

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr. Higgins to the Minister for Tourism and Culture:

Tourism NT Annual Report

1. Please advise the timeline for the 2030 strategic plan.
2. What are the metrics and key performance indicators for the Turbocharging Tourism project?
3. What are the criteria and metrics for “enhancing the visitor experience”?
4. What were the assumptions underpinning the visitation predictions for domestic and international visitors including the expenditure numbers?
5. Are fly-in fly-out workers included in the visitation figures?
6. What metrics are in place to measure effectiveness of marketing campaigns?
7. How is social media used to increase visitation? Are there metrics to show how social media engagement and activity is converted to actual visitation?
8. Please provide details of the “strategic research” conducted into the Chinese and Indian markets?
9. How does the current estimate of the size and impact of the cruise industry compare to previous seasons?
10. When will tourism be aligning “brand messaging with the NT Masterbrand”? Why has this not happened already?
11. What achievements have Tourism NT made working with the Tourism Visa Advisory Group? What are the objectives?
12. Please provide copies of all minutes of meetings of the Tourism NT Board since 27 August 2016?
13. Do you, as the Minister, set Key Performance Indicators or performance standards for the Tourism NT Board? If so, what are they?
14. Please provide the minutes or notes from all meetings of the Marketing Steering Committee?
15. How much do each of Tourism NT’s “International Representatives” receive in funding from the Northern Territory Government?

ANSWERS

1. The Tourism Strategy 2030 plan, co-developed with the tourism industry, is expected to be publicly released in July 2019.
2. Turbocharging Tourism performance is measured in part through the survey data from Tourism Research Australia (TRA) that derives the National Visitor Survey (NVS) and the International Visitor Survey (IVS). These reports are released quarterly on a retrospective basis using small sample sizes which leads to significant variations in the data.

Given these limitations, Tourism NT complements this data with a number of additional indicators including industry feedback and surveys, airline data and commercial campaign metrics.

For example each Turbocharging Tourism cooperative marketing campaign has specific KPIs dependent on campaign objectives and taking into account factors including the target travel season, campaign spends, cooperative partnerships, target market and comparative bench-marks such as:

- Total PAX (passengers)
- Room Nights
- Total Sales (\$)
- Number of NT product available
- Year on Year (YOY) Growth
- Average Length of Stay
- Region

The target for visitor numbers directly attributed to Turbocharging Tourism marketing campaigns is 53 000 holiday visitors by 30 June 2019. As of February 2019, campaign holiday bookings were at 43 806 equating to \$54.4 million in visitor expenditure.

3. The criteria and metrics for “enhancing the visitor experience” are diverse but ultimately it is about holiday visitation data including number of visitors, length of stay and expenditure and customer satisfaction measures though visitor satisfaction surveys, business performance, social media conversation and third party endorsement such as Lonely Planet audiences.

Criteria and metrics for new and enhanced visitor experiences through Turbocharging Tourism infrastructure investment of \$56.24 million, particularly in our parks, will be measured through visitation, length of stay, and staff and visitor surveys.

The return on the extra investment of \$20.78 million into Festivals and Events is being measured against a range of criteria at both an event level and broader economic level with measures including improved year-round visitation figures, revenue capacity, ticket sales or growth in attendance, and local business opportunities.

The Visitor Experience Enhancement Program (VEEP) has seen \$3 million in stimulus grants distributed to 115 tourism-related businesses, generating almost \$14.6 million (\$3 million stimulus plus \$11.6 million private investment) in total project investment. The projects seek to enhance the visitor experience so more visitors will recommend the Territory to others. Projects are funded on the following criteria:

- Be strategic in nature by delivering benefits to an individual business, multiple businesses or to a region;

- Be able to demonstrate through existing customer feedback the need for the visitor experience enhancement;
 - Be able to demonstrate how the proposal will enhance the visitor experience, increase favorable visitor reviews and increase visitor numbers;
 - Be able to be completed by 30 June 2019; and
 - Include a matching cash co-contribution from the business (for applications over \$10 000 excluding GST). In-kind contributions are not considered towards matching funds.
4. The Turbocharging Tourism target of 53 000 extra holiday visitors and \$64 million in extra holiday visitor expenditure, was based on returning our holiday visitor growth rate from 3% to 6%.

As of February 2019, campaign holiday bookings were at 43 806 with an estimated \$54.4 million in visitor expenditure.

5. Fly in Fly out workers are not incorporated in the Turbocharging Tourism targets and results; these are recording holiday visitors only.

For reference, total visitation is divided into four standard classifications depending on their primary purpose of visit: Business, Holiday, Visiting Friends and Relatives (VFR) and other. FIFO workers are counted in NVS and IVS data under the Business classification.

6. The key performance indicators typically consist of the below areas. All indicators with commercial partners are considered sensitive and are not for release.

- Total PAX (Passengers)
- Room Nights
- Total Sales (\$)
- YOY Growth
- Average Length of Stay
- Breakdown of results by Top End or Red Centre
- List of operators included in campaign
- List of bookings per operator
- Breakdown of bookings per month – what months are people booking
- Average booking value
- Total bookings year to date
- Return on investment
- Total in-kind media value
- Total campaign investment
- Impressions
- Clicks
- Click through rate (CTR)
- Cost per acquisition (CPA)
- Total conversions
- UTM tag results
- Landing page visits
- Time on site
- Unique views
- Conversion path

- Results from all owned assets
- edam – Open rate %
- Social media results – likes, comments and bookings
- Screenshots of creative in-situ
- Audience viewership per market
- Total audience rating point (TARP) per market

7. Tourism NT social media channels are crucial to destination marketing. Social media channels are used to generate awareness, increase consideration and destination knowledge and to increase connection and engagement with consumers by creating interest in the Northern Territory as a tourism destination.

Social media channels drive third party endorsement and more specifically, leads' through to travel conversion partners, such as retail travel agents Flight Centre or Online Travel Agencies (OTA) such as Webjet and airline partners, in order to stimulate sales of NT holiday product. Everything in social media is measured including likes, click throughs, shares, and length of engagement and so on.

The Department also provides tourism operators with information to assist them in growing their business using social media:

<http://www.tourismnt.com.au/en/industry-toolkit/how-to-guides>
<http://www.tourismnt.com.au/en/industry-toolkit/case-study-videos>

8. These two destination research projects were conducted in partnership with Tourism Research Australia. Details of the research can be found on Tourism NT's corporate website:
- China – <http://www.tourismnt.com.au/en/research/topical-research>
 - India – <https://www.tra.gov.au/Regional/destination-research>

9. The number and size of cruise ships that visit Darwin fluctuates depending on elements including cruise ship scheduling, weather, geo political sensitivities and changes to docking availability in key Australia ports such as Brisbane and Sydney.

There are currently 73 Cruise Ships scheduled to visit Darwin in 2018-19. This is in line with 2015-16 and 2016-17 when 72 and 74 ships visited Darwin with 65 000 and 62 000 passengers respectively.

2017-18 saw a decline in cruise ship visits with 66 visits and 51 000 passengers. This decrease can be attributed to a reduction in the number of small expedition ships visiting for reasons as stated above.

The cruise ship sector is worth an estimated \$87.6 million annually to the Territory's economy. This figure includes the value of all goods and services provided for the ships including value arising from purchases of fuel, passenger movements and other resupplies, together with visitor expenditure in the NT.

Cruise ships are a priority sector. Tourism NT has a dedicated Cruise Sector Activation Plan that underpins NT Government efforts to proactively secure more ships and maximise the benefits of cruise shipping to the Territory.

10. The important project to align the tourism brand with the NT Masterbrand Boundless Possible has included local and interstate stakeholder consultation as well as domestic and international consumer consultation and research.

Creative project milestones and processes are now being finalised with an updated consumer tourism brand out in market in Quarter 4 of 2018 / 2019.

11. Membership of the Tourism Visa Advisory Group was instigated in 2017. The group shares information on tourism visa initiatives i.e. mostly around visitor visas and working holiday maker visas; broader immigration and tourism policy; and provides a forum for emerging issues to be discussed.

As an example of the type of work progressed since joining, Tourism NT raised difficulties encountered by commercial travel partners in seeking visitor visas for participants in tourism programs to the Territory and worked with the Australian Government and the travel partner to introduce new processes to facilitate improved information necessary for visa processing, with the outcome being fewer declined applications.

12. As Tourism NT is a Commission, the minutes of meetings are held in confidence according to Tourism NT Board Charter. The Chair is available to provide a briefing on Board matters at a strategic level.

13. The Tourism NT Commission has a range of Key Performance Indicators and performance standards that Commissioners are required to meet which can be found in their Charter. The Minister for Tourism, Sport & Culture meets regularly with the Chair to discuss performance and Government expectations.

The Tourism NT Board Charter can be found at:

http://www.tourismnt.com.au/~media/files/corporate/about%20us/tourism-nt-board-charter_northern-territory-australia.ashx

14. As the Tourism Marketing Steering Committee is convened under the Tourism NT Board of Commissioners, the minutes are held in confidence. The Chair is available to provide a briefing on Board matters at a strategic level.

15. All Tourism NT International Representatives have procured period contracts managed through the NT Government procurement process and final contracted arrangements are commercial-in-confidence. They do not receive funding, they are paid for services rendered.

This structure of representation has been in place for ten plus years and has been regularly reviewed, market by market, to ensure the most cost effective and productive NT Tourism promotion is being delivered.

Information on relevant procurement contracts for the financial year are detailed in the annual report. <http://www.tourismnt.com.au/en/about-us/publications>

Please do not hesitate to contact the office if you would like us to organise a briefing with the Chair of Tourism NT, Mr Michael Bridge and/or the Department.