NT event planners go Walkabout

12 October 2014

More than 250 event planners from around Australia will meet with Territory business events operators and industry partners this week at ConveNTions Walkabout ‘14.

Designed to attract more business events to the Territory, ConveNTions Walkabout ‘14 will hold events in Brisbane, Sydney, Canberra, Melbourne, Adelaide and Perth from 13-17 October.

“Business events are crucial to our plans to boost tourism and develop Northern Australia with the lucrative sector worth an estimated $89 million to the NT economy each year,” said Tourism Minister Matt Conlan.

“This is an event generate excitement about holding a business event in four of Australia’s most unique and diverse destinations; Darwin, Kakadu, Alice Springs and Uluru.

“In a first, this year the event will involve an exciting new collaboration with MusicNT – which is providing Territory music at the ConveNTions Walkabout to create a unique Territory atmosphere and help attract more business visitors to the North.

“The NT Convention Bureau will also use Tourism NT’s sponsorship partners, the Melbourne Demons and Adelaide United football clubs during the roadshow. The Melbourne event will be held at the MCG with Melbourne Football Club legend Russell Roberts MC’ing, while Adelaide United players will attend the Adelaide event where a video of the team undertaking a range of corporate leadership activities during on their recent trip to Alice Springs will be played.

“Business events play an important role in developing a prosperous economy with conference delegates spending up to four times the average expenditure of leisure visitors. The delegates who attend also leave the Territory as ambassadors telling friends and family about their unique experiences, resulting in more people wanting to Do the NT.

“The NT Convention Bureau is working hard to ensure we remain one of Australia’s best business event locations, offering unique experiences from the Top End to the Red Centre. The NT is punching above its weight when it comes to attracting the business events sector and will continue to do so through events like ConveNTions Walkabout ‘14.”
The NT exhibitors at ConveNTions Walkabout ’14 include the three NT Convention Centres in Darwin, Alice Springs and Uluru, Darwin Turf Club, Fusion Exhibition and Hire Services, Great Southern Rail, Hilton Group, Kakadu Tourism, Toga Hotels, Tourism Top End, SKYCITY Darwin.

Territorians are being urged to become local champions and spread the word about holding a conference or business event in the Northern Territory. To become a local champion and help drive the NT’s economy make your suggestion for a conference or business event for the NT at: www.ntconventions.com/localchampion

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