Adam Giles
Chief Minister of the Northern Territory, Minister for Tourism

A taste of the Territory

28 February 2015

The best of Territory tourism will be on display this week with two celebrity cooking programs showcasing our attractions to a global television audience.

“This is an amazing opportunity to show-off the Territory to millions of potential visitors,” Chief Minister Adam Giles said.

“From the tropics to the outback, the Territory is home to some unique dining experiences and incredible fresh produce and these shows are an opportunity to tell the rest of the world.

“Food travel is a growing trend and it’s fantastic to see Tourism NT tapping into this market as part of a new international marketing strategy partnering with non-travel media.”

The Territory shows by Michelin Star chef Eric Ripert and food expert Jimmy Doherty come hot on the heels of Top Gear’s recent visit.

Tourism NT partnered with Tourism Australia to bring Eric Ripert to the Territory late last year to film an episode of his TV series, Avec Eric, which airs in the United States on the Cooking Channel tonight.

The episode kicks of the show’s third season and is expected to pull a US audience of 3.5 million people. The Emmy Award winning program is aired in 41 countries with a global audience of 35 million.

“The Territory has a dedicated episode of Avec Eric following Eric’s journey around the Top End on the hunt for a prized barramundi,” Mr Giles said.

“While he was here, Eric stayed at Wildman Wilderness Lodge, went heli-fishing for barramundi, visited the pub on Goat Island that can only be reached by boat or chopper and cooked with Lynton Tapp.

“He lunched at Pee Wees on Darwin Harbour and spent three days in the Mary River region which included a boat ride up the Adelaide River with Obsession Fishing.

“I hope that one day we might see some Territory recipes on the menu at his three Michelin star restaurant, Le Bernadin, in New York.”
Jimmy Doherty came to the NT last October to film a new three-part series called Jimmy’s Australian Food Adventure which starts airing in the UK on 1 March.

“The show will take nearly four million British food lovers on an Australian culinary adventure through South Australia, Western Australia and the Northern Territory,” Mr Giles said.

“This exposure is the equivalent of $3 million in advertising and showcases tourist destinations and operators including Crocodylus Park, Rapid Creek and Mindil Markets, Outback Floatplane Adventure Tours, Mount Bundy Station, the National Transport Hall of Fame and Ayers Rock Resort.”

“We want more travellers to think about the Territory as a gourmet destination with opportunities to sample everything from bush tucker to Asian flavours. We hope programs like these will help plant the seed in travellers’ minds.”

***Please see pics attached below***

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