TURBO2 IS AN ADDITIONAL $62.8 MILLION TWO-YEAR EXTENSION OF THE TURBOCHARGING TOURISM INITIATIVE TO ATTRACT MORE VISITORS, WHICH CREATES LOCAL JOBS AND DELIVERS MORE MONEY INTO THE COMMUNITY

$27.7 MILLION FOR MARKETING TO INCREASE HOLIDAY VISITORS

- **$18.5m** Tourism Marketing
  - Delivering cooperative marketing and targeted activities to boost our domestic and global appeal, grow international visitation and continue to work with our partners in driving shoulder and low season visitation

- **$7m** Business Events
  - Attracting more national and international business events

- **$2.2m** Consumer Analysis
  - Increased consumer research to underpin our tourism marketing activities

$15.1 MILLION ENHANCING VISITOR EXPERIENCES

- **$3m** Visitor Experience Enhancement Program
  - Unlocking private sector investment in tourism to improve visitor experiences

- **$12.1m** Enhance Visitor Experiences
  - Enhancing visitor experiences in our parks and through our arts and cultural offerings

$20 MILLION SUPPORTING FESTIVALS AND EVENTS

- **$12m** Community Festivals and Events
  - Building on the Territory’s festivals and events calendar by supporting community events

- **$8m** Major Events
  - Continuing to position the Territory as a major events destination, driving increased visitation

THE TOURISM INDUSTRY SUPPORTS THOUSANDS OF SMALL TO MEDIUM Sized BUSINESSES, WITH OVER 16,300* DIRECT AND INDIRECT JOBS

The initial Turbocharging Tourism investment successes include:

- more than 57,000 holiday bookings resulting in $70 million into the economy.
- six new aviation services.
- 38 business events and conferences bringing more than 12,000 delegates and more than $29 million into the economy.
- $3 million Visitor Experience Enhancement Program with 115 businesses receiving grants, stimulating $11.6 million in private investment.
- $53.74 million worth of tourism infrastructure projects rolling out to preserve our parks, and create new visitor facilities and experiences.

*Tourism Research Australia State Tourism Satellite Accounts for 2016/17