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**NT holidays advertised on American Airlines website**

American tourists can now book holidays to the Northern Territory via the website of one of the largest airlines in the world thanks to the efforts of the Territory Government.

Tourism Minister, Malarndirri McCarthy said it was a great boost for the Territory’s tourism industry that Alice Springs, Uluru and Darwin now feature on the USA’s American Airlines website.

"As a result of the Government’s hard work and a code-share arrangement between American Airlines and Qantas - Darwin, Alice Springs and Uluru feature strongly in promotions by both airlines in the USA and Canada," said Ms McCarthy.

“Airline websites are an important place for travellers to research and book their holidays to the Territory, and with this additional promotion we can reach more potential customers in more cities in North America.

“US visitors account for around 10% of all international visitors to the Northern Territory with a total of 32,000 visitors per year.

“Combined with Canadian visitors, the North American market is the second largest for the NT, bringing a total of 43,000 visitors per year.”

“The Government will continue marketing the Northern Territory as an easy, inspiring inclusion in American traveller’s Australian holidays.”

Qantas is the largest operator of flights to and within the Northern Territory. American Airlines is one of the largest airlines in the world operating to over 260 destinations worldwide.

Improving air access from key tourism source markets to the Northern Territory is a priority of Territory Government’s *Aviation Futures 2015* strategy.

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