



Northern Territory Aboriginal Tourism Committee

Purpose

- The guide the implementation of the Northern Territory Aboriginal Tourism Strategy 2020 - 2030
- Contribute to developing sustainable and prosperous Aboriginal tourism enterprises
- Ensure that the work of the Committee is well known and understood



Northern Territory Aboriginal Tourism Strategy 2020-2030

First annual report card, year ending June 2021

***Note:** Aboriginal experiences for domestic visitors took place in the NT while Aboriginal experiences for international visitors could have taken place anywhere in Australia (not just the NT).



\$591,850

in funding provided to **Aboriginal tourism businesses in 2020-21** through Tourism NT grant programs¹



459,000

average annual visitors in 2017-19



2.9

million
nights



6.4

night average
length of stay

69%* of **international** visitors to the NT engaged in Aboriginal experiences in Australia

20% of **interstate** visitors engaged in Aboriginal experiences in the NT

9% of **intra-Territory** visitors engaged in Aboriginal experiences in the NT

1



Living Cultures



1.1 Develop Improved Information & Central Online Facility



1.2 Develop Quality Experiences, Products & Services (Tourism Product)

2



Living Communities



2.1 Support Regional Leadership, Governance and Knowledge



2.2 Foster Knowledge and Understanding



2.3 Strengthen Aboriginal Representation and Advocacy

3



Living Lives



3.1 Build Tourism Skills and Job Development



3.2 Business Mentoring Support for Aboriginal Tourism



3.3 Provide Advisory and Services Support

4



Living Landscapes



4.1 Planning of Positive Regional Promotion



4.2 Planning for Suitable Infrastructure and Services



4.3 Develop Government and Investment Partnerships

5



Living Interactions



5.1 Marketing Aboriginal Tourism



5.2 Visitor Experience, Research and Performance



5.3 Industry Awareness and Participation

Achievement spotlight

- Developed a methodology to better understand the Northern Territory's Aboriginal tourism sector
- Annual Aboriginal tourism grant program established
- Dedicated Aboriginal tourism marketing campaigns





Future focus spotlight

- Ensure appropriate national and international marketing campaigns include an Aboriginal tourism focus
- Deliver the first Northern Territory Aboriginal tourism forum
- Commence exploring an Aboriginal tourism association structure for the Northern Territory



Thank you

