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## HELPING IDEAS TO SPARK – SOME TOPICS AND CHALLENGES

**Ideas, imagination and creative thinking**

What If we could... ? Why can't we... ?

**Tourism industry challenges**

According to an expert panel of diverse tourism and hospitality operators we have at least 13 !

#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 & in scope How can we create big data to understand tourism?

**Two great overarching questions** (*thank you Turbocharging Tourism*)

- How do we create more memorable experiences for our visitors, particularly in our parks and reserves?
- How do we make the Territory a vibrant, exciting place to visit?

**What's most likely to make a difference ??**

- Aboriginal controlled and Aboriginal led tourism
- The vibrant youth market including working holidays
- Middle to higher end luxury market tourism experiences
- Lifestyle experiences tourism including 'the great outdoors', fishing etc.

**And then there's technology.** If there is ONE thing that is a dynamic game changer for tourism and hospitality its technology.....