



QUARTERLY TRADE NEWSLETTER



Welcome to our Quarterly Trade Newsletter!

We have kicked off the new financial year with a bang! Look forward to an exciting year ahead, filled with numerous opportunities to get to know the Northern Territory and its tourism operators. Our online Trade Training Program (TTP) will continue, showcasing a fantastic range of NT operators and experiences. Engaged TTP members will once again have the chance to win a spot on our NT Round Up fam in April 2025.

Additionally, we have recently launched our new Aboriginal Tourism Product Awareness Program (ATPAP), which will specifically highlight Aboriginal tourism businesses in the NT. Members who sign up will also have the opportunity to win a spot on an exclusive ATPAP fam, where they will experience some of the products and unique destinations featured throughout the program.

To wrap up quarter one on a strong note, in September we will again host our popular annual NT Muster events, where we invite Australia's East Coast to meet our NT operators face-to-face. Join us for a fantastic evening in Melbourne, Brisbane, and Sydney from September 10 to 12, 2024!

As you can see, the start of the financial year is already packed with exciting activities. Find out more about what's new and happening in the Northern Territory in this newsletter.

All the best from your
Tourism NT team



WHAT'S INCLUDED

- UPCOMING TRADE TRAINING PROGRAM EVENTS
- LATEST REVIEW OF NT EVENTS AND FAMILS
- NT PRODUCT UPDATE
- NT EVENTS
- NT 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 - 6 and 7 August 2024

This quarter, our focus will be on adventure tour operators and their exciting group tours throughout the Northern Territory. We are thrilled to have two legendary Australian tour operators join us to provide first-hand details and insights into the unique experiences they offer.

We'll be covering the following:

- Latest update from the NT
- New product and upcoming events
- Meet our operators:
 - [Intrepid Travel](#)
 - [Adventure Tours Australia](#)

Win one of three trips to the NT!

To help you experience some of these amazing products while you tick off your NT bucket list, we are excited to **announce we are giving away the highest valued prize package yet. This time our prize package is worth \$10,000!**

Additionally, we are giving away two placements on our 'Round Up' famil scheduled for April 2025.

- Tuesday 6 August 11.00am (AEST) | 10.30am (ACST) | 1.00pm (NZST)
[Register here](#)
- Wednesday 7 August 1.00pm (AEST) | 12.30pm (ACST) | 3.00pm (NZST)
[Register here](#)

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 5 August onwards. Note, you need to be a registered program member to be eligible.

The \$10,000 prize package includes:

- \$1,000 Webjet voucher
- \$1,000 Tourism Top End voucher to experience amazing Top End product
- \$1,000 Tourism Central Australia voucher to experience amazing Red Centre product
- 3-Day Uluru Adventure tour for two sponsored by Adventure Tours Australia
- 4-Day Best of the Top End and Kakadu trip for two sponsored by Intrepid Travel

The prize draw will take place on Tuesday, 17 September 2024.

For more information on our Trade Training Program visit:

www.trade.northernterritory.com



NEW: Aboriginal Tourism Product Awareness Program (ATPAP)!

We are excited to present our new training program specialising in Aboriginal tourism product and businesses across the NT! The program aims to shine a spotlight on Aboriginal tourism experiences and to connect you with the operators. This is your chance to learn more and potentially win a spot on a dedicated ATPAP famil to the Northern Territory!

The ATPAP program features four quarterly webinars. After each session, participants must complete a brief questionnaire about the webinar content. If you miss a live session or register later, recorded webinars will be available on the Tourism NT trade website. After watching a recording, please email us to request the questionnaire. Participants of the live webinar sessions have a chance to win a Bush Balm gift package!

By watching all four webinars and answering the questionnaires correctly, you can enter to **win a spot on the exclusive ATPAP famil trip to the NT in May 2025.**

Only eligible participants will be entered into the draw.

How to participate:

- Sign up to ATPAP [here](#)
- Once registered you will receive an invitation to all four quarterly webinars (July, October, February, April)
- Make sure to watch all 4 webinar sessions - live or recorded
- Answer all four questionnaires correctly after watching each webinar session
- Keep your fingers crossed for the lucky draw!

You can sign up to the program all year round, so there is still time to get involved!

Sign up and join our next webinar session on 31 October 2024!



NT Muster 2024

Come and join us at the annual NT Muster 2024, the Northern Territory's premier domestic travel trade roadshow! This exciting event is your chance to discover the NT in a whole new way, with opportunities to connect with local operators, indulge in delicious NT inspired cuisine, and immerse yourself in Territory culture. With over 30 tourism operators in attendance, you'll have the chance to learn first-hand all about the amazing experiences the NT has to offer.

This year, we are celebrating the 30th anniversary of the iconic movie 'Priscilla - Queen of the Desert' with a themed event that promises to be full of glitz and glam. Join our Territorian Queens Marzi Panne and Stone Motherless as they guide you through a Priscilla-inspired journey through the Territory.

Don't miss out on the chance to win one of our incredible NT prize packages, valued at over \$30,000 (in total). Come along and be part of the excitement at NT Muster 2024!

Registrations are essential to attend, so make sure to book your free ticket now!

Please click on the date you would like to attend below:

**Melbourne, Aerial, South Wharf Melbourne
Brisbane, The Warehouse, Fortitude Valley
Sydney, Cockle Bay Room, Cockle Bay Wharf**

**Tuesday, 10 September
Wednesday, 11 September
Thursday, 12 September**

Doors will open at **5.30pm**, with a **6.00pm** start. Registrations are essential, so don't delay in booking your free ticket.

If you have any questions regarding the NT Muster 2024 events, please contact trade.tourismnt@nt.gov.au

REVIEW OF OUR LATEST NT EVENTS AND FAMILS

A View from the Top (AVFTT) Famil 11 -16 June 2024



As part of the 'A View from the Top' incentive campaign between Tourism NT, Journey Beyond and the Flight Centre Travel Group, 10 lucky agents from Flight Centre and Travel Associates had the chance to explore the Northern Territory from top to bottom in just 5 days. Journey Beyond generously sponsored a night on the legendary Ghan, which took the group from Alice Springs to Darwin.

The epic adventure began at Uluru with a Field of Light dinner experience, where participants enjoyed a breathtaking sunset over Uluru, followed by a delicious dinner in the desert and a stroll through the Field of Light art exhibition. An early morning allowed the group to get up close and personal with Uluru, listening to local Anangu stories shared by SEIT Outback Australia guides. After leaving Uluru behind, the participants enjoyed a visit to Alice Springs, which included another incredible dinner and stargazing experience at Earth Sanctuary, topped off by an unforgettable Outback Ballooning flight at sunrise.

The day continued with exploration of the West MacDonnell Ranges with Emu Run Experience, before boarding the Ghan for an overnight journey north to Darwin. The onboard service and food were exceptional, culminating in a Nitmiluk Gorge cruise in Katherine the following day.

After leaving the lap of luxury, Darwin proved to be equally impressive. The last day of the trip featured an exhilarating heli-pub crawl adventure, which included stops at Crab Claw Island and a scenic flight over Litchfield National Park, before landing at the Darwin River Tavern for lunch. The trip concluded with a stunning sunset cruise and dinner in Darwin Harbour, where everyone enjoyed yet another breathtaking sunset over the Arafura Sea!

A special thank you to all our famil participants for making this trip a memorable and enjoyable experience: Brad Williams - Flight Centre Melbourne, Rebecca Tavner - Flight Centre Launceston, Emma Johnman - Flight Centre Brisbane, Wayne Anderson - Flight Centre Brisbane, Karina Jones - Travel Associates Sydney, Danielle Bennett - Travel Associates Adelaide, Shannon Vogel - Travel Associates Brisbane,

Adrian Robertson - Travel Associates Shellharbour, Teann Edwards - Travel Associates Launceston and Emily Pearson - Travel Associates Central Coast.

A special thank you goes out to Journey Beyond's Hannah Dare for co-hosting this epic journey!

NT PRODUCT UPDATE



Offroad Dreaming: New 5-Day Top End camping tour

Join Offroad Dreaming for an unforgettable five-day camping tour in Australia's Top End. Perfect for those seeking an authentic experience, this small group tour features expert guides, quality camping gear, and delicious meals made from fresh ingredients. Explore Kakadu, Nitmiluk, and Litchfield National Parks, discovering ancient rock art and waterfalls while learning about Aboriginal culture and ecosystems. Relax in comfortable vehicles and enjoy evenings under the stars with campfire dinners. All meals, activities, and equipment are included - just pack your bags and let Offroad Dreaming handle the rest. [Read More](#)



Experience Nitmiluk through the eyes of a local!

Cruising down Nitmiluk Gorge is a primary reason many visitors come to Katherine and Nitmiluk National Park. However, there are numerous other ways to explore this fascinating part of the Territory. Join the Jawoyn people on a cultural tour to learn about the gorge from the perspective of a true local of the Nitmiluk area. Discover the park through the Ancient Garlarr River Safari, or book one of the Footsteps of Our Ancestors tour options. Each of these experiences deepens your connection to the ancient sites and rich culture of Nitmiluk and the Jawoyn people.

With the recent closure of the beloved Top Didj Cultural Experience due to Manuel's retirement, the cultural tours in Nitmiluk National Park have become even more vital for visitors seeking to enrich their understanding of this extraordinary area and local culture. [Read More](#)

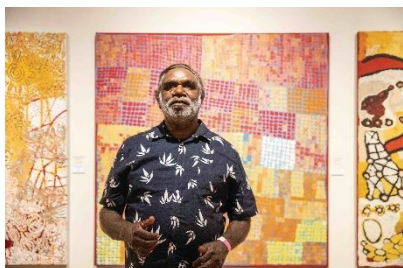
NT EVENTS



Darwin Festival 2024 - 8 to 25 August

There's no better time to be in the tropical Top End than during the Darwin Festival each August, where a fabulous festival wonderland awaits you. Balmy nights beneath twinkling festival lights provide the perfect backdrop for an unforgettable dry season - Darwin's tropical winter.

Australia's hottest winter arts festival combines the quintessential spirit and energy of Darwin with warm outdoor festivities and a vibrant program of events for an unforgettable experience. Be sure to join in the fun of those hot August nights if you're planning to be in Darwin during this time. [Read More](#)



Desert Mob 2024 - 5 September to 20 October

Desert Mob is a major Aboriginal art festival in Australia that celebrates desert culture, showcasing hundreds of artists in Mparntwe (Alice Springs). As one of the country's oldest festivals, it features an exhibition, symposium, marketplace, and various public events. The 2024 exhibition highlights works from nearly 40 Aboriginal art centres across the Northern Territory, South Australia, and Western Australia. The symposium includes presentations by artists and guests discussing culture and community, while the marketplace allows attendees to purchase art directly from the creators. Additionally, Desert Mob After Dark offers an evening of food, art, music, and curator talks. [Read More](#)

NT TRADE SPECIALS



Banubanu Beach Retreat - Get a 30% discount! *Valid for bookings and stays until 31 December 2024*

There truly is no place like Arnhem Land—the perfect escape from the hustle and bustle of everyday life. Banubanu Beach Retreat is situated on Bremer Island, just off the coast of the Gove Peninsula. We're excited to announce that Banubanu Beach Retreat is now offering a 30% discount exclusively for members of the travel trade. Don't miss this opportunity - plan your visit to enchanting Arnhem Land today! The offer is subject to availability and T&Cs apply.

Booking contact: enquiries@banubanu.com.

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.

Turn up for an early summer this spring in the Northern Territory, and get your hands on **great spring deals** by visiting our [Deals & Offers](#) page. Here you will find the best NT deals on flights, accommodation, travel packages, road trips and event packages.

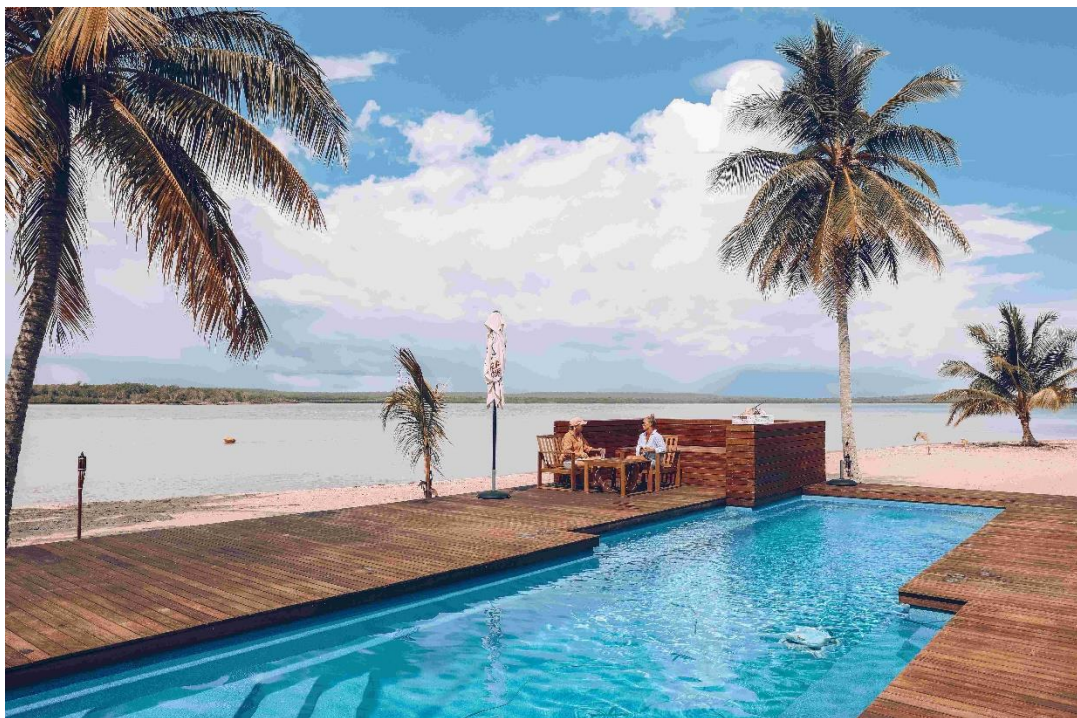
* Please note: T&Cs apply for all deals on offer.

GET TO KNOW OUR NT OPERATORS

Tiwi Island Retreat

Escape to a remote natural paradise where you can disconnect completely and embrace the possibilities. Nestled within a pristine marine sanctuary, Tiwi Island Retreat stands out as one of Australia's premier barefoot destinations. Tucked away on the western edge of Bathurst Island, the Retreat boasts breathtaking views of its exclusive beachfront location, providing the ideal base to enjoy inclusive package options that feature world-class fishing adventures, Aboriginal cultural tours, unique wildlife encounters, and more.

Resort packages are thoughtfully designed to offer you the best of the Tiwi Islands. You can choose to opt in or out of the inclusive activities, or customize your stay by booking additional experiences like our Heli-Adventure or Extended Cultural Tour. [Read more](#)



MEET THE LOCALS

Have you heard of Bare Sand Island? Ask a local!

When travelling, it's always best to get the locals to share their favourite spots and experiences. This quarter, explore Bare Sand Island off the coast of Darwin, where you can witness turtles laying their eggs. Sea Darwin Sea Tiwi, our presenter from last quarter's webinar, offers tours to the island, showcasing this incredible and untouched part of the Top End. Not many people know about the island, so make sure to 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