American travellers are being encouraged to experience a range of outback touring options across the Northern Territory as part of Australia Week activities which have been launched in Los Angeles.

Chief Minister Clare Martin said five Territory outback packages will be auctioned online as part of the celebrations to highlight our unique attractions.

“Hollywood was built on blockbusters – and now we’re asking Tinsel town to ‘Share Our Story’, Ms Martin said.

“The Territory has plenty of larger than life characters and unique wildlife, nature and cultural experiences.

“The US market is an important one for the Northern Territory and the online auction will provide a novel and effective way of promoting our unique attractions.

“Over 500,000 Americans are expected to access the online auction over the next two months and bid for a range of Australian travel packages, including five options from the NT’s top tourism operators.

“These include exploring the Ancient Art of Arnhemland based aboard the luxury cruise liner Orion; a Wilderness Walkabout that includes fishing and nature activities while staying at Seven Spirit Bay on Cobourg Peninsular; a five night Billabongs and Barramundi fishing package and two Red Centre options Outback Explorer and Independent Outback that let visitors explore the landscape and aboriginal art of Central Australia.

“North Americans are coming to the Territory in increasing numbers, with 40,000 holiday visitors arriving in the year ended September 2005, a 14% increase from the previous 12 months.

“The Territory is perceived as the real Australian Outback and this is a powerful and compelling feature that we will capitalise on during this promotional activity in the US.” Ms Martin said.

Australia Week was launched on Saturday night with the Penfolds Icon Gala Dinner in Hollywood that featured US based Australian celebrities Hugh Jackman, Olivia Newton-John and Eric Bana.

The week’s activities will also feature performances by band INXS and an Aussie Rules exhibition match between Sydney Swans and the North Melbourne Kangaroos.

Australia Week is organised by Tourism Australia, the Department of Foreign Affairs and Trade, Austrade and Qantas Airways.


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