Matt Conlan  
Minister for Tourism  

**Territory to target American tourists**  

12 July 2014

Minister for Tourism Matt Conlan will travel to America today for a series of meetings and events with key American trade partners and airlines over the coming week.

Minister Conlan said the trip would strengthen travel partnership ties and help boost international visitor numbers to the NT.

“North America is one of our key international markets, attracting 44,000 visitors and $71 million in overnight visitor expenditure in the NT last year,” said Mr Conlan.

“These visitors love the Outback and as a result this lucrative market is set to grow 6 per cent annually for the next few years, so it is important we strike while the iron is hot.

“At the moment the NT captures around 12 per cent of the total North American holiday market to Australia, with the majority of these visitors on short trips to Uluru as part of a larger Australian itinerary.

“For example, a typical vacation for first time American travellers is a Sydney, the Rock and Reef tour. But, we want them to stay longer and visit more of the Northern Territory.

“We are working hard to try and reshape visits to the NT to offer innovative itinerary planning and booking options, tailored products and promotion and different air access options. We are also broadening our target market from the over 50 demographic to include the so-called ‘Adventure Enthusiasts’ and the 18-35 year-old traveller, both of which are keen on camping, hiking, biking, fishing or adventure.

“During this mission to America I will attend a number of high level forums and meetings with business, travel representatives and aviation executives as well as participate in a number of media events to promote the Territory.

“In New York, I will host a major media event, an Outback BBQ, which will showcase Northern Territory food and culture to around 30-40 representatives from major US news outlets including Travel & Leisure, Departures Magazine and National Geographic as well as trade partners Swain Destinations, Goway Travel, Black Tomato and Aspire Down Under.
“In Los Angeles, I will host a trade meeting with more than 20 representatives to discuss travel trends, perceptions of the Territory and opportunities to increase travel. Attendees include all the major US - Australian airlines, Tourism Australia and our distribution partners.

“While in Los Angeles I will also attend one-on-one meetings with Tourism Australia, Air New Zealand, Qantas and Virgin Australia to emphasise the Territory’s commitment to the important North America market and discuss improved air access to the Territory.

“This mission will show the NT as an exciting, vibrant destination where there is so much to do and see. It will raise the profile of the Territory in one of our key markets.

“Uluru has significant appeal and awareness around the world, but on this trip we will be showing that the NT has substantially more to offer, including the World Heritage listed Kakadu wetlands.

“Our international markets are vital to the NT, which is why we doubled our international budget from $7 million to $15 million two years in a row.

“The NT Government is committed to boosting the number of tourists to the NT as part of our plan to develop Northern Australia and deliver $2.2 billion in visitor expenditure by 2020.”

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