

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Minister for Tourism

Territory Parks and Reserves, Tourism Visitation

1. The National Park and Reserves estate in the NT has long been a significant element of the tourism mix and experience in the NT. How has visitation to these areas trended and what commitment is Government making to the maintenance and development of these resources to ensure that they continue to provide the NT with a competitive destinational advantage?

ANSWER

The Northern Territory managed National Parks and Reserves along with the two federally managed National Parks play an important role to the overall tourism experience in the Northern Territory.

The tourism vision of the Northern Territory is to "become the leading nature and culture destination". Although not exclusively linked to just National Parks, nature and cultural experiences within our National Parks are fundamental to realising this vision.

The NT Tourist Commission's Destination Development Unit is working closely with Parks and Wildlife on the development and marketing of our natural assets. Projects like the NT Tourist Commission's funded Larapinta Trail Management Strategy highlight how an 'all of government approach' is being used to develop, manage and market our key natural tourism assets.

In marketing the Northern Territory, the Commission will continue to focus on its competitive advantage and where applicable promote the Northern Territory as a nature and or cultural experience. This has been recently demonstrated in the Destination Darwin marketing campaign where Darwin has been promoted amongst other things as "the gateway to nature and culture".

Visitation to Northern Territory managed Parks has been steady over the last four years:

(in 000s)	2000	2001	2002	2003	2004
Nitmiluk NP	na	254	248	268	233
Litchfield NP	250	274	241	242	252
Watarrka NP	259	270	281	270	261
Ormiston Gorge	63	71	86	88	89
Simpsons Gap	139	144	125	118	121

In comparison, Kakadu National Park figures show a decrease in visitor numbers:

2000	2001	2002	2003	2004
200752	197527	189134	170423	169955

Uluru figures have also decreased over the past four years:

2000	2001	2002	2003	2004
387065	394315	391574	362428	345638

The Northern Territory Government is endeavouring to work cooperatively with our Federal partners on the development and marketing of these two key assets for the Northern Territory tourism industry.