



TOURISM & EVENTS

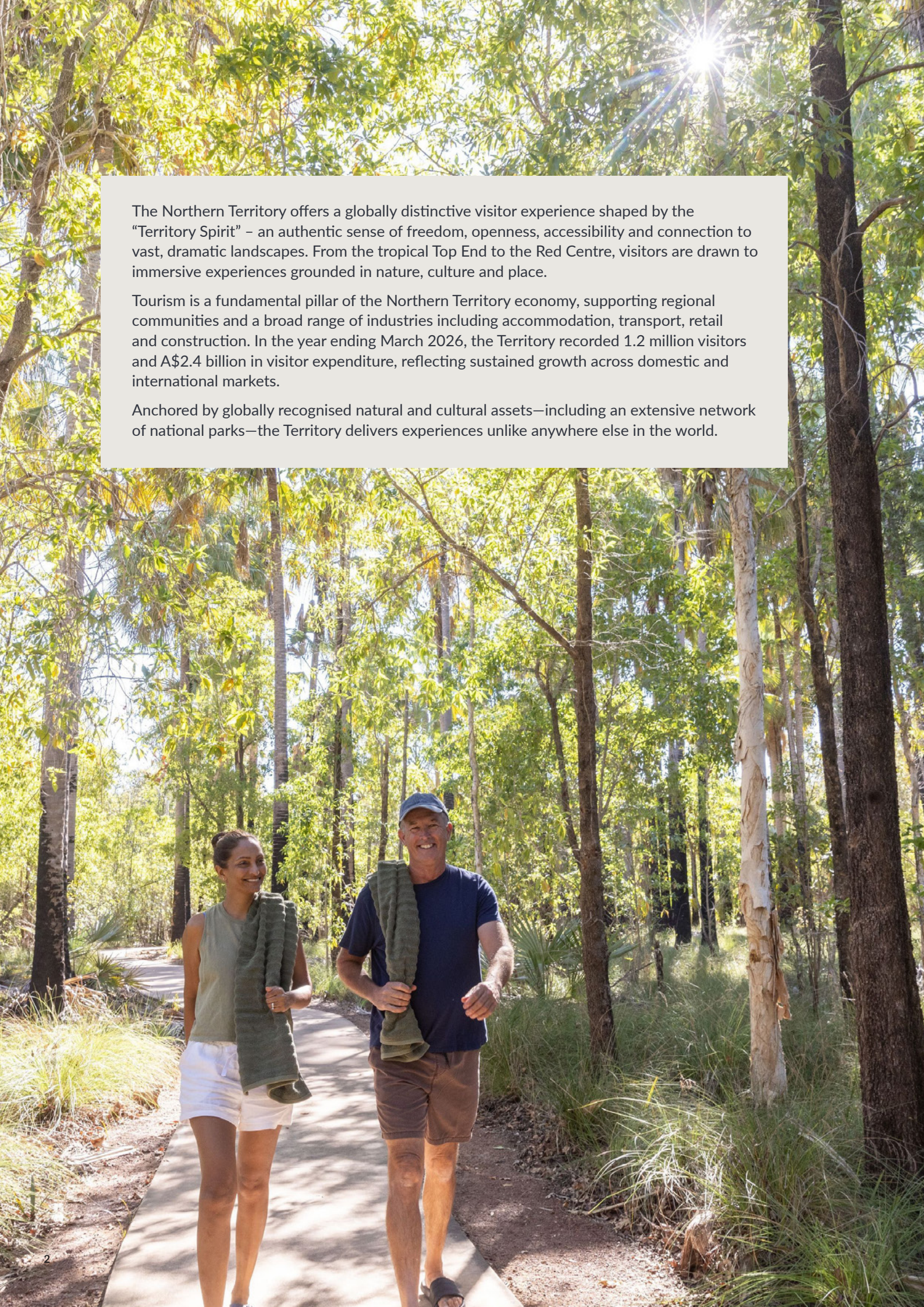
**NORTHERN
TERRITORY**

NORTHERN TERRITORY PARKS

INVESTMENT OPPORTUNITIES



**NORTHERN
TERRITORY**
GOVERNMENT

A full-page photograph of a man and a woman walking towards the camera on a paved path through a lush forest. The woman is on the left, wearing a light green sleeveless top and white shorts, carrying a green jacket. The man is on the right, wearing a blue t-shirt, brown shorts, a blue cap, and sandals, also carrying a green jacket. Sunlight filters through the dense canopy of tall trees, creating a bright and airy atmosphere.

The Northern Territory offers a globally distinctive visitor experience shaped by the “Territory Spirit” – an authentic sense of freedom, openness, accessibility and connection to vast, dramatic landscapes. From the tropical Top End to the Red Centre, visitors are drawn to immersive experiences grounded in nature, culture and place.

Tourism is a fundamental pillar of the Northern Territory economy, supporting regional communities and a broad range of industries including accommodation, transport, retail and construction. In the year ending March 2026, the Territory recorded 1.2 million visitors and A\$2.4 billion in visitor expenditure, reflecting sustained growth across domestic and international markets.

Anchored by globally recognised natural and cultural assets—including an extensive network of national parks—the Territory delivers experiences unlike anywhere else in the world.



GROWING DEMAND FOR NATURE-BASED AND EXPERIENCE-LED TOURISM

As travellers increasingly seek wellbeing, freedom and meaningful connections with nature, destinations known for their open space and natural beauty attract strong and rising interest.

The Northern Territory's vast landscapes, national parks and spirit of discovery offer opportunities to disconnect from everyday life and reconnect with nature and ancient cultures.

From remote adventures and wide horizons to some of the clearest night skies on Earth, the Territory provides experiences that are difficult to find elsewhere.

Its large, intact landscapes, limited development and strong Aboriginal cultural connections create opportunities for premium tourism offerings, including eco-accommodation, guided walking experiences, accommodation reflecting the region's rich history, wildlife encounters and night-sky tourism.

This growing market presents an opportunity to move beyond traditional sightseeing and develop immersive experiences that increase visitor spending, extend length of stay and deliver greater economic value.

**3 IN 4 PEOPLE
FEEL THE TERRITORY OFFERS
WHAT CAN'T BE FOUND
ELSEWHERE AND
35% STRONGLY AGREE
NT EXPERIENCES ARE UNIQUE
TO THE PLACE.**



NATIONAL PARKS AT THE CORE OF THE VISITOR EXPERIENCE

National parks are central to the Northern Territory's tourism offering and are a primary driver of visitation. Visitors consistently seek engaging in park-based activities such as hiking, swimming, camping and exploring landscapes as part of their Territory experience.

The parks estate underpins much of the Territory's competitive advantage, providing access to world-class natural environments and culturally significant landscapes. NT Parks and Wildlife Commission manages a total of 85 parks and reserves, which represent the diverse landscapes across the Northern Territory.

While visitation to parks is strong, it's potential to build on, enhance and diversify the tourism offering within these settings—particularly through high-quality, low-impact accommodation and experience-led tourism product that support overnight stays and deeper visitor engagement.

DELIVERY MODELS AND INVESTMENT APPROACHES

A range of delivery models will be considered, providing flexibility for proponents and enabling projects to respond to different market opportunities and site conditions.

Common approaches include:

- staged development models, allowing projects to be progressively delivered and expanded over time
- centralised or hub-based models, concentrating infrastructure in defined locations while providing access to broader landscapes
- adaptive reimagining of existing assets, particularly in heritage or previously developed sites.

These delivery approaches are well suited to the development of nature-based tourism experiences in park environments.

A collaborative investment environment

The Northern Territory offers a coordinated and collaborative environment for tourism investment. The NT Government works closely with proponents to support project development, including:

- facilitating access to information and site-specific data; and
- coordinating engagement with relevant agencies and approval bodies.

This approach supports the delivery of commercially viable, environmentally responsible and high value tourism projects.



INVESTMENT OPPORTUNITIES ACROSS THE NT PARKS PORTFOLIO

Tourism development in the Northern Territory is guided by the NT Visitor Economy Strategy 2032 (VES) and within this framework, national parks play a central role in delivering high-value, nature-based tourism outcomes. Private investment plays an important role in delivering new and enhanced visitor experiences aligned with the objectives of the VES.

The Northern Territory Government is facilitating private sector investment across the parks estate to support the development of high-quality, nature-based tourism experiences. The NT Government and parks estate is 'open for business'.

The parks estate provides a scalable platform for investment across a range of locations, product types and investment profiles. The Northern Territory welcomes market-led proposals and innovative concepts that align with principles of low-impact development, environmental stewardship and cultural respect.

This document presents a selection of four investment opportunities across the Territory's national parks network that represent a subset of the broader investment potential within the Northern Territory.

DEVELOPMENT CONSIDERATIONS IN NORTHERN TERRITORY PARKS

The Northern Territory Government supports sustainable private sector investment in tourism experiences within national parks, conservation reserves and heritage sites, recognising their role in growing visitation, supporting regional economies and creating new visitor experiences.

Development is supported through established legislative, planning and tenure frameworks that provide a pathway for tourism investment while ensuring environmental, cultural and public values are protected.

Importantly, national parks and reserves are public assets managed for the benefit and enjoyment of all Territorians and visitors. Tourism development must therefore demonstrate a net public benefit to Territorians and be designed to complement the parks visitor experience and consider public access provisions.

More information on development considerations can be found in the 'Development considerations' chapter.



LITCHFIELD NATIONAL PARK: SAFARI-STYLE ACCOMMODATION

INVESTMENT TYPE

- Greenfield / brownfield tourism development
- Private capital investor

STATUS

- Concept development phase

REGION

- Top End, Northern Territory, Australia

PROJECT VALUE

- Scalable investment model
- Dependant on concept

OVERVIEW

Litchfield National Park presents a high quality opportunity for private investment in premium, nature based tourism within one of the Northern Territory's most accessible and well recognised protected areas. To top it off, Litchfield National Park is the Territory's most visited national park.

Located approximately 120 kilometres from Darwin, the park benefits from strong existing visitation and proximity to a major gateway city.

While day use is well established, there is a clear opportunity to introduce overnight, experience led accommodation that supports longer stays and higher visitor yield.

The Northern Territory Government is actively facilitating private sector involvement in innovative, low impact tourism developments within the parks estate, encouraging proposals that respond to the park's landscape, scale and visitor demand.

OPPORTUNITIES MAY INCLUDE:

- safari style low impact accommodation
- guided walking or multi-day experiences
- other immersive nature tourism offerings.

KEY FEATURES

- 1.5 hour drive from Darwin CBD
- Darwin is home to an international airport and is the gateway to the Northern Territory
- park size: ~1,500 km²
- sealed road access to major sites
- 280,000 visitors annually
- year round visitation
- existing visitors from diverse sources, including a key part of multi-day touring itineraries; a strong education tourism market, day visitors from the cruise market and day-use visitors with growth potential for overnight stays
- limited in-park accommodation.

OPPORTUNITY

Litchfield National Park presents opportunities to establish semi permanent low-impact safari-style camping accommodation and overnight experiences within a largely undeveloped landscape. Concepts may include safari-style camping and guided or self guided experiences leverage the park's natural setting, within short reach of Darwin. Existing planning and development work has been undertaken in high-potential locations including the Tolmer and Wangi Falls precinct areas.

The Northern Territory Government is seeking private investment to deliver low-impact, premium visitor experiences aligned with conservation objectives. Small scale, carefully sited camping nodes may support overnight stays and extend visitor time in the park. One potential model that may be considered is a centrally located base camp supported by activities such as guided walking along sections of the Tabletop Track.

This opportunity forms part of a broader program to grow high value nature based tourism, with strong demand for experience-led product in iconic landscapes.



ELSEY NATIONAL PARK: JALMURARK CAMPGROUND – VISITOR HUB, POOLS AND CAMPING EXPERIENCE

INVESTMENT TYPE

- Brownfield redevelopment opportunity
- Private capital investment
- Potential for staged delivery

STATUS

- Concept development stage

REGION

- Top End, Northern Territory, Australia

PROJECT VALUE

- Dependant on concept

OVERVIEW

Elsey National Park offers a high-quality opportunity for private investment in nature-based tourism within a well-established destination along the Stuart Highway, the Northern Territory's major tourism corridor.

Jalmurark Campground presents a defined opportunity to redevelop a basic existing campground and visitor site into a quality nature based accommodation and visitor hub, building on well-known and established visitation to the park and the nearby Mataranka thermal springs.

This opportunity is positioned to support the drive tourism market, with potential to deliver improved visitor amenity, increased overnight capacity and longer stays within a national park setting. Leveraging an existing campground footprint, the opportunity represents a practical and scalable investment with potential to generate regional economic benefits.

KEY FEATURES

- Located in Elsey National Park the Northern Territory's third most visited national park
- approximately 420 km south of Darwin
- 145,000 visitors annually
- direct access from the Stuart Highway along a sealed road
- 37 existing two wheel drive accessible campsites
- existing concept planning for development of a thermal pool, with the opportunity to extend the visitor season.

OPPORTUNITY

Jalmurark Campground offers an opportunity to redevelop and activate an existing campground into a high quality, low impact nature based accommodation experience. The concept focuses on enhancing the current site to support a mix of camping, caravanning and glamping accommodation, complemented by upgraded shared amenities and communal spaces.

A key concept of the opportunity is the potential inclusion of a river fed swimming pool, providing a managed and reliable water based recreation option that complements nearby natural thermal springs while reducing pressure on sensitive swimming locations. The development is intended to increase overnight capacity; support longer stays and reposition Jalmurark Campground as a key visitor node within Elsey National Park, providing extended seasonality to the public.

The opportunity is well suited to a staged delivery model, enabling early activation through upgraded campground facilities with the ability to progressively introduce additional accommodation and infrastructure in response to market demand.



ALICE SPRINGS DESERT PARK: SAFARI-STYLE GLAMPING AND EXPERIENCES

INVESTMENT TYPE

- Greenfield
- Capital investor

STATUS

- Conceptual

REGION

- Central Australia, Northern Territory, Australia

PROJECT VALUE

- Dependent on concept
- Scalable investment options

OVERVIEW

The Alice Springs Desert Park presents a unique and compelling opportunity for private investment in a premium, nature and conservation-based tourism precinct in the heart of Australia, within one of the Northern Territory's most iconic and easily accessible parks.

Located 7km west of Alice Springs, the Alice Springs Desert Park is a key attraction of the region with large visitation numbers from international as well as domestic visitors. While day visitation is well established, there is a clear opportunity to introduce and mirror highly successful 'stay-on-site' accommodation in wildlife parks providing unique experiences for guests.

The Northern Territory Government is actively facilitating private sector involvement in innovative, low-impact tourism developments within the park estate, encouraging proposals that respond to the Alice Springs Desert Park's landscape, scale and visitor demand.

The opportunity could include:

- premium safari style glamping tents or low impact accommodation
- communal dining and gathering spaces
- immersive wildlife and nocturnal experiences
- interpretation and guided activities associated with desert ecology and conservation.

KEY FEATURES

- nature based experience only 7km west of Alice Springs town centre
- Alice Springs Airport nearby (domestic gateway to Central Australia)
- total visitation to Central Australia in 2025: 424,000, including 310,000 holiday visitors
- over 55,000 annual visitors to the park with opportunities to grow
- existing wildlife / nature park that forms a key attraction in Central Australia for international and domestic visitors
- existing infrastructure including a commercially operated cafe with catering; cinema; amphitheatre; and conference venue on site.

OPPORTUNITY

The park is an established tourism and conservation destination showcasing Central Australian landscapes, wildlife and ecology through immersive visitor experiences and interpretation.

There is an opportunity to establish boutique safari-style glamping or low-impact accommodation, integrated within areas of mulga vegetation at the base of the MacDonnell Ranges, offering visitors an immersive nature-based experience combining wildlife, landscape and connection to Country. The proposed accommodation area is intended to leverage the park's existing infrastructure, operations and tourism profile, while enabling sensitive activation of a largely undeveloped bush setting.

The site benefits from exceptional accessibility, located only 10 minutes from the Alice Springs CBD, Alice Springs Airport and the Stuart Highway corridor, while maintaining a strong sense of seclusion and remoteness. The location also provides direct access to the Red Centre Way touring route, Tjoritja/West MacDonnell National Park and the Larapinta Trail.

Accommodation is intended to be carefully integrated within the landscape to minimise visual impact and maintain a sense of privacy and immersion.



TENNANT CREEK TELEGRAPH STATION: ADAPTIVE RE-IMAGINING OF HERITAGE SITE

INVESTMENT TYPE

- Greenfield/
Adaptive reuse
- Capital investor

STATUS

- Conceptual

REGION

- Central Australia,
Northern Territory,
Australia

PROJECT VALUE

- Dependent on
concept

OVERVIEW

An opportunity exists to develop a boutique, rustic-style accommodation and visitor experience within the Tennant Creek Telegraph Station.

The concept focuses on adaptive re-imagining of heritage buildings to deliver a low-scale, experience-led product, combining historical interpretation with a distinctive night-sky and astro tourism offering unique to the Barkly region.

KEY FEATURES

- approximately 10km north of Tennant Creek, direct access from the Stuart Highway
- land area approximately 130 km².
- Total visitation to Central Australia in 2025: 424,000, including 310,000 holiday visitors
- located within an established touring route between Alice Springs and Darwin
- heritage-listed site associated with the Overland Telegraph Line, including station buildings, cellar, station master residence, office and ancillary structures
- exceptional natural darkness and open horizons, providing ideal conditions for stargazing and astronomical observation
- opportunity to capture drive tourism and convert short stops into overnight stays
- 250km south of the Beetaloo Sub-basin, the location of a major energy development project.

OPPORTUNITY

The Tennant Creek Telegraph Station presents a unique opportunity to activate a heritage-listed site through the development of a boutique accommodation and visitor experience.

The project is suited to a small-scale, experience-led model, combining:

- adaptive re-imagining of the historic structures and surrounding site;
- interpretation of the site's role in the Territory's history; and
- a signature night-sky tourism offering, including guided stargazing and low-impact viewing infrastructure.

The combination of heritage significance and outstanding night-sky conditions supports a differentiated tourism product with potential to attract high-value, experience-driven visitors.



DEVELOPMENT IN NORTHERN TERRITORY PARKS

Development within Northern Territory parks is subject to established statutory and regulatory frameworks designed to protect the park's natural, cultural and recreational values while enabling appropriate tourism investment.

Tourism development within Northern Territory parks is guided by principles that support long-term sustainability and alignment with park values.

Proposals are expected to demonstrate:

- low-impact, environmentally responsive design
- respect for cultural values and engagement with Traditional Owners
- integration with the landscape and park setting
- consideration of servicing requirements appropriate to the environment.

These principles support delivery of visitor experiences while maintaining the integrity of the parks estate.

REGULATORY ENVIRONMENT AND APPROVALS

National parks are declared under the *Territory Parks and Wildlife Conservation Act 1976 (NT)* with the land being held by the Conservation Land Corporation under Crown leases. Tourism activities may be authorised through park based leases and licences supported by an established Northern Territory framework for private sector tourism within parks. Park tourism permit tenure allows for provisions for an initial maximum of 12 years non-transferable permit with provisions for further terms under NT legislation. Development within the parks estate is undertaken within a well-established legislative and regulatory framework in the Northern Territory.

Key elements include:

- the *Territory Parks and Wildlife Conservation Act 1976 (NT)*
- the *Planning Act 1999 (NT)*
- relevant heritage clearances
- sacred site clearances administered through the Aboriginal Areas Protection Authority (AAPA)
- environmental assessment processes
- other approvals depending on the scale and nature of development.

Existing Authority Certificates within the park may assist in informing project planning and where applicable, may be relied upon or transferred to the proponent. Where existing certificates do not apply, new certificates may be required.

This framework ensures that tourism development is undertaken in a manner that balances investment with protection of environmental and cultural values.

Each development opportunity presents unique considerations given the vast diversity in the landscape and operating environments of the Northern Territory.

For further information on development on Parks and Wildlife Land, please visit: nt.gov.au/parks

For further information

For more information on each presented opportunity please contact the Commercial Partnerships team:

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AUSTRALIA'S NORTHERN TERRITORY

For more information please contact the Commercial Partnerships team on exelce.dth@nt.gov.au



AUSTRALIASNORTHERNTERRITORY.COM.AU

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