The NT Government today announced a $1 million funding boost for the NT Tourist Commission to undertake an aggressive international marketing campaign.

Tourism Minister Paul Henderson said the funding boost, which spans the next two years, recognises that the time is right to push back into the international market.

"After September 11 the NT Tourism Commission made a strategic decision to redirect resources to a targeted domestic marketing campaign," Mr Henderson said.

"This was an astute decision which has seen near-record self-drive visitors to the Territory.

"Now, almost 12 months later, we have a much clearer picture of how internationals feel about holidaying, and we know that our key source markets – the UK, Europe and America – are ready to travel."

Mr Henderson said the additional $1 million for the next 2 years shows the strength of the Government’s commitment to tourism, and acknowledges tourism as the biggest employer in the Territory.

"This Government intends to do all it can to invigorate our tourism industry, and subsequently stimulate economic growth and prosperity for all Territorians."
"So we have now restored the international marketing budget to its 2001/02 budget allocation and added $.5M."

"We will work in partnership with our international partners on effective marketing campaigns to get the greatest value for our money."

The NT Tourist Commission campaigns will span 2002-2004 in Japan, the UK, Europe, America and New Zealand. The backpacker market will also be targeted.

Some of the planned campaigns are:

- **America** - A campaign targeting the adventure traveller highlighting the Northern Territory's national parks, with a strong emphasis on Kakadu and Uluru. The campaign will be in partnership with adventure travel specialists. Each package will have at least five nights in the Northern Territory.

- **Germany** - A self-drive campaign coupled with a print campaign, new brochures and web site development

- **The UK** - Working with Tourism NSW and Tourism Queensland, the NTTC will develop packages based on: 5 nights Queensland - Reef and Rainforest, 5 nights Northern Territory – Ayers Rock, Kings Canyon and Alice Springs, and 5 nights Sydney.

- **Japan** - A 'Three World Heritage experience' package that targets the enormous honey moon market

The potential return on investment to the NT economy from visitor expenditure over the next two years is approximately $12 million from this additional investment.

Last year 484,000 international visitors stayed in the Territory a total of 1,703,000 nights and spent $303.8 million.