Oprah’s Ultimate Australian Adventure Airs on Network Ten

The Northern Territory is gearing up for the knock-on effect on tourism following today’s airing of *Oprah’s Ultimate Australian Adventure* to US audiences.

Images of Uluru were aired to tens of millions of people in the US following a visit by Oprah Winfrey and members of her travelling audience as part of *Oprah’s Ultimate Australian Adventure* in December last year.

Acting Minister for Tourism, Gerry McCarthy said that Australian audiences can watch Oprah’s Adventure on Network Ten tonight, tomorrow, Friday and Sunday at 7:30pm.

“Oprah’s visit was an outstanding success for the local tourism industry and the Northern Territory is expected to translate into a must-visit tourism destination,” said Mr McCarthy.

“In the US, The Oprah Winfrey Show has the biggest single audience with more than 40 million viewers each week.

“The show is also viewed in 145 countries around the globe - the show’s reach is truly extensive and we can expect a positive benefit for tourism to the Territory, especially among prospective US travellers.

“The US is a key market for the Northern Territory, attracting an 11 per cent market share of all US holiday visitors to Australia, and accounting for 8 per cent of all international holiday visitors.

“Oprah’s visit to Uluru showcased the Red Centre’s natural and cultural values to a whole new audience.”

Since the trip was first announced the international coverage has translated into over $20 million or the equivalent in advertising space. While domestic coverage is valued at more than $140 million, along with extensive online interest.

The Northern Territory Government and the Northern Territory tourism industry invested around $500,000 in the project. Tourism Australia and partners invested more than $5 million.

*Oprah’s Ultimate Australian Adventure* can be viewed on Network Ten.

Media contact: Edwin Edlund 0401 119 563