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NORTHERN TERRITORY VISITORS LIKE TO REACH OUT AND TOUCH SOMEONE!

A new study has found that travellers to the Northern Territory who meet and talk to locals about things to do are more satisfied with their holiday.

The *Northern Territory Visitor Touch Point* research—commissioned by Tourism Research Australia and Tourism NT—shows that after travellers arrive in Darwin or Alice Springs, they like to walk around to discover places to eat and activities in which to participate. This presents an opportunity for locals to engage with visitors, and influence their choices.

“Locals should be encouraged to be ambassadors for the NT, and share their knowledge and passion for the region with visitors” according to Tourism Research Australia’s Acting Chief Economist, Tim Quinn.

“In fact, visitors expressed a strong appreciation for the guidance they received from locals, and this can lead to highly satisfied visitors who are more likely to recommend the NT to others as a holiday destination” Mr Quinn said.

Other key findings include:

- Local strategies need to be developed to help direct visitors and encourage positive experiences.
- Eating out and activities drive satisfaction for the NT. Dining experiences and activities unique to the NT should be aligned with broader strategies like Tourism Australia’s Restaurant Australia.
- Visitors that go to Visitor Information Centres (VICs) tend to spend more on food and activities. However, the visibility and signposting of VICs could be improved to increase patronage.
- It is important for businesses to provide easy to access, current and truthful information through a number of touch points to ensure expectations are met.

To find out more about the research, visit the Tourism Research Australia website - www.tra.gov.au

Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: tourism.research@tra.gov.au or (02) 6272 6968

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