29 November 2002
Tourism not all doom and gloom

Media Releases
Media Release Archive
Speeches

This page is maintained by the Office of the Chief Minister

The Minister for Tourism, Dr Chris Burns, says there have been some bright spots in the NT Tourist Commission’s promotion of Territory tourism despite the setbacks of the past year.

Dr Burns said the Commission’s annual report, tabled in Parliament this week, showed that while there had been a large decline in arrivals in Australia following the September 11 attacks, the Commission had achieved improved returns to the Territory from some international markets.

Expenditure by North American and New Zealand visitors rose compared to the previous year. Our key European markets were also relatively resilient. Dr Burns said he was encouraged to see that in view of the difficulties created by the collapse of Ansett, expenditure by interstate holiday visitors declined by less than half of one percent, from $300m to $299m.

Dr Burns said there were reasons for optimism about tourism in the Territory.

"Our Aviation Director is on board and we will be working to increase both domestic and international aviation services into and out of the Territory; the Commission’s new domestic advertising agency, Euro RSCG, has already begun work on promotional campaigns for both the Top End and the Centre and the NT Tourism Strategic Plan will be launched next week.

"This year the Government committed an extra $1m to the Tourist Commission as a direct boost to international marketing.

"This is a 10% budget increase but, more importantly, it could potentially generate a return of $11.9 million to the Territory’s tourism industry.

"As I have been meeting tourism industry people over the past month I can’t help being optimistic about the determination and innovation being shown. We have some terrific people leading the industry", Dr Burns said.

to the top