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Australians choose Territory as the best place for a holiday

The National Visitor Survey released today shows that the Northern Territory was the best destination in Australia for domestic holiday visitors.

Tourism Minister, Malarndirri McCarthy said that the Territory was the only place to grow its holiday visitor market for the year ending 31 December 2009 by 4.3%, an increase of 20,000 visitors.

“The boost came from interstate holiday makers, up 5.2%, and intra-territory holiday makers up 2.3%,” said Ms McCarthy.

“This is in stark contrast to a national trend revealing a decline in domestic holiday travel of 6.1%.

“I am really proud that our fellow Australians chose the Territory as the best place to come for a holiday.

“The Territory Government has worked hard at maintaining and increasing our market share by working with key stakeholders and our local tour operators.

“This survey result is also testament to our successful domestic marketing campaigns such as the ‘Get CeNTred’ television and outdoor campaign, the ‘InvestmeNT’ campaign and appealing airline deals.

“These campaigns were designed to attract ‘spirited travellers’ who want good deals and value before they make their holiday decisions.

“We encouraged Australians to come here rather than anywhere else in the country and they did.”

The annual National Visitor Survey is conducted by Tourism Research Australia.

There was an estimated growth of domestic holiday visitors in both Darwin, up 7.0%, and Alice Springs, up 16.7%. The strong increases lifted overall visitor figures to the Top end which remained steady at 341,000 with Central Australia up 5.1% to 186,000 visitors.

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