10 July 2012

Stampede to hold conferences in Alice Springs

Three major conferences with a combined estimated spend of $3.3M will be held in Alice Springs within the space of five months next year.

Tourism Minister, Malarndirri McCarthy said the conferences have been secured by Tourism NT’s business events unit, the Northern Territory Convention Bureau (NTCB).

“These three conferences are big wins for Alice Springs and it demonstrates that Alice is a great meeting place with world-class facilities, venues, accommodation and services,” said Minister McCarthy.

The flurry of activity will commence next May with an estimated 700 delegates in town for the Australian Institute of Aboriginal and Torres Strait Islander Native Title Conference.

A major financial services conference with around 400 delegates follows in July, and the Australian Indigenous Tourism Conference will head to Alice Springs in October with another 400 delegates.

“In preparation for next year, the inaugural Alice Stampede will take place this Thursday when 19 national business event planners from across Australia descend upon Alice Springs for a four day familiarisation event highlighting what the town has to offer their industry,” said the Minister.

“Local Alice Springs business event professionals will be able to network with them at a Business Forum and infrastructure and accommodation site inspections will complete the program.

“The Alice Stampede will help Alice stand out on the map as a unique destination for business forums and conferences.

“Highlights include a day at the races ‘Alice Springs style’, a camel trek through the outback, a taste of Indigenous culture as well as Alice’s own quirky pop culture.

The event has been organised in partnership between the NTCB and the Alice Springs Convention Centre.

The Alice Stampede complements Tourism NT’s $1.4 million Red Centre digital marketing campaign aimed at boosting the profile of Alice Springs and local businesses. It also supports Alice Springs being voted Best Incentive Destination in a Reader’s Choice Award by the readers of micenet Australia magazine, a trade publication for the meetings and event industry.

For more information visit www.ntconventions.com.au

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