The Northern Territory Government has joined forces with travel guide giant, Lonely Planet, to promote the opportunities and adventures on offer in the Territory for working holiday makers.

Tourism Minister Paul Henderson said the Government had committed $120,000 to the initiative, which will raise the online profile of the Territory.

“Lonely Planet is introducing a working holiday segment to its online video channel, www.lonelyplanet.tv, and the NT Government believes this forum could pay real dividends for our tourism industry and workforce,” Mr Henderson said.

“About 13% of all international visitors to the Territory from January to March this year were holiday makers, and research has shown that the internet and word of mouth are the most influential factors for people planning a trip to the NT.

“The new Lonely Planet site will help the Territory to capitalise on these factors and the increasing popularity of online multimedia such as YouTube and MySpace by increasing the amount of online material highlighting holidays in the Northern Territory.”

The Lonely Planet team is currently in the Territory filming its first four short videos for the website, featuring working holiday makers in Darwin, Alice Springs, Kakadu and Napperby Station north-west of Alice Springs.

“Working holiday makers play an important role in our economy, particularly in tackling the skills shortages in areas such as hospitality and tourism,” said Mr Henderson.