TERRITORY DISCOVERIES HAS RECORD YEAR FOR SALES OF NT HOLIDAY PACKAGES

Sales of Territory Discoveries holiday packages through the Alice Springs Call Centre have increased by 44.6% over the past 12 months, with end of 2004/05 financial year figures showing a gross revenue of $16.2 million.

Territory Discoveries is the wholesale business division of the Northern Territory Tourist Commission (NTTC) that packages, promotes and sells holidays to the Northern Territory.

Chief Minister and Minister for Tourism, Clare Martin, said the figures released today are very encouraging and exceed budget estimates by $1 million.

“These results have not just happened overnight - they reflect the hard work and commitment by Territory tourism operators, the NTTC and the Territory Discoveries sales staff,” she said.

“These results show a good return on the marketing investment made by my Government in 2003 when it increased tourism funding by an additional $27.5 million over three years.

“The NTTC has developed targeted campaigns to stimulate demand and interest in travel to the Territory. This activity, combined with Territory Discoveries own promotions, has clearly hit a positive note with domestic travellers.

“Average revenue per booking has also increased to $1,300 compared to $1,100 last year which is very encouraging as our goal has been to increase yield as well as the numbers of visitors to the Territory.

“Another outstanding result has been the significant increase in visits to the Territory Discoveries website, up from 45,949 in 2003/04 to 105,986 in 2004/05.

“More travellers are doing their research online and Territory Discoveries have also been very creative in their promotions by also going into partnership with high profile and respected organisations such as NRMA and the Art Gallery of NSW.

“We have been able to access these partners’ membership databases and offer member discounts via their websites to sell NT products - these have proved particularly successful.”

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