Matt Conlan
Minister for Tourism

Serving up a feast of Territory flavours

2 October 2014

Territorians are being urged to “invite the world” to dinner in our own backyard, as part of the latest push to attract more visitors to the NT.

Following the global launch of Tourism Australia’s ‘Restaurant Australia’ campaign in the United Kingdom, Hong Kong and Singapore last month, Tourism NT will today conduct a special Territory flavoured Progressive Feast simultaneously in Darwin and Alice Springs.

The feast will visit several different restaurants and cafes and showcase iconic Territory food experiences to a worldwide audience using the hashtag #RestaurantAustralia on social media.

Tourism Minister Matt Conlan, who will be participating at one of the lunch stops in Alice Springs, urged all Territorians to get behind the Restaurant Australia campaign.

“The Restaurant Australia campaign is Tourism Australia’s major push to attract more visitors so it is important that the Territory gets involved and ensures all our great Territory stories about our unique dining experiences and fresh produce are being told to the rest of the world,” Mr Conlan said.

“From the tropics of Darwin to the outback of Alice Springs, food and wine in the Territory is unique, with magical outdoor ‘million star’ dining, spectacular landscape backdrops and colourful Territory personalities behind incredible food – the NT ticks all the boxes for a quintessential Aussie culinary experience.

“Today’s Progressive Feast is our chance to show the world the Territory can be home to great food and wine experiences. During the day, social media sites will be targeted with images of our great food and locations using the #RestaurantAustralia hashtag to generate a ‘delicious buzz’.

“I encourage all Territorians and local businesses to get involved and use the #RestaurantAustralia and #NTAustralia hashtags when they next capture a great Territory food moment.

“Food travel is a growing trend with Tourism Australia identifying ‘food and wine’ as a key factor in holiday decision making, ahead of world class beauty, so using word-of-mouth to market the Territory as a foodies paradise will help attract more visitors here.”

**Media Contact:** Lisa Andrews 0401 579 963