TOURISTS ARE SPENDING MORE AND STAYING LONGER IN THE NT

The Northern Territory continues to be a hit with holiday makers with the latest figures from Tourism Research Australia showing domestic and international visitors are spending more and staying longer.

Domestic and international visitors spent $1.9 billion in the Northern Territory last financial year, up 6.7 per cent on 2013/14.

The Northern Territory Government’s ‘Do the NT’ domestic marketing campaign has had a positive impact with the number of interstate holiday visitors increasing by 8.1 per cent for the Territory overall.

Central Australia saw a 38 per cent increase in interstate holiday visitors to 165,000.

Holiday visitors grew strongly in the Uluru region, up 21 per cent to 277,000 and Alice Springs grew by 7.2 per cent to 242,000.

There were 1.3 million combined domestic and international visitors to the NT, with the highest number of holiday visitors in six years and a 5.6 per cent jump on the previous 12 months.

DEVELOPING THE CENTRE

Visitors from all over the world travelled to Alice Springs to celebrate Desert Mob’s 25th anniversary.

More than 400 guests were treated to a special anniversary Dancefile event with singers and dancers from across Central Australia.

Around 850 people including artists, locals, national and international visitors attended the exhibition opening with the Desert Mob Symposium the following day, resulting in increased attendance on last year.

Desert Mob is a leading national arts event featuring an annual exhibition of recent artworks from Aboriginal art centres in Central Australia, a market place of artworks and a symposium led by artists from the region that explores concepts and ideas around art creation and the culture that informs it.

Axialen Arts Centre curator Stephen Williamson said Desert Mob has built a national and international reputation as a highly sought after destination for local and visiting art lovers during its 25 year history.

“The local art centres were happy with the strong sales during the four hours the DesertMob Market Place was open.”

Desert Mob is a celebration of Desert (Association of Central Australian Aboriginal Art and Craft Centres Incorporated) member art centres from the Northern Territory, South Australia and Western Australia in a unique experience that explores and showcases Aboriginal art and culture from Central Australia.

In its 21st year October Business Month has attracted the largest and most prestigious list of inspirational keynote speakers and it looks to exceed last year’s record of attracting more than 9,000 people.

October Business Month is the largest business event in the Territory with over 190 events being rolled out over the 31 days of October. All of the events provide vital opportunities for professional development and networking.

The opening keynote events in Alice Springs and Darwin featured Kogan.com founder Ruslan Kogan’s success story and collectively attracted almost 1000 people on day one alone.

Other highlights have included Bernard Salt’s presentation on Northern Australia in 2050 and Naomi Simson, the ‘Red Shark’ from the television show Shark Tank, sharing some of her secrets to success in a keynote address.

To find out how you can get involved in this year’s exciting program visit the website at www.obm.nt.gov.au or follow OBM on Facebook, LinkedIn or Twitter.

DESK MOB CELEBRATES 25 YEARS

2015 OCTOBER BUSINESS MONTH ON TRACK TO BREAK RECORDS

I UPCOMING EVENTS

7th Indigenous Economic Development Forum
Hosted by Northern Australia Development Office
18-20 October

Indigenous Women in Business
Hosted by Department of Local Government and Community Services
21 October 2015 6pm-8.30pm

Unlocking the True Value of Sponsorship
Hosted by NT Convention Bureau and Bastian EBA
26 October 7.30am-8.30am

Supporting Business to Start, Run and Grow
Hosted by Department of Business
29 October 5pm-7pm