Backpackers Bucking The Trend

The Northern Territory Government has launched a new promotion to increase the number of backpackers visiting the Territory.

At Melaleuca Backpackers today Tourism Minister Dr. Chris Burns said the Government wants to build on the increase in backpackers who visited the Territory in 2008.

“The backpacker market in the Territory grew by 7% last year with 92,000 backpackers coming to the Territory,” said Dr Burns.

“We’ve worked hard to increase the number of backpackers coming to the Territory and we want to see even more backpackers travelling across the NT.

“That’s why we’ve joined with gapyear.com to promote the Territory and help independent travellers plan their trip down under.

“Backpackers are an important part of our tourism industry, it’s estimated they spent $54 million in the Territory in 2008 and when backpackers spend money that means jobs for Territorians.

“Thousands of Territorians are employed through the tourism industry and a lot of tourism operators rely on backpackers that’s why the Government supporting these businesses by promoting the Territory directly to UK backpackers.

“Gap Year is a long held tradition in the UK and despite the global economic downturn many young people are continuing to travel far and wide.

“Gapyear.com is one of the world’s leading sources of independent travel advice with over 2 million unique users each year and we are encouraging all of those users to visit the Territory.

“Tourism NT has produced two guides to the Territory for gapyear.com, the first guide is dedicated to Kakadu and the second is for travel experiences across the whole Territory.

“More competitive flights in and out of the Territory also encourage backpackers to use the Top End as entry point to Australia.

“Through well placed, clever marketing we can continue to support tourism operators who are dependant on backpackers coming to the Territory.

“We’re already bucking the national trend which has seen a decrease in backpacker numbers and I’m committed to ensuring we continue to see more backpacker visiting the Territory.”

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