American travel guru to spruik the Territory

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The international spotlight will be on the Red Centre this week with one of American’s most trusted travel experts, Pauline Frommer, producing a two-hour radio travel show in Central Australia.

“The Frommer brand is absolutely huge in America and it is a major marketing coup for the Territory to have Pauline Frommer in Central Australia this week,” said Tourism Minister Matt Conlan.

As part of the two hour Northern Territory radio broadcast, Ms Frommer visited the Araluen Art Centre in Alice Springs today with Mr Conlan.

During her trip, she will also Do the NT by foot, bicycle, helicopter and car, exploring Uluru, Alice Springs and the West MacDonnell ranges to record content for the special radio show as well as a daily on-line blog on the Frommers website.

“The Frommers radio show called ‘The Travel Show’ is a national broadcast heard on over 80 radio stations right across America from New York to New Orleans,” said Mr Conlan.

“The company’s website, Frommers.com, is also visited by 5 million unique users each month and is one of the most popular travel websites in America so to have the Northern Territory featured prominently on the site is fantastic exposure for us, particularly for the Centre.

“American visitors love the outback and leisure arrivals from the US to Australia are forecast to grow 6 per cent through to 2017-18 so now is the perfect time for Frommers to tell their listeners: “You haven’t been down under ‘til you’ve been outback.”

Traditionally, Americans visit Sydney, the reef and the rock on their Australian adventures, but Ms Frommer, whose father began writing the world famous Frommer guidebooks in 1957, will show her audience there are many more things to see and do in Central Australia.

“It’s great to have Pauline in my backyard of Alice Springs after meeting her in New York during my trade mission to the US earlier this year. We spoke about what an amazing holiday the Territory could offer and I’m pleased to see following this discussion millions of Americans will now get to hear and read all about the Territory through such a well-respected and trusted travel authority.
“The US is one of our key international markets, attracting 35,000 visitors and $55 million in overnight visitor expenditure in the NT in 2013-14. The Frommers trip will capitalise on the recent exposure the Centre received in America through the Royal visit and help build on the recent 1 per cent growth in international visitors to the Territory after decades of declines.

“We know there is a long way to go to rebuild our tourism industry but trips like this will help us achieve our vision of a $2.2 billion visitor economy by 2020.”

The Frommer trip has been facilitated by Tourism NT and as well as the 2-hour radio show and daily blogs, will also include a radio syndicate promotion of a major Northern Territory Outback trip sweepstakes competition across the US.

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