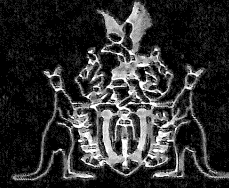


Nicole Manison  
Minister for Tourism and Hospitality



## Media Release

### Budget 2023 – Investing in Our Future. Delivering for all Territorians – Re-energising Tourism

8 May 2023

The Territory Labor Government will invest an additional \$35.5 million in Budget 2023-24 and 2024-25 to re-energise the tourism sector, inspiring more people to visit, stay longer and spend more.

Tourism plays a crucial role in the Northern Territory economy, employing 6,800 people directly, and another 8,800 indirectly – that’s one in every 8 jobs across the Territory.

In 2022 there was a record visitor spend of \$3.12 billion in the Territory, and Budget 2023 will accelerate the post Covid recovery as international visitors return.

This investment in tourism and hospitality is important for the future of the Northern Territory economy and liveability for Territorians.

Tourism is a wealth generating export sector, bringing billions of new money into the economy which benefits all Territorians.

The Northern Territory government is committed to making the Territory the preferred holiday destination for domestic and international travellers.

The 2023 Budget delivers an additional \$35.5 million over 2023-24 and 2024-25 to continue to build tourism and promote the Territory as an exciting place to live, work and visit, including:

- \$28.6 million for domestic and international tourism marketing, including continuing international marketing by Study NT and NT Business Events, with a focus on converting intent into bookings, and promoting Territory experiences and events. This includes a \$3 million boost to international marketing in 2023-24 to maximise opportunities from Tourism Australia’s new global campaigns and support airline and trade partners to bring international visitors to the Territory
- \$3.8 million to grow the capability of the Aboriginal tourism sector, including skills development and mentoring and business support
- \$2.1 million for enhanced industry development activities, business support with digital marketing and sales, and continuing support for the business events sector with the NT Business Events Support Fund
- \$1 million for regional tourism association grants for visit, experience, connect, thrive

LEGISLATIVE ASSEMBLY OF THE NT  
TABLED DOCUMENTS

Committee: *Estrogley*  
Paper No: *1-1* Date: *13/5/23*  
Tabled By: *Manison*  
Signed: *[Signature]*

Budget 2023 also supports festivals and events, as well as the cultural and arts sectors to draw visitors to Territory and enhance the Territory lifestyle for locals.

**Quotes attributable to Minister for Tourism and Hospitality, Nicole Manison:**

“Investing in our tourism sector means investing in our future and delivering for Territorians help us deliver a \$40 billion economy by 2030.

Tourism generates wealth for all Territorians, as visitors spend their money with operators, retailers and hospitality venues.

This is good for the economy and good for local jobs, in all regions right across the Territory.