ADAM GILES MLA | CHIEF MINISTER
MATT CONLAN MLA | MINISTER FOR CENTRAL AUSTRALIA

ALICE SPRINGS WELCOMES THE ULYSSES CLUB

12 May 2014

Around 2,500 people will flood into Alice Springs for this week’s Ulysses Club Annual General Meeting, injecting cash into the local economy.

“It is truly a great honour for Alice Springs that the Ulysses Club chose our town to hold their meeting this year and I’d like to welcome the 2500 members and partners who are expected to attend the week-long event,” said Chief Minister Adam Giles.

“Attracting these types of large-scale events to Central Australia is part of our Government’s plan to boost the local economy and drive the development of Northern Australia.

“It’s estimated that business events add around $89 million to the Territory economy each year and this week’s Ulysses AGM will provide a substantial boost for local businesses.”

The Territory Government has provided $33,000 and in-kind support to help stage the Ulysses Club AGM. The in-kind support has included temporary infrastructure at Blatherskite Park, supply of a mini-bus to assist mobility impaired people, additional road repairs, assistance with traffic management plans, and sewerage and water checks for the camping site.

Minister for Tourism Matt Conlan said most of the town’s accommodation was fully booked for the event.

“This will be a wonderful event – not just for the Centre, but for much of the NT,” Mr Conlan said.

“Many of the members attending the AGM have driven recreational vehicles to the Territory and are exploring our spectacular landscapes both before and after the event. Some are leaving their motorcycles in Alice Springs and catching the Ghan to Darwin and then exploring the Top End.

“The Ulysses Club is a social club for over 40’s with an interest in motorcycles, and this demographic is a key group Tourism NT is targeting for holidaying in the Territory. They are also very much part of another key market that we are actively pursuing – the drive market.

“We welcome these motorcyclists to the NT – and hope they leave as ambassadors telling friends and family about their unique experiences as they explore the rugged beauty of the Territory.

“I encourage Alice Springs residents to support the Ulysses Club by attending an open day at Blatherskite Park on Wednesday and parade on Saturday where more than 1000 club members will ride their bikes followed by a Show and Shine muster,” said Mr Conlan.

The Ulysses Club AGM Event kicks off today Monday 12 May and will run until Saturday 18 May. For more information about the club and its events go to: http://agm2014.ulyssesclub.org/

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