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NT Tourism Operators Encouraged to Access $200 Subsidy

Northern Territory tourism operators are being encouraged to access a $200 subsidy to help them obtain the new accreditation standards that come into effect this July.

By having an accredited tourism industry visitors can be more confident in the quality and standard of the tourism experience they will have when they visit the Territory.

Tourism Minister, Malarndirri McCarthy, encouraged Territory tourism operators to get accredited before 31 March so they can get the $200 subsidy.

“Tourism is one of the Territory’s biggest economic drivers and having an accredited industry gives us an extra competitive edge,” Ms McCarthy said.

“Accreditation provides our visitors confidence in the legitimacy and quality of our tourism products, particularly when they are researching and booking their holidays over the internet.

“In 2008, 72 per cent of all the international visitors to the NT stated that they used the internet to get informed about Australia - an increase of 38 percentage points since 2002.

“With 37 per cent of international visitors to the NT stating they used the internet to book aspects of their trip, it makes sense for them to book using an accredited operator because they get assurance that they are a quality operator.”

As an extra incentive, from July 1 only accredited operators will be able to participate in Tourism NT promotions such as featuring on Tourism NT consumer websites and participating in the Brolga Awards.

“We have a terrific tourism industry, and accreditation is about ensuring high standards and further developing our world-class operators,” Ms McCarthy said.

“Tourism NT is working with Tourism Top End and Tourism Central Australia to promote accreditation to their members too.

“I strongly encourage Territory tourism operators to get accredited before 31 March and access their $200 subsidy to help cover their accreditation,” she said.

For more information on gaining accreditation and accessing the subsidy, people should contact Tourism NT on 08 8999 3807 or visit www.tourismnt.com.au

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