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Nitmiluk Tours spearheads tourism industry in Katherine region

Tourism Minister, Malarndirri McCarthy will today attend the annual launch of the Nitmiluk Tours marketing brochure at Nitmiluk National Park 32 kilometres north of Katherine.

Nitmiluk Tours is one hundred percent owned and operated by Aboriginal people in the Katherine region.

Minister McCarthy congratulates the Jawoyn people and Nitmiluk Tours on the tour options they have developed for visitors and their innovative brochure.

“The brochure will be a key part in the suite of marketing tools for Nitmiluk Tours and will help inform visitors of the beauty of Nitmiluk National Park,” said Ms McCarthy.

“I’ve had a look at the brochure and it’s a whole story, not just a list of products, and I’m sure the locals and visitors to the Katherine region will benefit.

“This is a great addition to some wonderful tourism experiences the area and a good example of a leading tourism business refreshing their tours, and their marketing, to develop their business and improve tourism experiences for visitors to the Katherine region

“The Henderson Government has invested in the Territory’s national parks, including Nitmiluk, and we will continue to do so because it is an investment in the Territory’s future.”

The launch is at the 6:30pm at the Nitmiluk Campground, Nitmiluk National Park.

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