Helping Sell the Red Centre to Korea

The Northern Territory Government is hosting Korean travel agents as part of a program to boost the Territory’s profile as a holiday destination within emerging tourism markets.

The 11 retail travel agents are in Central Australia for a three-day educational session and workshop. It is the first time the Territory has hosted a group of Korean travel agents under the Aussie Specialists scheme.

The Tourism Minister Chris Burns said the Territory Government invested an additional $4m at the last election to attract tourists from emerging markets such as Korea.

“The Northern Territory is more reliant on the tourism industry than most other jurisdictions. The industry contributes more than 6% to our gross state product compared to just less than 4% for the rest of Australia,” Dr Burns said.

“Therefore, given the ongoing global economic challenges, it’s essential the Northern Territory maintains a high profile in all international markets and in particular emerging markets such as Korea.

“We are especially keen to explore the emerging market of Korea and in particular promote working holidaymaker opportunities in the Territory.

“We’ve been working with Austrade to build a stronger strategy for attracting working holidaymakers to the NT as Korea is the number two source market for these visas.”

The workshop is designed to enhance the travel agents’ knowledge of Central Australia so they can better offer appropriate packages to visitors from Korea.

These forums are also a chance for Central Australian operators to be briefed on the opportunities of the Korean market and start to build important business-to-business relationships.