



Territory Tourism Discount Scheme

The Northern Territory Government continues to support the tourism and hospitality sector through the introduction of the \$1 million Territory Tourism Discount Scheme.

The scheme provides a 25% discount on all sales through Visitor Information Centres across the Northern Territory including locations in Darwin, Katherine, Tennant Creek, Alice Springs and Yulara.

The discount is available for transactions of up to \$5000 and eligible for all products sold through these outlets other than retail items and gift certificates, with travel from 29 February through to 30 April 2024.

An investment in tourism and hospitality is important for the future of the Territory economy and liveability for Territorians. The tourism sector is an important employer and provides 6,900 jobs across the NT, with many of these businesses small to medium sized family enterprises.

The Territory Tourism Discount Scheme will support businesses in a traditionally quiet time for the tourism sector and kick-start the 2024 visitor season.

Key dates

Discounted sales commence: 29 February 2024

Discounted sales close: 30 April 2024

Travel period: Discounts are available for bookings from 29 February through to 30 April 2024, with travel to commence by 30 April

How to be involved

All Territory enterprises with bookable product sold through NT Visitor Information Centres will have the discount automatically applied to their product at the time of sale.

Ensure your product details are up to date in Bookeasy, with live availability and current product information. If you need assistance please contact your Regional Tourism Organisation or the Katherine Visitor Centre:

Tourism Top End: phone 1300 138 886 or email info@tourismtopend.com.au

Tourism Central Australia: phone 1800 645 199 or email info@discoverca.com.au

Katherine Visitor Centre: phone 8972 2650 or email visitor@ktc.nt.gov.au

The funding pool for the Territory Tourism Discount Scheme is \$1 million. Discounted sales open 29 February and are valid for bookings up to and including travel commencing 30 April 2024, unless the funding pool is exhausted earlier.

Marketing and promotional activities will be delivered by Tourism Top End and Tourism Central Australia. Stay tuned for further information on the marketing program.