

## 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?