NT Business Events Ambassadors will meet in Alice Springs this week (25-26 February) to discuss how they can help promote Alice Springs as a competitive business events destination.

The NT Business Events Ambassador Program is a Tourism NT initiative that was launched in partnership with the Darwin Convention Centre and Alice Springs Convention Centre last September.

"These Ambassadors will significantly boost the Territory’s ability to attract a bigger share of the lucrative business events market," Tourism Minister Matt Conlan said.

"Through this program, we are utilising the extensive contact networks and the marketplace intelligence of sixteen of the Territory’s leading business and industry professionals.

"This initiative is integral to the development of Northern Australia and achieving our vision of a $2.2 billion Territory tourism visitor economy by 2020.

"Business events provide more than just tourism benefits to the NT. They have the ability to build international trade, leverage new investment, showcase innovation and research, and promote the NT as part of the focus and development of Northern Australia.

"They generate around $89 million in expenditure for the Territory annually."

The NT Business Events Ambassadors meet with Tourism NT on a quarterly basis.

"The meeting in Alice Springs will be their second, and the program has been designed to increase their understanding of the town’s economic and business drivers," Mr Conlan said.

"Our hope is that the Ambassadors will communicate these new perceptions to their networks and this new level of understanding will help us when we bid for business events."

The meeting’s agenda presents the future vision for Alice Springs; showcases innovation with a tour of the Arid Zone Regional Institute, Desert Knowledge Solar Centre, and the Uterne Solar Power Station; highlights local industry development and introduces the ambassadors to several local business leaders.

"So far we have acquired 13 business event leads from our ambassadors, and identified over more than 50 associations and corporate boards to which the ambassadors are linked," Mr Conlan said.

"The NT Convention Bureau is working on a strategy to target these 'networks' to encourage them to run their business events here in the NT."
Those Ambassadors attending this week’s meeting include: Sarina Bratton (Entrepreneur), Michael Bridge, (Chair, Tourism Commission NT), Professor Alan Cass (Director, Menzies School of Health), Chen Min (Chief Representative, CCPIT), Lyndon Frearson (General Manager, CAT Projects), Daryl Guppy (Director, Guppytraders.com), Vicki O’Halloran, (CE, Somerville Community Services) James Paspaley (Executive Director, Paspaley Pearls) and Katherine Sarneckis, (CEO, NT Seafood Council).

For more information on how the program works go to: http://www.ntconventions.com.au/Ambassador/NTBEAmbassadorProgram.aspx

Media Contact:
Lisa Andrews 0401 579 963