Hundreds of travel agents in Melbourne and Sydney will be targeted this week, as part of efforts by the Northern Territory Government to attract more tourists from the two cities.

The travel agents and other industry operators will attend Tourism NT’s annual trade road show, the NT Muster, over the next two days.

“Melbourne and Sydney are our two biggest domestic tourism markets so this trade show is crucial to drumming up more interest in the NT in these cities,” Minister for Tourism Mr Conlan said.

“Now is the peak time when holiday-makers in Melbourne and Sydney are thinking about taking a break and booking a holiday to the Territory so the NT Muster will allow us to strike while the iron is hot.”

This aim of the NT Muster events is to educate travel agents so they are better equipped to sell holidays to the Northern Territory.

“This year, we have 22 tourism industry operators attending alongside three domestic wholesalers, representing more than 47 NT products and experiences,” said Mr Conlan.

“More than 200 travel agents are expected to attend the two events and to make sure they sing the Territory’s praises to potential holiday-makers attractions on the exhibition floor include; a Mindil Beach Market stall, a self-drive experience by Britz, roving reptiles and Indigenous story-telling.

“A ‘How To Do the NT’ stand will also be hosted by Tourism NT staff which will help agents create itineraries to the NT with information about access, distances, maps and events on the ground.

“This type of product training is vital in the highly competitive field of tourism – where every state is pitching hard to attract tourism dollars. These travel agents influence travellers’ decisions, so it is crucial that they are up-to-date with information about holidaying in the NT.

“In an exciting change this year, the NT Muster will tap into Tourism NT’s sponsorship agreements with its high-profile sports clubs in each town, in NRL club Parramatta Eels (Sydney) and AFL club Melbourne Demons (Melbourne).

“Russell ‘Robbo’ Robertson from the Melbourne Football Club will MC and host the Melbourne event while the Sydney event will have former Parramatta Eels captain Nathan Cayless as the MC.

“The NT Muster will help sell our Do the NT message, which is part of the Country Liberals Government’s vision to develop Northern Australia and deliver $2.2 billion in visitor expenditure by 2020 to help build a more prosperous NT economy.”

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