Virtual journeys help muster new Territory visitors

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Hundreds of travel agents will get the chance to visit the Northern Territory from their desktop, tablet and mobile with the help of a new virtual tool being launched at this week’s NT Muster.

“NT Muster is the Territory’s annual tourism trade show held in Sydney and Melbourne to update and educate travel agents on our latest travel products and attractions,” Chief Minister Adam Giles said.

“This year, we’re using the event to launch the Virtual Journeys website which is aimed at enhancing the travel trade’s knowledge of the NT.

“This online tool will introduce them to experiences and activities through inspirational video footage. The unique images give the impression that you are the one who is actually having the experience and seeing it through your own eyes.

“Research shows that almost half of NT holiday-makers are influenced directly by the travel agent network in their decision making so this is a fabulous initiative which we hope will lead to an increase in visitation and spending.”

The Virtual Journeys website features more than 200 products, including many of the businesses and attractions which have benefited from the Tourism Infrastructure Grant program over the past year.

“Agents will be able to see key tourist hotspots, get contact details for operators, create itineraries and plan great holidays for their clients using the virtual tool,” Mr Giles said.

Agents can create their own virtual journey, consisting of a number of video experiences, in a playlist format which they can easily share via social media channels with fellow agents or customers.

“Now front line sales staff and product managers can select first-person videos to create a realistic itinerary to help clients decide where they want to go, what they want to do and how much time they will need,” Mr Giles said.

Virtual journeys is one of numerous new strategies aimed at returning the Territory tourism industry to growth, helping develop Northern Australia and delivering a $2.2 billion visitor economy by 2020.

Adam Giles
Chief Minister of the Northern Territory, Minister for Tourism
The NT Muster is held in Sydney on Wednesday and Melbourne on Thursday. Registrations are tracking well above last year’s event.

It coincides with a two day Territory pop-up installation in Martin Place in Sydney encouraging NSW residents to come and 'Do the NT'.

It also comes as the Queen Mary 2 visits Darwin as part of record cruise week for the city, drawing more than 11 000 visitors and injecting millions of dollars into the economy.

To find out more, visit the Virtual Journeys website [http://www.virtualjourneys.travelnt.com/](http://www.virtualjourneys.travelnt.com/)

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