An outback pub, camels, and jumping crocodiles are just some of the ways the Northern Territory Government will woo visitors to the country’s largest caravan and camping show in Melbourne this week.

Chief Minister and Tourism Minister Adam Giles said the Victorian Caravan, Camping and Touring Supershow runs for six days from 24 – 29 February and attracts more than 60,000 people.

“The Tourism NT stand is back bigger and better than ever and will reflect the fun and adventure visitors can have on a road trip through the Northern Territory,” he said.

“Shows like this are an ideal opportunity to get information about our regions out to some of our most valuable tourists – the caravan, camping and RV market.

“The display feature will feature 26 local Northern Territory tourism operators, with the centrepiece of the NT stand an outback pub structure known as ‘The Waterhole’.

“Other highlights include reptiles from the Alice Springs Reptile Centre, basket weaving displays from Nitmiluk Tours, didgeridoo playing from Top Didj, beanie making workshops conducted by the Alice Springs Beanie Festival, gem fossicking from Gemtree Caravan Park, and the jumping crocodile selfie technology currently in place at Darwin Airport.”

Mr Giles said the event would encourage more tourists to Do the NT and take drive holiday through our spectacular regions.

“A drive holiday in the Northern Territory is different to anything else and there is so much to choose from whether it’s the Explorer’s Way right from the Top End down to the Red Centre, the Nature’s Way through Kakadu National Park or the Binns Track exploring the historic towns through Tennant Creek and the Barkly region – there’s something for everyone,” he said.

Mr Giles said the drive market was a hugely important tourism segment for the Northern Territory accounting for around 290,000 visitors a year.
“The Country Liberals Government understands how important the drive market is, particularly to growing tourism in our regions, and that’s why we’ve invested $25 million to fully seal the Mereenie Inner Loop in Central Australia,” he said.

“This was identified as the number one infrastructure priority for our Central Australian tourism operators and will mean tourists can drive on a fully sealed road between Hermannsburg and Glen Helen.

“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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