Local Musician to Muster Tourists

Local Darwin musician Jess Ribeiro will travel around Australia in February to promote holidays to the Northern Territory as part of the annual tourism NT Muster.

Minister for Tourism, Malarndirri McCarthy, said Jess is a talented young artist who will be a terrific advocate for the Territory tourism industry.

“The tourism industry is highly competitive, so the Territory Government continues to invest in marketing and supporting the industry through events like the NT Muster,” Ms McCarthy said.

“Each year the NT Muster is held across Australia to educate the travel industry about our fantastic travel experiences on offer so they are well equipped to sell holidays to the Territory.

“The 2010 NT Muster will take place in February and will include around 40 NT tourism operators promoting over 60 travel products directly to the front line travel agents who sell them in Sydney, Melbourne, Brisbane and Adelaide.

“Jess will be entertaining the attendees by performing each evening throughout Muster and looks forward to representing the Territory.

“The theme of the 2010 NT Muster is ‘untold stories’ and Jess’ music will be the perfect entertainment supporting this theme.

“Her band, the Bone Collectors, are inspired by an ancient myth about a spirit being who wanders the desert collecting bones and singing them back into creation which compliment’s this year’s theme and the Share our Story campaign.

“Many Australians still book holidays through travel agents, and often the travel agent’s personal suggestions are followed by the consumers with holiday bookings, so it important we hold events like the NT Muster,” Ms McCarthy said.

An integrated approach to promoting the Northern Territory to travel agents continues to be undertaken by Tourism NT. It involves a range of programs including the NT Muster, travel agent familiarisation tours and an interactive online ceNTre for learning at trade.travelnt.com

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