International travellers spent an extra $62 million in the Northern Territory in the year ending 2006, according to the latest results from Tourism Research Australia (TRA).

Tourism Minister, Paul Henderson, said that the Northern Territory experienced an 18.4% increase in international holiday visitor expenditure during the year (to $399 million).

“Our international visitors are spending more on their trips and are staying longer – we’ve seen international visitor night’s increase by 25.1% to 2.4 million nights.

“This is good news for our economy – the more money spent on tours, in hotels, shops and restaurants mean more jobs for Territorians,” he said.

“Under the Martin Government the Territory has an economy and lifestyle that is the best in Australia – and the tourism industry plays a big role in supporting that.”

The report by TRA also shows that the Territory has increased international holiday visitor numbers for 2006, up 7.1% for the year ending December 2006.

“This is great result, particularly compared to national figures that show a decline of 2.5%,” Minister Henderson.

“Our share of international holiday visitors to Australia has increased to 11.6%, so we are steadily reclaiming our overall market share which peaked at 13.8% for the year ending December 2001,” he said.

The Northern Territory’s share of backpackers has also grown to 23.8%, up 2% on the previous year.

“Again, we’re slowing rebuilding towards the highs of 2001 –the growth attributable to the range of targeted campaigns that are positioning the Territory as an international gateway to Australia for backpackers,” he said.

International visitor numbers from our major source markets of UK, Germany and Other Europe (including Italy, France and Scandinavia) have also increased, up 7.6%, 33.5% and 3.6% respectively.

“Our $38 million investment in tourism combined with innovative marketing initiatives is really paying dividends in these markets,” said Mr Henderson.