

ESTIMATES COMMITTEE

Question Taken on Notice

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Date: 17 June 2026

From: Member for Nightcliff

To: Minister Boothby

Portfolio: Tourism and Hospitality

Agency: Department of Tourism and Hospitality

Subject: Budget for Tourism NT and NT Major Events prior to merger

QUESTION:

What was the total budget for Tourism NT and NT Major Events, the 2 separate organisations, prior to merger?

ANSWER:

Prior to the establishment of Tourism and Events NT, the combined 2025-26 Budget for tourism, events and screen production was \$88.387 million.

This comprised:

- departmental funding for destination marketing and industry development
- a \$36.522 million operating grant provided by the Department of Tourism and Hospitality to the NT Major Events Company Pty Ltd.

The NT Major Events Company was a company that received an operating grant from the Department of Tourism and Hospitality, that also generated its own-source revenue through sponsorships, ticket sales and commercial activities.

Those commercial revenue streams now continue under Tourism and Events NT.

For 2026-27, the Tourism, Events and Screen Production output has increased to \$103.264 million, representing an increase of \$14.877 million.

Importantly, this increase is not simply a consequence of the organisational merger. It reflects additional Government investment and an expanded program of work, including:

- delivery of new family-focused events
- hosting international cricket in Darwin
- planning and delivery for the 2028 Total Solar Eclipse in the Barkly
- other strategic initiatives supporting implementation of the Visitor Economy Strategy 2032.

Function	2025-26 (pre-merger)	2026-27
Destination marketing	\$31.680M	\$32.596M
Industry development	\$20.185M	\$19.127M
NTMEC operating grant	\$36.522M	N/A
Events	N/A	\$51.541M
TOTAL	\$88.387M	\$103.264M