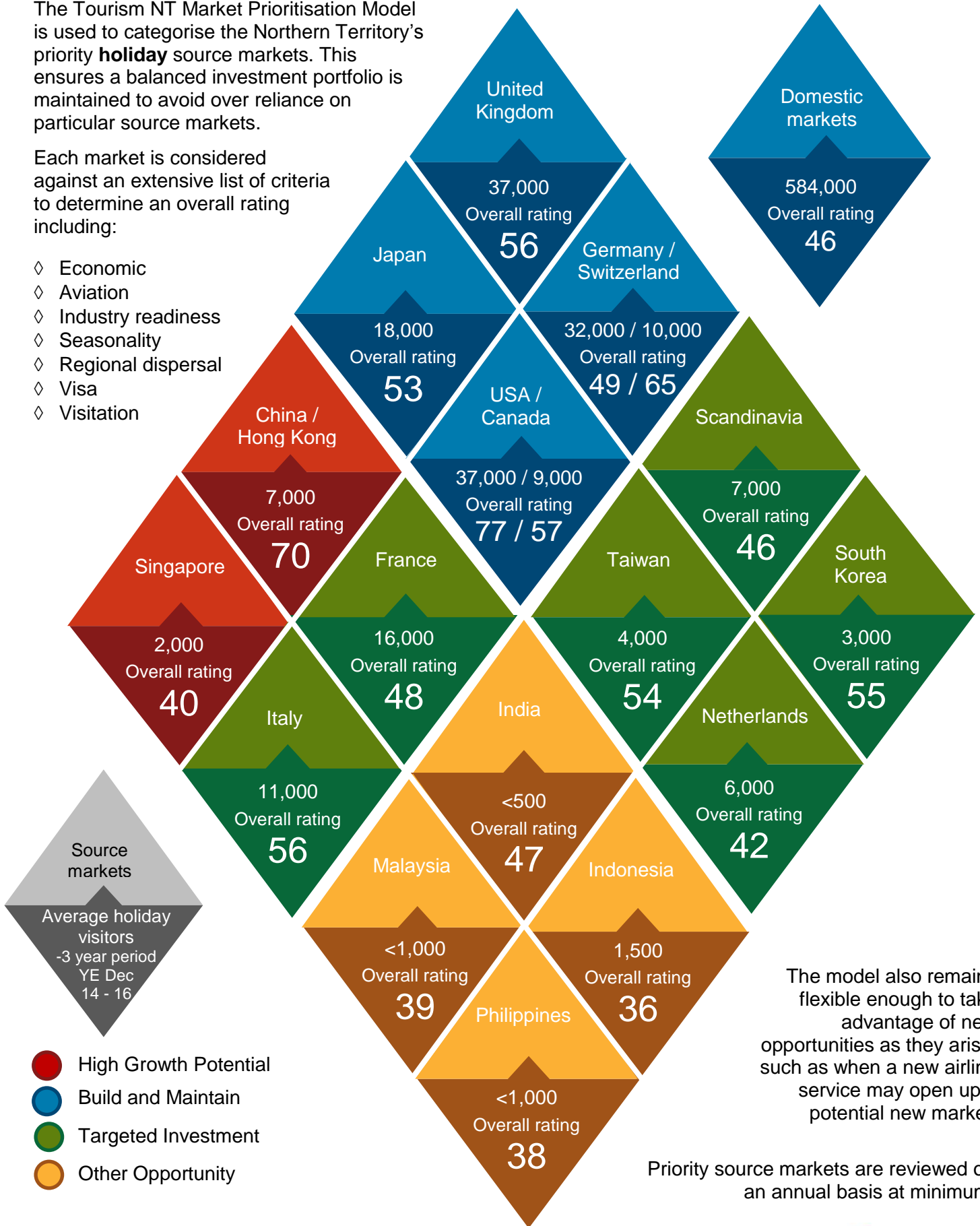


Market Prioritisation

The Tourism NT Market Prioritisation Model is used to categorise the Northern Territory's priority **holiday** source markets. This ensures a balanced investment portfolio is maintained to avoid over reliance on particular source markets.

Each market is considered against an extensive list of criteria to determine an overall rating including:

- ◇ Economic
- ◇ Aviation
- ◇ Industry readiness
- ◇ Seasonality
- ◇ Regional dispersal
- ◇ Visa
- ◇ Visitation



The model also remains flexible enough to take advantage of new opportunities as they arise, such as when a new airline service may open up a potential new market.

Priority source markets are reviewed on an annual basis at minimum.