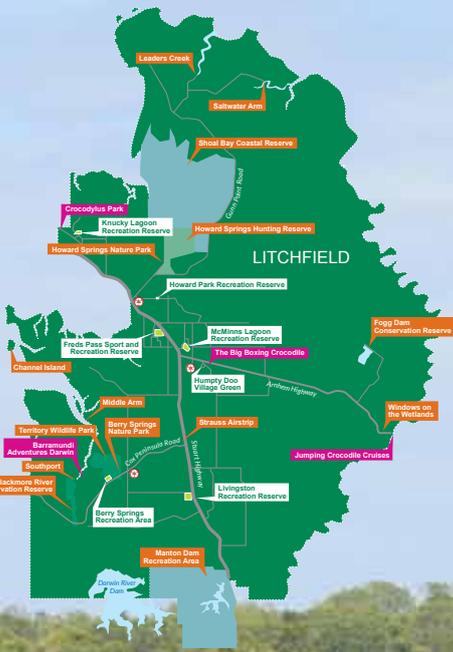


Litchfield Council Tourism and Events Strategy 2021 – 2024



Introduction



WHAT

The Litchfield Council Tourism and Events Strategy 2021 – 2024 has been developed to guide Council on how it will support the tourism industry to optimise tourism events and opportunities in our region. Tourism is one of the most important sectors in the Northern Territory economy and the Litchfield municipality has some unique offerings; barramundi, crocodiles, Aboriginal cultural sites and historic locations..



WHY

Litchfield is the 'Heart of the Top End'; gateway to Darwin, Kakadu, Litchfield National Park and Katherine, and has unlimited potential to be a destination recognised in its own right.

The Strategy will support the development of a vibrant and dynamic visitor destination with a buoyant tourism industry generating a greater economy and social prosperity for the Litchfield region.



HOW

This Strategy's action plan is about a region working together with Litchfield Council and under the guidance of the NT's Tourism Industry Strategy 2030, to generate more visitors who stay longer and spend more money in Litchfield.

Objectives

All suppliers of tourism experiences such as restaurants, bars, transport, markets, service providers of the tourism industry and events, have an opportunity to gain financially if visitors, be it local, interstate or international visitors, choose Litchfield.

This Strategy has the following objectives:

- 1 Optimise tourism opportunities through stakeholders and events
- 2 Identify partnerships and opportunities for collaboration
- 3 Increase recognition of Litchfield as a tourism destination
- 4 Enhance the visitor experience through destination and events

Priorities

Through the Tourism and Events Strategy Action Plan, Litchfield Council will promote Litchfield as a visitor's destination and identify partnerships that will boost the vision of **Litchfield – the best place to live (and visit) in the Top End.**

Implementation

Clear roles have been developed to provide accountability and for implementation of this strategy, outlined in the table below. Council's role is to promote its area as a location for appropriate industries or commerce or as an attractive tourist destination.

Tourism and Events Action Plan

Outcome	Strategic partners	What we will do	Responsible	Success Measure
OBJECTIVE 1 Optimise tourism opportunities through stakeholders and events				
Identify Litchfield's natural assets, events and industry	Government Industry	<ul style="list-style-type: none"> Investigate opportunities to be involved in a stakeholder driven tourism awareness program that demonstrates the contribution of Tourism to the Litchfield economy Collaborate with NT Government to include identified Litchfield municipality events on a Territory calendar Develop a 'Tourism Trail' document showcasing destinations in Litchfield 	Council NT Government Industry Stakeholders	<ul style="list-style-type: none"> Increased promotion of events Increased visits to the Council website
OBJECTIVE 2 Identify partnerships and opportunities for collaboration				
Encourage the coordination of partnerships with existing tourism stakeholders	Government Industry	<ul style="list-style-type: none"> Maintain membership with the Litchfield Regional Tourism Association Identify community influencers Develop input opportunities for industry stakeholders 	Council NT Government Industry Stakeholders	<ul style="list-style-type: none"> Incorporate tourism feedback mechanisms in the Annual Community Survey Support the Litchfield Women in Business Network to continue with tourism stakeholder development opportunities



Outcome	Strategic partners	What we will do	Responsible	Success Measure
OBJECTIVE 3 Increase recognition of Litchfield as a tourism destination				
Identify destination marketing and event opportunities	Community members Government Media	<ul style="list-style-type: none"> Develop an identity for the Litchfield municipality Improvement of visitor information services Capitalise on the prosperity of the region 	Council NT Government Industry Stakeholders	<ul style="list-style-type: none"> Develop a Litchfield municipality identity Develop and install Litchfield Council entrance statements Advocate the Community and Business Hub, which has the potential to include a tourist information centre Utilise existing tourism signposts (Wishart Siding, Corner of Cox Peninsula and Stuart Highway)
OBJECTIVE 4 Enhance the visitor experience through destinations and events				
Identifying the gaps and needs of the tourism industry	Government Industry Media	<ul style="list-style-type: none"> Demonstrate to NT Government that we are working with industry to identify needs for the municipality Work with industry to identify and target the markets that our municipality appeals to Identify the traffic flow and investigate how length of stay can be maximised Continue supporting the Freds Pass Rural Show Identify specific events to increase visitation numbers 	Council NT Government Industry Stakeholders	<ul style="list-style-type: none"> Ongoing investigations into self-sufficient dump points in the municipality Identify markets that our municipality already appeals to such as birdwatchers and develop initiatives these markets Participate in the Planning Commissions Activity Centres workshops Support relevant events that may increase visitation numbers through promotion Encourage relevant groups and organisations to apply for community grants if applicable

