Adam Giles  
Chief Minister of the Northern Territory, Minister for Tourism

**Singapore-Malaysia mission to help boost Territory tourism numbers**

20 August 2015

The Northern Territory Government is hosting Singapore and Malaysia-based travel agents in Darwin this week in an important mission aimed at boosting tourism numbers to the Territory.

Chief Minister and Tourism Minister Adam Giles said the mission provided a valuable opportunity for local NT operators to build relationships with the travel agents, educating them about the Northern Territory and their products.

“Singapore and Malaysia represent a significant opportunity for the NT given the region’s close geographic proximity and direct airline access,” he said.

“Three air carriers are now offering direct air services from this region (SilkAir, Malaysia Airlines and Jetstar) so it is vital that NT operators have greater engagement with travel agents, maximising the opportunity that airline access presents.

“Currently around 13,000 visitors come to the NT annually from south-east Asia, and Singapore is one of the NT’s ‘High Growth Potential’ markets with an average annual growth target of 15 per cent per year to 2020.”

During the five day Top End mission (19 – 23 August), the 19 travel agents will experience a sunset Darwin harbour cruise, learn about our indigenous culture and history with Pudakul Aboriginal Cultural Tours at Mary River, have lunch at Wildman Wilderness Lodge, attend the Mindil Beach and Parap markets, visit Crocodylus Park and Litchfield National Park, and experience a show at the Darwin Festival.

Tomorrow (21 August), 22 NT operators will attend a full-day workshop with the travel agents to develop relationships and secure new contracts.

Mr Giles said the Country Liberals Government had increased Tourism NT’s overall budget for 2015-16 to $50.4 million to help market the Northern Territory and its attractions.

“A thriving tourism industry helps develop our regions, boost local businesses, create more jobs and grow the Territory economy,” he said.
“It’s all part of the Country Liberals Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020.”

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