INTERSTATE VISITORS TO THE NT HIT A RECORD HIGH

Minister for Tourism Paul Henderson today welcomed the release of figures showing a record high for interstate holiday visitors to the NT for the year ending September 2006.

“We’ve seen a 15.8% increase in interstate holiday visitors to the NT compared to last year’s figures.” said Minister Henderson.

“This is an increase of 46,000 people, which means over 337,000 interstate holiday visitors came to the Territory last year.

“This is the highest number of interstate holiday visitors on record.

“The Martin Government’s increase of $10 million to Tourism NT’s base level funding is really paying dividends and confirms that the ‘Share Our Story’ marketing campaign is working.

“The strong performance is more than double the national increase in interstate holiday visitor numbers, which increased by only 6.8%.

“The key challenge for this Government is to continue to grow the market against competing factors such as cheap overseas holidays, rising interest rates and increased expenditure on luxury items at home,” Minister Henderson said.

The survey further reports an increase in interstate holiday nights in the Territory, up 18.9% or 460,000 nights when compared to the year ending September 2005, higher than the national increase of 5.7%.

“This is further good news following my announcement last month of a 5.7% increase in international holiday visitors to the Territory,” Minister Henderson said.

The research figures were provided by Tourism Research Australia (TRA).

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