The Northern Territory’s winner of Tourism Australia ‘Best Jobs in the World’ competition has arrived Down Under and been put straight to work.

Irish dot.com entrepreneur, Allan Dixon, beat a competitive field of almost 7000 entrants to win the dream position of the Territory’s ‘Outback Adventurer’ in June, and his first job has been to cover the Darwin Festival.

Minister for Tourism and Major Events Matt Conlan said Allan would be a great asset to the Territory over the coming months.

“Allan is about to experience the adventure of a lifetime,” Mr Conlan said.

“He’ll be travelling to every corner of the Territory experiencing the best sights, attractions, festivals, culture, food, hospitality and events we have to offer.

“Allan will then use blogs, videos, photos and social media to showcase these experiences to the rest of the world.

“The Outback Adventurer job is about increasing international visitation to the Northern Territory and Allan will play a key role in targeting the youth sector especially backpackers and working holiday makers.

“Allan will help our local businesses promote their experiences in a fun and motivating way and highlight the large range and quantity of jobs on offer for working holiday makers in the Territory.

“He’ll meet with and interview employers looking for working holiday makers, from crocodile keepers to hotel managers and everything in between.

“But above all he’ll be highlighting the Territory as a fun and must-visit destination.”

As part of his role as the Outback Adventurer, Allan will travel throughout Darwin, Alice Springs, Uluru, Katherine and Arnhem Land. Some of the major events the 26 year old will cover include the Darwin Festival, Henley on Todd Regatta, Alice Springs Desert Festival, Darwin Symphony Orchestra at Uluru and the England vs Chairman’s XI cricket game in Alice Springs.

Territory businesses looking to get involved in Allan’s adventure can call Tourism NT on 8999 3805 or to follow his trip go to:
https://www.facebook.com/DixonDownUnder
https://twitter.com/daxon
http://instagram.com/mrdaxon/

Media Contact:
Lisa Andrews 0401 579 963