



## QUARTERLY TRADE NEWSLETTER



Welcome to our Quarterly Trade Newsletter!

As the year draws to a close, the Northern Territory is still buzzing with exciting webinars and updates for trade. In our upcoming Trade Training Program (TTP) webinars on 26 and 27 November, we'll explore the growing 'set-jetting' travel trend, where popular film and TV locations are influencing travel decisions. This topic is inspired by *Territory*, the new Netflix series that skyrocketed to the number 1 spot globally when it launched last month and showcases breathtaking locations in the Top End, sparking increased interest in NT travel and station-life experiences.

There will be a spotlight on the Northern Territory in Tourism Australia's Aussie Specialist Program (ASP) during December, and through two of our Top End operators, we will showcase Darwin's attractions as a premier tourist destination and gateway to the Top End in the upcoming webinar. More details will be available on our trade website starting 2 December 2024.

We're also excited to announce a new product coming to Uluru in 2026: the highly anticipated 5-Day Uluru-Kata Tjuta Signature Walking Tour. To learn more, join us for a dedicated webinar with the Tasmania Walking Company on 11 December.

Additionally, we've just wrapped up the second session of our Aboriginal Tourism Product Awareness Program (ATPAP), which featured presentations from Northern Territory Indigenous Tours, Kakadu Cultural Tours, and Karrke Aboriginal Cultural Experiences. The program is still open for sign-ups, with the chance to win a spot on our 2025 ATPAP fam.

The final weeks of the year are packed with activity and new developments. Stay tuned for all the latest news and updates from the Northern Territory in our newsletters.

We wish you a wonderful festive season, a well-deserved break, and thank you for your continued support in 2024. We look forward to working with you again in the new year!

All the best from your  
Tourism NT team

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## UPCOMING TRADE TRAINING PROGRAM EVENTS



### **Join our next TTP webinar - 26 and 27 November 2024**

Inspired by the new Netflix series *Territory*, which is now the number 1 show on Netflix globally, we'll delve into the 'set-jetting' travel trend, where travel choices are influenced by popular film and TV locations. The series highlights breathtaking spots in the Top End, sparking curiosity to explore the NT and station-life immersion experiences firsthand. We're thrilled to welcome two NT operators to our live webinar sessions,

where they'll share insights on their offerings to help your customers experience the Outback in style.

We'll be covering the following:

- Latest update from the NT
- New product and upcoming events
- Meet our operators:
  - [Finniss River Lodge](#)
  - [Katherine Outback Experience](#)

**Register now for one of the two webinar sessions:**

- Tuesday 26 November 11.00am (AEST) | 9.30am (ACST) | 1.00pm (NZST)  
[Register here](#)
- Wednesday 27 November 1.00pm (AEST) | 11.30pm (ACST) | 3.00pm (NZST)  
[Register here](#)

**Win one of three trips to the NT!**

To help you experience some of these amazing products in the Northern Territory, we are excited to **announce that we are giving away yet another highly valued prize package this quarter. This time our prize package is worth \$6,000!**

Additionally, we are giving away **two placements on our 'Round Up' famil** scheduled for 28 March - 3 April 2025.

The \$6,000 prize package includes:

- \$1,000 Webjet voucher
- \$2,000 Tourism Top End voucher to experience amazing Top End product
- One nights' stay for two at Finniss River Lodge, including all meals and a Cows & Canapes experience
- Two tickets to the Katherine Outback Experience Outback Show

Make sure you register for one of the webinars, watch it (live or online) and complete the training module for your chance to win! The training module will be available from Monday, 25 November onwards. Please note that you need to be a registered program member to be eligible.

The prize draw will take place on **Tuesday, 28 January 2025.**

**For more information on our Trade Training Program visit:**

[www.trade.northernterritory.com](http://www.trade.northernterritory.com)

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### **Tasmania Walking Company's new 5-day Uluru Walking Tour product launch webinar session!**

Tasmanian Walking Company has unveiled a groundbreaking five-day guided walk inside the World-Heritage listed Uluru-Kata Tjuta National Park - the first of its kind. Set to launch in 2026, this desert journey will unite two of Australia's most iconic landmarks, Kata Tjuta and Uluru.

The experience has been developed in collaboration with Anangu Traditional Owners, the Uluru-Kata Tjuta Board of Management, and Parks Australia. For the first time, visitors will stay overnight inside the park, with eco-friendly accommodations that blend seamlessly with the environment. This marks the second Northern Territory walk for Tasmanian Walking Company, which has been leading immersive walking tours for over 37 years.

To learn more about this exciting new tour, Tourism NT is hosting a dedicated **webinar** with Tasmanian Walking Company!

Join us on **Wednesday, 11 December 2024 at 11.00 am AEST / 1.00 pm NZST**.  
Register [here](#) to attend!

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### **Aboriginal Tourism Product Awareness Program (ATPAP)!**

Sign up for the new Aboriginal Tourism Product Awareness Program (ATPAP), designed to showcase Aboriginal tourism experiences in the Northern Territory (NT). The program aims to shine a spotlight on Aboriginal tourism experiences and to connect you with the operators.

The program includes four quarterly [webinars](#), with each session followed by a brief questionnaire. For those not able to attend the live session you will receive a link to watch the recorded webinar. By watching all four webinars and answering the questionnaires correctly, you can enter to **win a spot on the exclusive ATPAP family trip to the NT in May 2025**. Only eligible participants will be entered into the draw.

You can sign up to the program all year round, so there is still time to get involved! Not signed up yet? Sign up to ATPAP [here!](#)

**Sign up and join our next webinar session on 5 February 2025!**

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## REVIEW OF OUR LATEST NT EVENTS AND FAMILS

### House of Travel Top End Famil 18 - 25 October 2024



On Friday, 18 October, eight agents from House of Travel and Travel Advocates kicked off an unforgettable trip to the Northern Territory's Top End. They were joined by Katie Meek from Qantas, who kindly sponsored their flights from New Zealand to the Northern Territory, with a stopover in Sydney before arriving in Darwin late Friday night. The group got to relax in style with complimentary access to the Qantas lounge throughout the journey.

The adventure began with a Tropical Garden and Gourmet Lunch Tour with Darwin Gourmet Tours, where the group explored exclusive private gardens and chatted with locals about the unique plants and wildlife. The day ended with a spectacular Champagne Sunset Cruise on Darwin Harbour with Sail Darwin, offering breathtaking views of a Darwin sunset.

The following day, the group embarked on a four-day guided tour with Offroad Dreaming, starting with the wonders of Kakadu National Park. Highlights included the Guluyambi Cultural Cruise along the East Alligator River into Arnhem Land, visiting Ubirr Rock for ancient Aboriginal rock art and witnessing an unforgettable sunset. On day two, the group soared above Kakadu's dramatic landscape with a scenic flight from Kakadu Air, before visiting Cooida Lodge and cruising the Yellow Water Billabong at sunset to observe local wildlife. The journey continued to the luxurious Cicada Lodge at Nitmiluk National Park, with a stop at Edith Falls along the way. The evening featured a stunning Nabilil Dreaming sunset dinner cruise, with gourmet food and views of Nitmiluk Gorge.

The final day saw the group back in Darwin, where they enjoyed a walking tour with Walk Darwin, a relaxing lunch, and pool time at Mercure Darwin Airport Resort. The trip concluded at the vibrant Mindil Beach Sunset Markets, a perfect spot to sample fresh seafood and enjoy one last sunset. This immersive journey through the Top End offered agents a wealth of experiences and local insights to inspire future travel recommendations.

**A special thank you to all our famil participants for making this trip a memorable and enjoyable experience:** Anna O'Dell-Smith, Helen Moffitt, Anna Jayes, Monica Nichol, and Hayley Fraser from House of Travel as well as Vanessa Kirkman and Kim Beswick from Travel Advocates and Katie Meek from Qantas New Zealand.

## NT PRODUCT UPDATE



### **Watarrka National Park added to National Heritage List!**

The federal government has placed Watarrka National Park in the Northern Territory on the National Heritage List in recognition of the site's outstanding heritage value to Australia. Watarrka is located in the traditional lands of Anangu ngurraritja (Traditional Owners), who hold a deep connection to Country and have cared for the Tjukurrpa (the Dreaming) for tens of thousands of years. It continues to be a place where traditions, customs and beliefs are handed down from generation to generation. The park's inclusion on the National Heritage List gives greater recognition of its natural and cultural values and unique ecology, helping ensure these heritage values are better protected and managed. [Read More](#)

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### **New and refined Emu Run Experience tour product for 2025!**

As the new year approaches, Emu Run Experience has been refining its product portfolio. The Uluru Day Tour remains one of the most popular offerings, providing an unforgettable experience for any visitor to the Red Centre. Additionally, the 4-day/3-night Outback Escape Tour has been enhanced for an even more immersive adventure. In line with the recent developments at Watarrka National Park, Emu Run has introduced the new Overnight Kings Canyon Experience.

For those catering to international travellers, please note that private tours are available in English, German, and Spanish. Be sure to check the Emu Run website for the latest tour options and updates. [Read More](#)

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### **AAT Kings - Red Centre on sale 2025/2026!**

AAT Kings is preparing for the upcoming season in the Red Centre, with special discounts on select tours and transfers between 1 April 2025 and 31 March 2026. Take advantage of reduced rates on experiences like *A Town Like Alice with Alice Springs Desert Park* (code A3D), as well as transfers between Kings Canyon and Ayers Rock Resort at Uluru (codes Y22 and Y23). This is the perfect opportunity to explore Kings Canyon and Watarrka National Park, which has recently been added to the National Heritage List. For more details, visit their website! [Read More](#)

## **NT EVENTS**



### **Million Dollar Fish 2024/2025 - Fish the NT**

There's no better time to be in the tropical Top End than during Million Dollar Fish Season. Now in its 10th year, the annual fishing competition runs from October 2024 to April 2025. A total of 10 fish, each with a million-dollar tag, are up for grabs - offering 10 chances to reel in a life-changing prize. This includes one newly tagged fish for Season 10, as well as nine fish from Season 9 that have been reactivated with million-dollar tags.

The season is already off to a hot start, with 14 tagged Barramundi caught so far, totaling \$140,000 in prize money. Passionate anglers still have time to register and book a trip to the Northern Territory for their chance to land a Million Dollar fish! [Read More](#)

## NT TRADE SPECIALS



**Bamurru Plains - Get a 30% trade discount!**  
***Valid for bookings and stays until 31 December 2024***

Enjoy a stay at Bamurru Plains, one of the Luxury Lodges of Australia. Nestled in the heart of Australia's stunning Northern Territory, Bamurru Plains offers guests the perfect opportunity to soak up the sun, relax in style and explore the diverse and unique Top End region.

Wild Bush Luxury are offering agent rates of 30% off your stay at Bamurru Plains. The offer is applicable to travel agents only, is subject to availability and T&Cs apply.

Booking contact: [enquire@wildbushluxury.com](mailto:enquire@wildbushluxury.com).



**Book an agent discount rate and stay at G'Day Discovery Resorts Kings Canyon!**  
***Valid for stays until 31 October 2025!***

The G'Day Group offers an excellent industry rate to stay at Discovery Resorts - Kings Canyon, for only \$180 per room per night for a standard room. The resort is located at the heart of Australia's Red Centre, halfway between Alice Springs and Uluru. Explore the breathtaking Kings Canyon and discover the immersive Light-Towers art installation at the resort. Visit the beautiful Red Centre with this great industry offer! The offer is subject to availability and T&Cs apply. Valid for stays until 31 October 2025

Booking contact: [tradesupport@gdaygroup.com.au](mailto:tradesupport@gdaygroup.com.au).

## GET TO KNOW OUR NT OPERATORS

### **Kakadu Cultural Tours**

Kakadu Cultural Tours, owned and operated by the Djabulukgu Association, represents the Traditional Owners of Northern Kakadu and Western Arnhem Land. The company offers exclusive access to cultural sites and wilderness areas, specialising in Aboriginal cultural and nature-based cruises, tours, and lodge accommodation in this UNESCO World Heritage region.

Guests travel in small groups by comfortable 4WD vehicles and boats, guided by expert Aboriginal hosts. Highlights include the Guluyambi Cultural Cruise on the East Alligator River, an Aboriginal Cultural & Heritage Day Tour into Arnhem Land, and the Hawk Dreaming “Nawurkbil” Wilderness Lodge, which provides immersive, environmentally sensitive experiences in remote Kakadu. The Anbinik Kakadu Resort offers award-winning, safari-style accommodation with a range of facilities, including air-conditioned rooms and cabins with private ensuite bathrooms. [Read more](#)



## 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](http://www.northernterritory.com)

Trade Training Program website: [www.trade.northernterritory.com](http://www.trade.northernterritory.com)

Questions, inquiries, suggestions? Please contact us:

[Trade.TourismNT@nt.gov.au](mailto:Trade.TourismNT@nt.gov.au)

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