Chief Minister and Tourism Minister Adam Giles said the Northern Territory was a magnet for birding and nature enthusiasts and our involvement in the famous UK Birdfair will help attract more visitors to the NT.

“Known as the birdwatcher’s Glastonbury, the British Birdwatching Fair from 21 to 23 August is the largest bird fair in the world attracting more than 25,000 people and over 300 exhibitors,” he said.

“As a sponsor of the event, the Territory will be identified on all event promotional material and posters, and feature on the Birdfair website as well as a range of niche magazines that have millions of readers.

“The United Kingdom is one of our largest international markets with 35,000 visitors to the Territory last year and this exhibition will help promote the NT as a leading holiday destination in a key market.”

The Northern Territory is home to more than 400 species of birds, many of which are unique to the NT including the white-throated Grasswren, Chestnut-Quilled Rock Pigeon and the Banded Fruit-Dove.

Local birding tour operators, Luke Patterson from NT Bird Specialists, Mick Jerram from Gecko Canoeing and Mark Carter from Mark Carter Birding and Wildlife will represent Tourism NT at the event as guest speakers.

“The UK Birdfair is a great opportunity to market our regions like Katherine but also more importantly lift the profile of the whole Northern Territory as a world class holiday destination for birding and wildlife experiences,” Mr Jerram said.

Mr Giles said Tourism NT would be working on developing a suite of bird watching experiences and marketing opportunities to benefit the whole of the Territory, including a new bird watching calendar of events profiled on www.travelnt.com
“Tourism NT targets selected special interest groups like bird watchers as we know that visitors who travel in pursuit of a special interest are more likely to stay longer, spend more and disperse deeper through the destination they are visiting,” he said.

“It’s all part of the Country Liberals Government’s plan to drive the development of Northern Australia and build a $2.2 billion visitor economy by 2020.”

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