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HELPING IDEAS TO SPARK – INDUSTRY CHALLENGES

Events like IdeasFest Tourism can be designed to focus on BIG longstanding industry challenges. No one's better placed to identify industry long standing problems than those who know from the inside. People that operate tourism and hospitality businesses, deeply experienced, with local to global outlooks, passionate advocates. We asked a diverse group of Darwin based operators from budget to high end about their view of foundational problems in operating tourism businesses over the past 10 or 20 years.

Are there longstanding industry challenges in Top End Tourism? **YES** - according to our expert panel. At least 13 deep challenges!

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| #1 | Surviving seasonality in tourism | How do we create robust adaptive tourism businesses accommodating the patterns of our superb seasons? |
| #2 | Our built environments are not designed for our weather | How do we design our urban, regional and remote townscapes for tropical shade and greening and rain protection? |
| #3 | Same old/ same old conservative tourism investment decisions | How do we invest differently in tourism business without reverting to what we know? |
| #4 | The vibrant youth market is lost to the Top End | Young people are vibrant and energetic, mobile, globally connected, and are travellers. We have lost them. How do we attract them back to the Territory? |
| #5 | Realising Aboriginal tourism opportunities | Most of the Territory is Aboriginal controlled or owned land, and realising tourism business opportunities has been slow for many. How do we foster our opportunities? |
| #6 | Two UNESCO world heritage sites we don't maximise | Kakadu and Uluru-Kata Tjuta are UNESCO world heritage places in our patch. Places of awesome beauty and astounding stories. How can we share these better? |
| #7 | SE Asia Tourism's exploded and we're not in it | South East Asia tourism explodes and we're left behind- caught with our pants down. How do we catch up? |
| #8 | Entertainment and sports tourism are globally massive- but not for us | We're a musical culture. We're sports mad. But we've missed the global wave of entertainment and sports tourism – is it too late? |
| #9 | Lack of cohesion between government and industry | How do we get beyond the paper of government & industry tourism plans and walk the talk? |
| #10 | We're an expensive destination not a value one | Money can't buy the Territory's amazing experiences! Yet we are an expensive destination. How do we reconcile cost and experience? |
| #11 | High airfares & limited flight schedules in the Top End are a given | How do we get beyond expensive airfares and constraining schedules, when access to the Top End is limited by choice and by cost? |
| #12 | Huge distances between places, cost of travel between & lack of choice in transport times & method | How do we transform our distances to a plus? |
| #13 | Conventional and limited tourism statistics limit our understanding | Statistics are conventional. Long standing methods. Limited in sectors and in scope How can we create the big data we need to understand tourism? |