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Media Car Rally Takes on the Savannah Way

Eight of Australia’s top travel media will gather in Katherine tomorrow (Monday) to start an action-packed media car rally instigated by the Government’s NT Tourist Commission (NTTC) to promote the launch of the Savannah Way tourism drive.

Chief Minister and Tourism Minister, Clare Martin, said that the group of print journalists and photographers includes representatives from the biggest metropolitan newspapers in Australia, the best-selling regional newspaper groups, the RM Williams Outback Magazine and from major syndicated news provider Australian Associated Press.

“This seven day adventure is something everyone should do and, by holding this media rally, we can showcase some of the best the Territory has to offer,” she said.

“Media will travel in pairs in hired 4x4 vehicles from Katherine to Broome with each pair escorted by a representative from the NTTC as they explore a wide range of Australia’s and the Northern Territory’s best locations.

“While the rally is not a race, it encourages the journalists to explore the regions and includes activities such as camping at Gregory National Park, taking a helicopter ride at Victoria River Downs Station, a boat cruise on Lake Argyle and camel-riding at Cable Beach in Broome.”

Ms Martin said the car rally was the result of months of coordination between the NTTC, Tourism Western Australia and Darwin-based business The Best Events Company.

“The Savannah Way car rally will take in some of the most spectacular countryside there is to offer, including Katherine, Daly Waters, Victoria River Downs Station, and the Keep River and Gregory national parks.

“We expect this trip to spark many travel stories about the Territory and raise the profile of the Savannah Way Drive.

“It’s an innovative and unique way to promote tourism product and experiences in the NT.”

The Savannah Way tourism drive was officially launched by Ms Martin, her QLD and WA tourism counterparts Margaret Keech and Bob Kucera, and the Federal Tourism Minister Joe Hockey, at the Australian Tourism Exchange held in Melbourne in June.