New ‘Do the NT’ hot air balloon supported with NT Government tourism grant

27 November 2015

Alice Springs tourism business Outback Ballooning will build a new ‘Do the NT’ hot air balloon that will promote the Territory interstate and help establish the Red Centre as the ballooning capital of Australia.

Chief Minister and Tourism Minister Adam Giles said Outback Ballooning provided a high quality, fun and exciting ballooning experience specialising in the Central Australia region.

“Under the Northern Territory Government’s Tourism Infrastructure Development Fund, Outback Ballooning will receive a $61,588 grant to build and operate a ‘Do the NT’ branded hot air balloon,” he said.

“The balloon will be smaller in size than normal passenger balloons and will primarily be used for high value, high profile flights.

“This niche market will include private charters by high net-worth clients, weddings, VIP groups and it will also be used to train flight students.

“Due to the early morning nature of hot air ballooning, increased ballooning activity would increase the overnight stays in the region.

“The balloon will also promote the business, the Central Australia region and the Northern Territory generally.

“I want to see the Red Centre become the ballooning capital of Australia bringing tourists from right throughout the country and the world to our nation’s heart for a unique outback experience.”

Mr Giles said tourism was one of the Territory’s largest employers and the Country Liberals Government was working hard to help the industry grow after years of decline.

“The Country Liberals’ Government is committed to expanding the range of tourism experiences on offer in the Territory, particularly in our regional and remote areas, so we can create more jobs and drive economic development in these communities,” he said.
“It’s all part of the Country Liberals Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020.”

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