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BIG UK INTEREST IN CHEAP FLIGHTS TO DARWIN

The 299 pound one way airfare from London to Darwin is proving popular with would-be British travellers.

Tourism Minister Paul Henderson has met with senior STA Travel UK executives in London to discuss ways to build on this initiative to make Darwin the gateway to Australia.

“STA Travel said the campaign for the 299 pound fare has generated unprecedented interest from would-be travellers wanting to use Darwin as a gateway to Australia,” Mr Henderson said.

Nearly 2000 people booked fares through STA Travel UK to go to Darwin between 1 December 2006 and 31 January 2007 – a 400% increase on last year.

“We also discussed new initiatives to build on this increase in interest – especially targeting the student working holiday market,” Mr Henderson said.

“As a result of our talks, Tourism NT and STA Travel UK will hold workshops in Darwin later this year with Tourism Operators and business to further develop this strategy.

“The UK tourism market is the single largest market for the Territory, 25% of all international visitors are British.

“While there’s no doubt UK backpackers are favourably disposed to Australia, we are competing against destinations across the globe to get a slice of the action.

“We have to do smart, creative things to get attention and interest in what the Territory has to offer,” Minister Henderson said.

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