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A plan is being formulated to uncover new tourism related opportunities for the Gove region following a five-day visit by a team from Tourism NT and the Department of Business.

Minister for Tourism Matt Conlan described Arnhem Land as arguably the last untouched area in Australia, but stressed that any strategy to boost tourism relied heavily on a co-operative approach from all operators in the region.

“This is one of the last undiscovered tourism regions in Australia; it is mystical and deeply cultural but very few people have had the opportunity to experience the raw beauty of Arnhem Land,” Mr Conlan said.

“It is wild and untouched but it is also steeped in history – both Aboriginal and European. Rock art, which has been dated to the 17th Century, and other evidence, depicts the stories of early contact between Aboriginal people and the Macassan traders.

“There is also a rich military history which began when the peninsula became strategically important during and after World War II.

“There are fantastic opportunities – from Aboriginal homeland cultural experiences to fishing and 4WD self-adventures scenic flights, island retreats and scenic cruising.

“We’ve committed to presenting an Activity Plan by the end of the month with the support and assistance of the Department of Business as part of a focus on the Gove region.

“The raw product is there, but every tourism operator needs to work together to provide compelling reasons to visit the region and ensure success.

“Airlines play a major role in supporting the economy and community of Gove, and the current schedules are conducive to holiday packaging.

“While Uluru and Kakadu are well known globally, we see Arnhem Land presenting a new outstanding opportunity for the Northern Territory and Australia.”

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