The NT Government has committed $250,000 to boost targeted destination promotion for the Territory.

Tourism Minister Paul Henderson said he was pleased to make the pledge as part of the Government’s 2002/03 budget that delivers today while investing in tomorrow.

"Increased funding for public relations activities - third party endorsements within respected media vehicles - will generate more exposure of regional NT and its tourism products," Mr Henderson said.

"Public relations activities generate an enormous amount of exposure through domestic and international media. In fact, the resulting exposure carries a higher credibility factor than paid advertising."

Other tourism initiatives include:

- $2 million to assist regional tourism associations to promote and market regional tourism destinations.
- Additional $500,000 for co-operative, aggressive international marketing campaigns.
- $125,000 towards appointing an aviation specialist to prepare and deliver business cases to airlines showing the possibilities and benefits of incorporating the Territory into their schedules;
- $115,000 for an Indigenous Tourism Development Officer to work with a range of consultants to review the Aboriginal Tourism Strategy.
- $150,000 towards staging the premier international business tourism trade show, Dreamtime, in Alice Springs in September this year. The trade show brings together the most influential convention and events buyers from around the globe with Australia’s business tourism sellers.
- A Destination Development Unit has been funded within the NT Tourist Commission to facilitate the development of tourism infrastructure with appropriate tourism product that meets consumer demand.

Mr Henderson said tourism plays a crucial role in the local economy, and the Government was committed to attracting more visitors to create more and better jobs for Territorians.