Three hundred Flight Centre travel agents have wound up a fact-finding mission to the Top End that will help promote the Northern Territory as a must-do holiday destination.

“This is a fantastic opportunity for the Northern Territory,” said Tourism Minister Matt Conlan.

“These 300 travel agents will leave their Top End trip as ambassadors for the Territory and spruik all our great experiences to potential holiday makers.”

The group of Flight Centre travel agents, who are from Queensland, held a conference in Darwin on the weekend and attended tours of Kakadu National Park and Litchfield National Park.

“Flight Centre is a very significant partner of Northern Territory tourism, selling leisure holidays and packages to the NT,” Mr Conlan said.

“We run two major national (domestic) campaigns with Flight Centre annually and saw 53 per cent growth in annual sales during the last March campaign, which is a positive sign of the direction the industry is now heading under the Country Liberals Giles Government.

“This conference will increase the NT’s exposure within the Flight Centre network, which we know will lead to increased interest in the Territory and ultimately boost visitor numbers here.

“The conference is also extremely timely with Tourism NT currently running a national campaign with Flight Centre, targeting holiday makers to visit the NT in the ‘off-season’.

“This sort of tourism trade conference is very important for us to host since it offers delegates a chance to experience the destination first-hand, which is obviously invaluable when dealing directly with potential holiday makers.

“The Flight Centre conference and Top End trip represents a significant opportunity to showcase our stunning scenery, parks and wildlife and position the NT as a must-do destination.

“The conference comes as the latest signs point to the beginnings of a recovery in the industry with the latest data showing a 2.3 per cent increase in international visitor numbers and a 0.8 per cent increase in domestic visitation for the year ending March 2014. While these numbers are small, they are the first increases we’ve had after many years of decline.
“The Country Liberals Giles Government is determined to return our tourism industry to growth and boost the visitor economy in the NT to $2.2 billion by 2020, as part of our plans to develop Northern Australia.”

Attached: Photos of Flight Centre Top End Tour

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