



Paul Henderson
MINISTER FOR TOURISM



16 May 2007

INTERNATIONAL AGENTS DISCOVER ALICE SPRINGS

More than 200 travel agents from Germany, Austria and Switzerland will join in a special Henley-on-Todd Regatta at the Telegraph Station tonight to kick start a major trade fair event being held in Alice Springs for the first time.

Discover Australia, the premier travel agent training event for the German speaking market, will hold its 2007 workshop at various locations around Alice Springs from May 16 to 20.

“With more than 55,000 tourists from Central Europe visiting the NT last year, staying a total of 498,000 visitor nights and injecting more than \$71 million in to the Territory economy, it is a real coup for Tourism NT to secure the right to hold this important event in Alice Springs,” Tourism Minister Paul Henderson said.

“These European travel agents specialise in selling holiday packages to Australia, and this four-day event gives Territory tourism operators the chance to go right to the source and show first hand the kinds of unique holiday experiences the NT has to offer.”

Amongst the events being held is the Henley-on-Todd Regatta, a cattle muster, ballooning, camel riding, star gazing and learning about indigenous art.

The events will be held at venues around Alice Springs, including the National Road Transport Hall of Fame, Turf Club, Telegraph Station, Ooraminna Homestead and the Alice Springs Desert Park.

More than 100 Australian tour operators, including 15 from the Northern Territory, will also hold exhibits and workshops as part of Discover Australia 2007 to give the visiting agents up to date information for selling packages to Australia back home.

“In addition to the long-term benefits of hosting Discover Australia in Alice Springs, local businesses will also benefit from the influx of more than 300 overseas and interstate visitors all keen to discover all Alice Springs has to offer,” said Mr Henderson.

Photo opportunity:

Mr Henderson will welcome agents at 7pm on Wednesday 16 May at the Alice Springs Telegraph Station.

The ‘regatta’ will begin at 6pm.

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