

Tourism promotion policy

Policy No. 0013.100.E.R

1 Purpose

This policy outlines City of Darwin's role in building and managing the visitor economy in Darwin.

2 Scope

This policy applies to workplace participants in the conduct of tourism promotion, branding and destination management activities and programs by City of Darwin and those that City of Darwin may fund or partner.

3 Policy statement

City of Darwin is committed to developing Darwin as an iconic destination and building a thriving economy that will encourage tourists to visit and contribute to the local economy.

This policy promotes a planned and consistent approach to the development and support of tourism activities by City of Darwin and or in partnership with various levels of government and industry.

3.1 Objectives

City of Darwin will:

- support the delivery of a brand promotion initiatives and programs
- increase potential domestic and international tourists' awareness of Darwin as a destination
- increase potential international and domestic visitors' knowledge of Darwin
- increase potential international and domestic visitors' desire to travel to and throughout Darwin as a base and to visit surrounding areas
- communicate and engage effectively with the Darwin tourism industry on relevant issues that may affect it and partner where possible to promote Darwin as a destination, and
- increase awareness about the contribution of tourism to Darwin's economy, society and environment.

3.2 Functions

City of Darwin will:

- deliver the tourism initiatives under the Economic Development Strategy 2030
- advocate and support the Greater Darwin Destination Management Plan and action activities related to its programs, functions and services
- work closely with all levels of government, industry, international stakeholders and private enterprise, including but not limited to Inbound tour operators, online travel agents, wholesalers, retail travel agents, in tourism products development and management, capacity and capability building, promotion and marketing
- promote Darwin as a destination to travel in domestic and international markets including the development of the tourism distribution channels, for example, online channels, offline channels and strategic partnerships
- support the delivery of events, festivals and conferences in Darwin to attract more visitors to Darwin through sponsorship and other relevant programs
- assist, subject to budget (financial and other) provisions, organisations and that have potential to foster the visitor economy
- support the preservation of significant historic sites, national parks, conservation areas and other items or areas of cultural and heritage significance and ensure that where environmental, historic or cultural areas exist, these areas will be adequately protected in relation to development or usage
- support the development of appropriate scenic drives, walking and riding trails
- advocate and seek financial involvement from other sources whenever possible in the provision of tourist facilities and infrastructure
- facilitate community markets, street food activity, events and activations in the Darwin Municipality improving interactions and connections to place for residents and visitors alike, and
- use Smart City technology to analyse visitor trends and make data informed decisions.

City of Darwin may perform its functions in cooperation with the tourism industry and in cooperation with all levels of government.

4 Definitions

Greater Darwin Destination Management Plan is a business plan for building and managing the visitor economy for Greater Darwin destination.

Inbound tour operator is an Australian based business that provides itinerary planning, product selection and coordinates the reservation, confirmation and payment of travel arrangements on behalf of their overseas clients such as wholesalers or retail travel agents.

Online travel agent means web-based marketplaces that allows customers to research and book travel products and services, including hotels, flights, cars, tours, cruises, activities and more, directly with travel suppliers.

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Retail travel agent means private retailers or public services that provides travel and tourism-related services to the general public on behalf of accommodation or travel wholesalers.

Travel wholesaler means an individual or company that sells tour packages and tour product to retail travel agents.

5 Legislative references

Local Government Act 2019 (NT)

6 Procedures / related documents

Economic Development Strategy 2030

0053.100.E.R International Relations and Sister City Policy

6330.100.E.R Funding Policy

7 Responsibility / application

The General Manager Innovation is responsible for ensuring that this policy is adhered to and understood by Council and City of Darwin officers.

The General Manager Innovation is responsible for the strategic oversight and management of City of Darwin's tourism promotion activities, programs, destination management and the implementation of this policy.

8 Document control

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