MINISTER FOR TOURISM AND MAJOR EVENTS

TRAVEL AGENTS GET A TASTE FOR THE TERRITORY

30 August 2013

Minister for Tourism and Major Events Matt Conlan today welcomed 38 travel agents from around Australia who will experience Central Australia’s rich offerings and leave the Territory as ambassadors.

“This is a tremendous opportunity to showcase the world-renowned experiences that the Red Centre has to offer,” Mr Conlan said.

“After today I’m sure these travel agents will become great ambassadors – advocating our incredible natural wonders, rich Aboriginal culture and colourful characters of the Outback.

“This is part of our revitalised marketing program designed to better sell the Northern Territory and boost holiday visitor numbers through targeted training of key domestic travel sellers.

“The travel agents will meet with 29 tourist operators from right around the Territory – who are integral in delivering amazing experiences for people visiting the NT.

“This event coincides with a major aviation boost to the Red Centre in the past few months – with new Tigerair flights from Sydney and Melbourne and Jetstar flights from Sydney to Uluru, in addition to Qantas’s ongoing commitment to Alice Springs.

“It has never been easier for people from the eastern seaboard to have the ultimate Central Australian experience.

“This initiative is one of a number that are designed to realise this Government’s vision of returning tourism to growth and boosting the visitor economy in the NT to $2.2 billion by 2020.”

The travel agents were invited in conjunction with key wholesale partners: Territory Discoveries, Infinity Holidays, Qantas Holidays and Sunlover Holidays.

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