



MEDIA RELEASE

SENATOR NICK SHERRY **GERRY MCCARTHY**

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

Minister for Lands and Planning
Minister for Transport
Minister for Construction
Minister for Correctional Services
Minister for Arts and Museums
Acting Minister for Tourism



BETTER MARKET INTELLIGENCE FOR NT TOURISM

The \$956 million Northern Territory tourism industry now has access to the latest regional market intelligence with the release of the *Regional Tourism Profiles 2009/10* today.

The profiles have been developed as a tool for business in 81 regions throughout Australia to give local tourism businesses the information they need to drive investment and tourism development in their communities.

Minister Assisting on Tourism, Senator Nick Sherry, is encouraging tourism businesses and investors to use the profiles as the first stop for information when planning future investments and marketing initiatives.

“Local tourism businesses and investors now have region-specific information on growing tourism market segments and consumer insights into why people travel to the Northern Territory,” Senator Sherry said.

“The Australian Government developed the profiles after the *National Long-Term Tourism Strategy* and *Jackson Report* identified the need for more accurate regional data to assist both government and the private sector with future planning.”

The profiles provide detailed tourism data on the nine tourism regions in the Northern Territory including the number of arrivals, tourism’s contribution to local economies, consumer profiles and a breakdown of reasons for travel.

Northern Territory Acting Minister for Tourism, Hon Gerry McCarthy said information in the profiles would assist tourism businesses to get a better idea about where visitors are coming from and what they are doing when they visit.

“These businesses can use the data to better target their investments, spending money where they are more confident of getting the best return,” Minister McCarthy said.

“For example, Indigenous tourism continues to show strong potential, with over 80 per cent of international visitors to the Kakadu, Petermann and Alice Springs regions participating in Indigenous activities while in Australia.”

The profiles incorporate data from Tourism Research Australia’s *National Visitor Survey* and *International Visitor Survey* as well as data from the Australian Bureau of Statistics. The Northern Territory *Regional Tourism Profiles 2009/10* can be downloaded at www.ret.gov.au/tra

DARWIN

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