



MATT CONLAN MLA | **Member for GREATOREX**
MINISTER FOR TOURISM

MEDIA RELEASE

ALICE SPRINGS TOPS TIGER POLL FOR THIRD TIME

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Alice Springs has been named Australia's favourite travel destination by Tigerair fans for the third consecutive time.

Minister for Tourism Matt Conlan said Alice Springs was in a league of its own when it comes to Tigerair's Facebook People's Choice poll.

"Alice Springs is clearly a favourite destination of Australian travellers, dominating top spot on Tigerair's popular Facebook poll yet again," Mr Conlan said.

"Alice has now been voted the hottest holiday spot for Tigerair travellers not once, not twice but three consecutive occasions, which is an incredible achievement.

"Claiming top place on Tigerair's first fan poll for 2014 is fantastic news for the town and our tourism industry as it means we're still tracking in the right direction as we enter a new year.

"We've been working hard to put Alice Springs on the map and restore the town's reputation as an iconic global tourism destination. Our new '**Do the NT**' branding is clearly having an impact on holiday makers and this poll shows that our efforts are paying off.

"Attracting more tourists to Central Australia is an important goal of the Country Liberals Government as we work towards building a bigger and more prosperous economy for the region."

The People's Choice poll involved hundreds of votes online and saw Alice Springs claim top spot ahead of Melbourne, Sunshine Coast, Gold Coast and Perth rounding out the top 5.

As a result of the poll, Tigerair is offering sale tickets of \$79.95 each way from Sydney and Melbourne to Alice Springs for travel from April 29 to 19 June this year. To celebrate Tigerair's new Brisbane to Darwin route, which begins in April, the airline is also offering sale fares to Darwin from \$79.95.

"This is great news and further vindication of the Country Liberals success in helping to lure Tigerair back to Alice and Darwin," Mr Conlan said.

"After a decade of neglect by the previous Labor Government, our tourism industry is now on the long road to recovery."

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