MINISTER FOR TOURISM

ALICE SPRINGS NAMED DESTINATION ON THE RISE BY TRIPADVISOR

3 December 2013

Alice Springs has been named one of the top 10 destinations on the rise in the South Pacific by leading travel review website, TripAdvisor.

The Northern Territory town placed eighth on the annual list 2013 Travellers' Choice Awards for Destinations on the Rise, which was won by Christchurch.

The awards looked at destinations worldwide that have seen the greatest increase in positive traveller feedback and interest, year-over-year, on the TripAdvisor website.

“This is fantastic news and shows Alice Springs is a future hot spot for travellers,” Minister for Tourism Matt Conlan said.

“We have worked tirelessly all year to put Alice Springs on the world map for all the right reasons and restore the town’s reputation as an iconic global tourism destination.

“Our fresh new marketing campaigns coupled with face to face meetings with the world’s tourism heavyweights have pricked the interest of the international tourism industry. This is a great recognition of that effort and clearly shows that we have the right product to sell to the world.”

Mr Conlan said the award would generate invaluable international exposure for the Territory and continue to put Alice Springs on the map as a must-do destination in 2014.

“This recognition will help to further promote Central Australian and the Territory to millions of travellers around the world,” he said.

Today’s award comes after the NT was the only Australian destination to feature in the National Geographic Traveler magazine’s 2014 ‘Best of the World’ top 20 places to visit next year.

TripAdvisor Top 10 Destinations on the Rise in the South Pacific:
1. Christchurch, New Zealand
2. Margaret River, Australia
3. Broome, Australia
4. Rotorua, New Zealand
5. Surfers Paradise, Australia
6. Canberra, Australia
7. Pokolbin, Australia
8. Alice Springs, Australia
9. Dunedin, New Zealand
10. Taupo, New Zealand

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