13 June 2007

NT Holidays Continue To Attract Aussies

The number of Australians choosing to holiday in the Northern Territory is on the rise and they are spending more and staying longer per visit, according to figures released by Tourism Research Australia (TRA) today.

Tourism Minister Paul Henderson said the figures again highlighted the importance of airline capacity in the NT.

"According to the TRA figures, an estimated extra 9000 interstate visitors holidayed in the Northern Territory in the year to March 2007, up 2.7 per cent to 341,000 visitors," Mr Henderson said.

“This increase in Australian visitors to the Territory ties in with the commencement of Jetstar flights into Darwin, clearly showing the importance of the NT Government and tourism industry’s ongoing push to increase the number of flights in and out of the Territory.”

The TRA statistics also reveal a large increase in the number of nights interstate holiday makers stayed in the Territory, up 25.4 per cent or an extra 673,000 nights to 3.3 million nights.

During the year to March 2007, interstate visitors stayed an average 9.7 nights in the Territory, up from 8 nights, and going against the national trend of shorter trips of 6.6 nights per holiday.

In the same period, interstate and intra-state holiday visitors spent an extra $179 million, up 36.9 per cent to $664 million.

“That means jobs for Territorians in our hotels, tour companies, restaurants, transport and retail industry,” said Mr Henderson.

“The challenge for the NT Government and the Territory’s tourism industry is to continue to develop new marketing campaigns and strategies to attract Australian holiday makers and build our share of the interstate holiday market.”

The figures released today come a week after TRA data revealed the number of international holiday visitors to the Territory is also on the increase and they are staying longer.
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