



QUARTERLY TRADE NEWSLETTER



Welcome to our Quarterly Trade Newsletter!

This quarter, we are focusing on our exciting NT touring products. The Northern Territory is an expansive region with diverse ecosystems, rich ancient culture, and fascinating history waiting to be explored. When you visit the NT, our passionate tour guides are here to share their knowledge and expertise on day trips or multi-day tours. Join us for our upcoming Trade Training Program (TTP) webinar, where we will dive deeper into the various tour options available and introduce you to two of our local operators.

While the NT's events and festivals calendar may be winding down, we are thrilled to launch new and exciting product for you to experience. Discover what's fresh and take advantage of our fantastic trade specials for a trip to the NT.

Looking back at the events and famils we organised in 2023, it's clear it has been a busy year. We are delighted to see the increasing interest and membership sign-ups for our Trade Training Program, with New Zealand showing the largest growth to date. We can't wait to bring you even more exciting events and famils in 2024.

We hope to see you at our upcoming Trade Training Program webinar and wish you a happy festive season and a great start to the 2024 New Year!

All the best from your
Tourism NT team



WHAT'S INCLUDED

- UPCOMING TRADE TRAINING PROGRAM EVENTS
- REVIEW OF OUR LATEST NT EVENTS & FAMILS
- NT PRODUCT UPDATE
- TRADE SPECIALS
- NT BEST DEALS
- GET TO KNOW OUR NT OPERATORS
- HEAR IT FROM THE LOCALS
- GET IN TOUCH

UPCOMING TRADE TRAINING PROGRAM EVENTS

Join our next TTP webinar - 28 and 29 November 2023

Join us for the next series of the **Northern Territory Trade Training Program**.

This quarter we'll be focusing on touring experiences covering some amazing day trip and multi-day tour options in the NT.

We'll be covering the following:

- Latest update from the NT

- New product and upcoming events
- Meet our operators:
 - [Autopia Tours](#)
 - [Emu Run Experience](#)

Win one of three trips to the NT!

To give you a chance to experience some of the fantastic NT products first hand, we are excited to give away one **\$4,000 prize package, and two placements on our 'Round Up' famil** scheduled for April 2024.

- Tuesday 28 November 11.00am (AEST) | 9.30am (ACST) | 1.00pm (NZST)
[Register here](#)
- Wednesday 29 November 1.00pm (AEST) | 11.30pm (ACST) | 3.00pm (NZST)
[Register here](#)

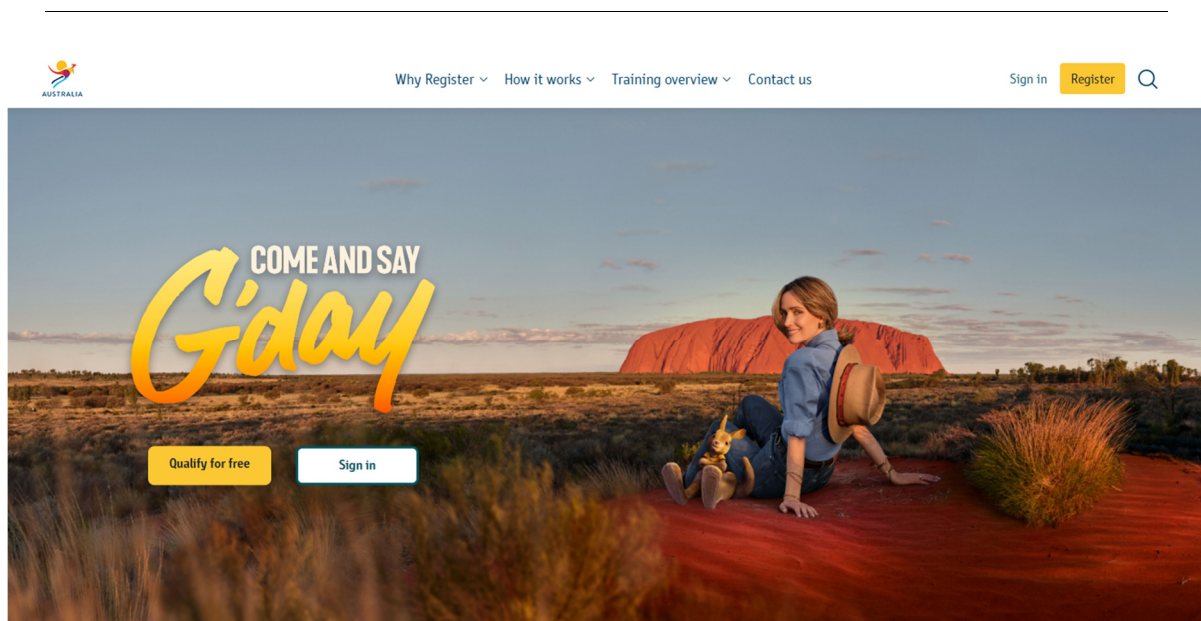
Make sure you register for the webinar and watch it (live or on demand) and complete the brand-new training module for your chance to win! The training module will be available after the webinar sessions have concluded. **The prize draw will take place on Tuesday, 27 January 2024.**

\$4,000 prize package includes:

- \$1,000 Webjet voucher
- \$2,000 Destination Central Australia voucher to experience amazing Red Centre product
- One-day Uluru Tour with Sunset BBQ for two
- A gift voucher worth \$600 towards any Autopia Tours in the NT

For more information on our Trade Training Program visit:

www.trade.northernterritory.com



Tourism Australia's Aussie Specialist Program: Spotlight Month December - Northern Territory webinar

If you haven't joined Tourism Australia's Aussie Specialist Program yet, now is the time. The program supports travel trade professionals from Australia and New Zealand to upskill their knowledge of Australia as a travel destination, attract more clients and sell higher value holidays. It's an excellent tool to help travel agents to get to know their own backyard through self-paced learning, events, webinars and famils. Plus, there is always a chance to win some fantastic prizes, too. As part of the program a monthly spotlight webinar highlights each Australian state. In December it's time to shine the spotlight on the NT!

Join the Aussie Specialist Spotlight Month Northern Territory webinar on 5 December at 10.00 am AEST. During the webinar we explore the Territory's best road trip routes in both the Top End and Red Centre. The Northern Territory offers amazing drive itineraries for every length of stay, interest and destination. We will cover essential information on vehicle rentals, places to stay, and must-see attractions and activities. We are also giving away a fantastic prize sponsored by *thl* rental vehicles, Discovery Kings Canyon Resort and Outback Ballooning!

Sign up to become an Aussie Specialist and join the webinar on 5 December:
[**Aussie Specialist Program - Online Training Courses**](#)

REVIEW OF OUR LATEST NT EVENTS & FAMILS

NT Muster Events 19 - 21 September 2023



During this year's NT Muster events 28 Territory tourism operators showcased NT tourism product to domestic travel consultants, product managers, inbound tour operators and online travel agents in Melbourne, Brisbane and Sydney. The theme was a *True Territory Road Trip*, taking event attendees on a road trip through the NT from the Red Centre to the Top End. Attendees were able to view video installations from all the NT's regions, visit a pop up Daly Waters pub, experience NT inspired flavours introduced by past MasterChef contestants and NT locals Daniel Lamble and Uncle Robbie and most importantly meet with NT operators.

As always, we had some amazing prizes up for grabs sponsored by all participating NT operators including major sponsors Airnorth and Journey Beyond. The East Arnhem Land dance troupe, Djuki Mala provided the entertainment with their unique fusion of traditional and contemporary forms of dance.

Thank you to everyone who attended NT Muster 2023, making it the biggest annual NT event along the East Coast of Australia. We hope to see you next year again.

Tourism NT & *thl* Top End Drive Famil 25 - 30 August 2023



In August, Tourism NT and *thl* joined forces to host an epic self-drive agent famil trip, driving through iconic landscapes and experiencing the best of the Northern Territory's Top End. The trip commenced on Friday, 25 August, with a group of 10 agents and wholesalers meeting up in tropical Darwin. The group included Flight Centre agents who earned their participation through a *thl* sales incentive, as well as invited wholesalers from Driveaway, ANZCRO, and Goway Travel.

The trip started with an evening at the Darwin Festival where the group enjoyed the VIP package including drinks and delicious canapes. The following day the agents were provided with a selection of vehicles from the *thl* brands such as Britz, Maui, and the newly acquired Apollo. The vehicle options ranged from 4WDs to camper vans, suiting all travelling preferences. The participants had the opportunity to experience all different vehicle options over the next few days.

The group explored the the East Alligator River on the Guluyambi Cultural Cruise before exploring the ancient, awe-inspiring rock art at Ubirr Rock and Nourlangie.

Enjoying the hospitality at Cooina Lodge, watching the sunset during the Yellow Water Billabong Cruise was a MUST. The final night before returning to Darwin was spent at Cicada Lodge, the 5* accommodation in Nitmiluk National Park, a short drive outside Katherine. After returning their trusty vehicles in Darwin the group enjoyed a last incredible Darwin sunset on the Sail Darwin Champagne Sunset Cruise.

A big thank you to all participants who made this trip so much fun and a truly unforgettable experience: Michael Hall and Geoff Butcher from Driveaway, Rachel Natta from ANZCRO, Marzia Senzio from Goway Travel and the Flight Centre consultants Amy Mikolic, Isabella Bartsch, Jade Emily Merola, Laura Chandler, Olivia Tolliday and Sally Molson.

We would also like to extend a special thank you to Dan 'the man' Allcock and Louise Wright from **thl** as well as the talented Lachlan Gardiner, photographer/videographer for the trip! It was great working with all of you on this collaboration.

**Global Connect Conference & Top End Famil
New Zealand Delegation
18 - 24 October 2023**



In October 2023, Tourism NT held the annual NT Global Connect conference, bringing their international trade and marketing representatives to the Northern Territory. Additionally, product managers from Singapore, China, Japan, the US and New Zealand were invited to meet NT operators for an afternoon of speed dating sessions to hear about the NT latest product updates. The event was held on 19 October at the Mindil Beach Casino Resort followed by VIP dinner experience at the famous Mindil Beach Sunset Markets.

The attending New Zealand delegation consisted of Jo McGrath, Australia Product Assistant at House of Travel, Emma Robertson, Product & Sales Manager at Go Holidays, Kristy Wei, Product Manager Australia at Flight Centre NZ, Stephanie Ward, Product Team Lead AU at NZ Fine Touring Group and Toni Paltridge, Marketing Executive at First Travel Group.

After a successful conference day in tropical Darwin, the group from New Zealand enjoyed a 4 day famil trip to Kakadu and Nitmiluk National Parks. The days were filled exploring the Top End waterways on different cruises, getting to know not only the surrounding landscape but also the local culture and history. A stunning scenic flight with Kakadu Air gave a different perspective of the area. In Nitmiluk National Park the group stayed at the exclusive Cicada Lodge enjoying Edith Falls during the day and experiencing the unforgettable Nabilil Dreaming sunset dinner cruise at Nitmiluk Gorge in the evening. Autopia Tours provided the transport for the trip, with the knowledgable guide Tim showing the group around the Top End, ensuring everyone had the best time.

Thank you to our lovely conference and famil participants from New Zealand. It was such a pleasure having the opportunity taking you around the Top End to show some of the amazing product on offer.

**Qantas & Tourism Australia New Zealand
Rock to Reef Incentive Famil
1 - 4 November 2023**



Tourism NT hosted a group of lucky Kiwis who not only got to explore the Red Centre but continued on to Queensland's Great Barrier Reef. The famil was organised by Tourism Australia and Qantas New Zealand to promote the Qantas Explorer Pass which offers reduced rates within Australia when sold with an international flight to Australia or New Zealand. The top 8 Explorer Pass sales consultants from New Zealand won a seat on the combined NT and Queensland famil trip, allowing them to experience Australia from Rock to Reef!

The group from New Zealand started their trip in Yulara with a two night stay at Sails in the Desert. A sunrise Uluru and Kata Tjuta tour with SEIT Outback Australia started their day and ended with first class sunset drinks and dinner overlooking Uluru followed by the breathtaking Wintjiri Wiru laser and drone show, telling the local Mala story. Another early morning was spent watching the sunrise over Uluru from the lofty heights of camel backs before joining the Maruku Arts dot painting workshop, learning more about the local Aboriginal Anangu story telling methods. The trip continued with a drive to Alice Springs where the group enjoyed a hearty home cooked dinner and marvelled at far away galaxies at the Earth Sanctuary. The sunrise Outback Ballooning experience gave everyone a final bird's eye view over Alice Springs and the majestic MacDonnell Ranges before departing the NT to the second part of their Australian adventure at the Great Barrier Reef in Queensland.

It was once again such a fabulous group to welcome and show around the NT. Thank you to all participants for a great trip and many laughs: Holly Mallinson from Flight Centre Devonport, Jay Irvine from House of Travel Barrington, Gianfranco Belloli from Flight Centre Lower Hut, Lydia Haydon from YOU Travel Bethlehem, Veronica King from House of Travel Ferrymead, Ellise Buckley from Helloworld Palmerston North and Joanne Nicholas from Hawera Travel Centre.

A big thank you as well to Emily Rose from Qantas and Daniel Wright from Tourism Australia in New Zealand for organising the incentive and providing the flights for the trip.

NT PRODUCT UPDATE



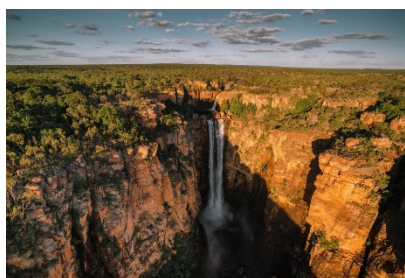
Additional flights coming to the NT!

It's all around good news for improved accessibility to the NT! Thanks to the NT Government's Territory Aviation Attraction Scheme more flight routes into the NT are being added! Australia's newest airline Bonza will introduce its services to the Northern Territory from 29 November 2023, announcing 12 new NT flights per week on three new routes – Sunshine Coast to Darwin, Gold Coast to Darwin and Melbourne to Alice Springs. Additionally, the NT Government recently announced Virgin Australia will commence new routes to Uluru from Melbourne and Brisbane from June 2024. [Read More](#)



Autopia Tours - New summer season trips!

Experience the vibrant green season in the Top End with Autopia's exciting new summer tours! Encounter the wonders of the Territory Wildlife Park on a half-day trip, where you'll explore one of the region's must-visit spots and witness Australia's incredible wildlife in its natural bushland habitat. For a more extensive adventure, embark on the 2-day Kakadu Outback Retreat tour, designed to showcase the highlights of the Top End during the renowned green season. Marvel at the world-class Aboriginal Rock Art found in Kakadu National Park, embark on a thrilling boat cruise through ancient wetlands to spot awe-inspiring crocodiles, and delve into the rich traditions and captivating stories of the Aboriginal custodians. [Read More](#)



Ethical Adventures - Tropical summer adventure available now!

Ethical Adventures is excited to announce their new Tropical Summer 2 Day Litchfield and Kakadu National Parks Adventure. This exclusive tour is designed for small groups, with a maximum of 10 participants, allowing for a personalised and immersive experience. Beginning and ending at your Darwin accommodation, this adventure showcases the highlights of Kakadu and Litchfield. Explore the breathtaking sights of Litchfield, including an overnight stay at Coinda Lodge in Kakadu National Park. The following day starts with an unforgettable Yellow Water Billabong sunrise cruise, a visit to the Warradjan Culture Centre, Jabiru township and discovering ancient Aboriginal rock art at Nourlangie, before returning to Darwin.

[Read More](#)



Wintjiri Wiru Twilight - Additional experience launched!

Three months after the launch of Wintjiri Wiru, the world-first cultural storytelling experience brought to life by ground-breaking drone and laser technology, Discover Aboriginal Experiences member Voyages Indigenous Tourism Australia is adding a third nightly show - Wintjiri Wiru Twilight. The new show will take place atop the same environmentally sustainable, purpose-built theatre

with spectacular views out to Uluru and Kata Tjuta. Wintjiri Wiru Twilight will join the three-hour Sunset Dinner and the 1.5 hour After Dark shows. Voyages has also introduced pricing for children aged five to 15 and age-appropriate hampers so they can join in the cultural experience of Wintjiri Wiru.

[Read more](#)



Katherine Outback Experience - New summer workshop available now!

Have you ever wondered what life is like working on a remote cattle station? Katherine Outback Experience offers now the Stockman's Experience summer workshop between October 2023 and April 2024. This immersive experience allows you to step into the shoes of a true outback stockman or woman, gaining a deep appreciation for their skills and way of life. This 1.5 hour experience promises to be an unforgettable adventure for anyone seeking a taste of the real Outback and a deeper connection to Australia's rich pastoral heritage. [Read more](#)

Trade Specials



Kakadu Tourism - Special trade offer!

Valid from 10 October 2023 to 28 March 2024

Kakadu Tourism is offering special summer self-famil rates to members of the travel industry. Between 10 October 2023 and 28 March 2024 you have the opportunity to stay in Kakadu National Park for attractive discounted rates. Book a stay in the iconic Mercure Crocodile Hotel in Jabiru, Kakadu National park from only \$99. Rates at Cooina Lodge start from \$99 for the Outback Retreat glamping tents and from \$129 travel industry professionals can book a Cooina Lodge Room. You can also stay in the new luxurious Yellow Water Villas from \$399. Additionally, tours are on offer from \$80 per person if booked with accommodation. The offer is subject to availability. To book send an email to

reservations@yellowwater.com.au with the code "Industry" in the subject line.



Voyages - Celebrate summer at Uluru!

Book and travel before 29 February 2024

Voyages Indigenous Tourism invites members of the travel and tourism industry to reconnect with the spiritual heart of Australia this summer, with a suite of special offers now available. Featuring discounted accommodation and complimentary breakfast daily, industry friends can also access 50% off selected touring, including the brand-new cultural drone and storytelling experience, Wintjiri Wiru as well as Field of Light, the acclaimed light installation.

Discounted nightly hotel rates start at \$195 per night at The Lost Camel; \$200 per night at Outback Hotel; \$215 per night at Desert Gardens Hotel and \$240 per night at Sails in the Desert. Offers are available to book and travel before 29 February 2024 or until sold out. To book call 1300 134 044 using the code SUMMER50.

[Read more](#)

NT BEST DEALS



At Tourism NT we are always on the look-out for amazing offers for our visitors. We work closely with our tourism partners to offer the best deals available in the Territory.

It's always worth having a look at our [Deals & Offers](#) page to find the best NT deals on flights, accommodation, travel packages, road trips and event packages.

Check out our exciting Black Friday deals:

- **Jetstar - Fly to the NT and return for FREE**
Sale ends 11.59pm AEDT 27/11/23, unless sold out prior.
- **Bonza – Save 20% off flights to the NT* with the promo code: PURPLE**
Sale ends 11.59pm AEST 27/11/23, unless sold out prior.
- **Virgin Australia – Up to 30% off NT flights***
Sale ends midnight AEST 28/11/23, unless sold out prior.
- **Intrepid – Save 15% off select NT trips***
This offer is valid until 04/12/23
- **Backpacker Deals by Travello – Save 10% off select NT tours***
This offer is valid 24/11/23 - 27/11/23

- **Ayers Rock Resort – Save 60% off accommodation***
This offer is valid until 29/11/23
- **Discovery Parks – Save 30% off stays***
This offer is valid until 28/11/23
- **Discovery Resorts Kings Canyon - Stay 2, Save 25% off* for 2024**
This offer is valid until 15/12/23

For details on the above offers and more deals, please visit the [Deals & Offers](#) website.

* Please note: T&Cs apply for all deals on offer.



GET TO KNOW OUR NT OPERATORS

Ethical Adventures

Ethical Adventures offers responsible day and multi-day tours from Darwin that are educational, engaging and fun. The aim is to create an experience that respects the Northern Territory's spectacular scenery, natural habitats and local cultures whilst giving their guests the knowledge and experience to appreciate, connect and fall in

love with it all. Ultimately Ethical Adventures wants to foster a deeper connection to nature, the community and cultures you interact with to motivate you to also help preserve and protect the natural environment for generations to come.

[Read more](#)



MEET THE LOCALS

Aboriginal cultural experiences you shouldn't miss at Uluru - ask a local!

When travelling it's always best to get the locals to share their favourite spots and experiences. As you visit Uluru you can feel a special atmosphere surrounding the area. To understand the locals, their beliefs and stories, it is best to join a guided tour. But with all the choices available the question is which Uluru and Kata Tjuta experiences shouldn't you miss? Get your local tips here!



GET IN TOUCH

For any questions regarding the NT Tourism Trade Training Program, the newsletter content or general inquiries, we'd like to hear from you!

Find further information or contact us through the channels below.

Visit our website: www.northernterritory.com

Trade Training Program website: www.trade.northernterritory.com

Questions, inquiries, suggestions? Please contact us:
Trade.TourismNT@nt.gov.au

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