

**LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY**

**WRITTEN QUESTION**

Mr Higgins to the Minister for Tourism and Culture:

**Tourism**

1. What are the details of the \$14.65 million investment in boosting co-operative marketing to support sustainable airline services?
2. What are you doing to reduce airfares to, from and within the Northern Territory given that you have co-operative arrangements with Qantas and Virgin Australia?
3. Can you provide a breakdown of the spending on increasing the number of national and international business events, both for this financial year and the next?
4. Have KPMG been engaged to advise on the work referred to in the previous question?
5. Was the Northern Territory tourism promotion during the Big Bash League fixture held at Traeger Park, Alice Springs earlier this year done in-broadcast by Network Ten or put together and paid for by NTG?
6. Was this promotion visible and able to be leveraged by viewers in international markets such as India and the UK?
7. How many additional leisure visitors, year on year, have arrived from interstate since the Turbocharging Tourism initiative was announced?
8. Why was the \$103 million allocated to “turbocharge” Tourism prior to the development of a strategic plan by Tourism NT?
9. Please give a breakdown of the new Turbocharging Tourism spending on the Darwin and Alice Springs CBDs?
10. Please give a breakdown of the new Turbocharging Tourism spending on “national sports events”?
11. Do you have a major sports events strategy?
12. You have previously stated in response to a question that the specific return on investment for each tourism grant is impossible to measure

given the nature of some of the grants. What is the methodology used to approve Tourism grants?

13. How much was spent on promotional destination marketing during the broadcast on the Seven Network of the AFL match between the Melbourne and Adelaide football clubs at Traeger Park in Alice Springs?
14. Please provide a list of tourism operators who attended the ITB Berlin trade show?
15. What is the expected return on investment for the National Iconic Art Trail?
16. Was a cost-benefit analysis conducted for the National Iconic Art Trail investment?
17. Regarding the \$5.6 million allocated for the Central Australia walking trail, what is the expected return on investment for this project?
18. Have the proposed tourism entrance statements been erected in Tennant Creek?
19. Has the Limmen Bight Marine Park been finalised? What consultation has been done on this decision?
20. Is the Chinese Spring Festival the same as the Chinese New Year celebration and how many family groups do you expect will travel to Darwin in this budget year?
21. What was the cost of the 'Oceans to the Outback' campaign for 2017/18 and what is budgeted for 2018/19?
22. Is it correct that only 388 people came to the NT as a result of this investment?
23. In Budget Paper 3 - page 205, it states that \$2.120 million is allocated to promote events to create immediacy and urgency in travel bookings. What events are these and what dates have they been and will they be held?