemented via the Visitor Experience Enhancement Program, from March 2020. This round will focus on recipients delivering 'new' visitor experiences through a matched co-contribution.

### Education Tourism Rebate Incentive Increased

The Tourism NT educational rebate 'NT Save and Learn', offered to schools who book a tour in the Northern Territory will be boosted from \$1,000 to \$3,000 for any trips booked for September 2020 to March 2021. This incentive aims to attract more educational tourism trips during the 2020-21 financial year.

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## PARTNERSHIP PROGRAM

### Increasing Product Reviews - Darwin and Alice Springs

Tourism NT will partner with local organisations including Activate Darwin, Hospitality NT and the Alice Springs Town Council, with the aim of increasing the vibrancy and excitement of our key arrival and dispersal points – Darwin and Alice Springs.

### Value-add with local and national organisations targeting the drive market

Specifically targeted at the drive market, a partnership with local and national businesses with value-add offers will allow access to national bodies via their significant interstate databases, featuring Northern Territory holiday incentives such as discounts, tourism and hotelier deals and free entry or vouchers to a range of tours and attractions.

This initiative will be available to interstate visitors only, as a tourism incentive. Tourism NT will seek expressions of interest from tourism operators interested in participating in this initiative.

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## BUSINESS EVENTS PROGRAM

### NT Business Events Support Fund Incentive - Doubled

The current incentive amount offered through the NT Business Events Support Fund will be doubled to \$200 per delegate for eligible applications received by 31 May 2020 for events staged by 30 June 2021. The boosted offer will be promoted in partnership with Tourism Australia's Event Here This Year campaign #eventherethisyear and #ntbusinessevents

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## DESTINATION MARKETING PROGRAM

### Domestic marketing program *Holiday Here This Year*

Tourism NT's national branding campaign is in market now featuring Tourism Australia's *Holiday Here This Year* messaging. In addition to this campaign a range of new initiatives will be implemented including:

- High impact disruption TV, radio, national press and digital advertising featuring cooperative partner deals
- Regional press advertising featuring cooperative partner deals

### Tourism Australia partnership

As part of the Australian Government recovery funds allocated to Tourism Australia, planning is underway for proposed marketing initiatives where the Northern Territory will partner specifically with Tourism Australia.

### Operator advertising opportunities

A range of advertising opportunities have been created for operators to buy-in directly alongside the Tourism NT marketing program. Significant discounts will be offered as part of these advertising packages.

