CONLAN LEADS TOURISM OPERATORS ON MISSION TO SINGAPORE

20 January 2013

Minister for Tourism and Major Events, Matt Conlan, is today heading to Singapore on a mission to increase awareness of the Northern Territory as a leisure and business destination and to hold high-level talks with airlines.

Mr Conlan is leading a party of nine Territory-based tourism operators to meet with key Singapore travel media and travel agents to promote Northern Territory experiences and negotiate increased sales of Territory product.

“Our presence signifies the new approach by the Northern Territory Government in supporting industry members who are proactive in emerging markets,” Mr Conlan said.

“Singapore is our closest Asian gateway, and therefore, it is of great importance to the Territory’s tourism trade.

“Visitation from Singapore to Australia grew by 12.9 per cent in the year ending November 2012, according to recent Australian Bureau of Statistics figures, and we want to grow the Territory’s share in that.

During his three-day visit, Mr Conlan will open a Northern Territory trade workshop, hold a media conference and have meetings with Singapore Airlines, SilkAir, Jetstar and Tiger Airways.

“Partnerships between Qantas and Jetstar, and Singapore Airlines and SilkAir provide the Territory with crucial air access from our traditional markets in the UK and Europe as well as emerging markets including Singapore and China,” Mr Conlan said.

“This visit is about further strengthening our relationships with airlines and showing our enthusiasm to see tourism in the Northern Territory grow.

“We want to invigorate our global marketing relationships and reinforce our positioning and promotion of the Territory.”

The operators attending the mission are from AAT Kings, Darwin Central Hotel, Darwin Reef N Wrecks, Great Southern Rail, Marrakai Luxury All Suites, Nitmiluk Tours, On TourNT, SkyCity Darwin and Travel North.

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