

## Miriam Schreiner

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**From:** Tourism NT <trade.tourismnt@nt.gov.au>  
**Sent:** Thursday, 24 July 2025 9:41 AM  
**To:** Miriam Schreiner  
**Subject:** The latest trade news from Tourism NT!

TOURISM NT - DOMESTIC TRADE OPPORTUNITIES || [VIEW ONLINE](#)



## Quarterly trade newsletter

Welcome to our Quarterly Trade Newsletter!

This quarter, it's all about kangaroos, new adventures, and fresh ways to connect with the Territory!

We're kicking off the new financial year with a burst of energy, starting with our *Kangaroo*-inspired Red Centre webinar. We'll explore exciting experiences in the Red Centre while tapping into the set-jetting trend ahead of the film's September premiere. Fantastic new prizes are up for grabs for TTP webinar attendees, including the chance to win a spot on our *NT Round Up* event and famil to the Top End in April 2026.

ATPAP agents - don't miss our upcoming Top End-focused webinar, one of four sessions on the path to qualifying for the 2026 ATPAP famil.

We're also thrilled to launch the *NT Masterclass* video series, a new peer-to-peer learning tool featuring agents sharing real tips, insights, and selling strategies from their own NT experiences.

The *NT Muster* trade events return in 2025 with a refreshed format. You'll also find exciting product updates, upcoming events, and a spotlight on one of our featured NT operators: Uluru Private Tours.

For something light and entertaining, don't miss the latest edition of *Real People, Real Territory*, where local legends share their stories in true Territory style.

We look forward to seeing you online soon!

All the best from your  
Tourism NT team

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## NT MUSTER - INFO

### **NT Muster 2025 - EOI coming soon into your inbox!**

We're excited to soon open Expressions of Interest for **NT Muster 2025**, Tourism NT's signature trade roadshow now with a refreshed format shaped by your feedback and past attendance trends. This year, we're introducing smaller, invitation-only events, limited to 60 agents per city. All TTP members are eligible to apply. You'll connect with 20 NT operators through small-group sit-down appointments, designed to create deeper conversations, stronger product knowledge, and more meaningful connections. A full list of participating NT operators will be included in the invitation email.

#### **Event Dates:**

- Melbourne – Tuesday, 9 September 2025
- Brisbane – Wednesday, 10 September 2025
- Sydney – Thursday, 11 September 2025

All events run from **5:00pm to 8:00pm** (with registration from 4:30pm), and include drinks and canapés.

Places are limited and, depending on demand, some applicants may be placed on a waitlist. If spots become available due to cancellations, we'll offer them to waitlisted agents in order.

The only way to register is via the EOI link which will be sent to all TTP members very soon, so keep an eye on your inbox! Don't miss your chance to be part of this reimagined, high-impact event.

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## TOURISM NT - TRADE WEBINAR SESSIONS



## Join our next TTP webinar - 5 and 6 August 2025

Inspired by the upcoming film *Kangaroo*, shot in and around Alice Springs, this webinar taps into the growing 'set-jetting' trend, where travellers chase on-screen destinations. Discover how the Red Centre's dramatic landscapes and stories are capturing new interest, and hear directly from two iconic local operators about experiences your clients will love. Don't miss this chance to boost your NT knowledge and selling power!

### Meet our operators this quarter:

- [AAT Kings](#)
- [Outback Ballooning](#)

### Register now for one of the sessions below:

- **Tuesday 5 August** 11.00am (AEST) | 10.30am (ACST) | 1.00pm (NZST)  
[Register here](#)
- **Wednesday 6 August** 1.00pm (AEST) | 12.30pm (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 fantastic prizes.

### The prize package valued \$3,000 includes:

- \$1,000 Webjet voucher
- \$1,000 Tourism Central Australia voucher to experience amazing Red Centre products
- **AAT Kings'** Uluru Sunrise & Field of Light Tour for two
- A 30-minute early morning balloon flight for two with **Outback Ballooning**

### Additionally up for grabs:

- Two placements on our next **NT Round Up event and famil** scheduled for **16 – 21 April 2026 in the Top End!**

For more information visit our trade website: [Tourism NT trade website](#)



### **Register now to join our next ATPAP webinar session!**

Mark your calendars to join our next *Aboriginal Tourism Product Awareness Program* (ATPAP) webinar!

**Join our next session on Wednesday, 30 July at 11:00am AEST!**

Click [here](#) to register for the session!

This quarter, we're heading to the **Top End** to discover unique ways to experience the region, from the waters of Darwin Harbour to the vast landscapes of Arnhem Land. Join us for firsthand insights from:

- **Sea Darwin**
- **Top End Day Tours**

We are excited to introduce you to even more unique Aboriginal tourism experiences in the Northern Territory. By attending all four quarterly webinars and completing the short follow-up questionnaires, you will go in the draw to win a spot on our 2026 dedicated ATPAP famil.

For more details and sign up, visit our ATPAP website [here](#).

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**WHAT'S NEW AT TOURISM NT**



### NEW: NT Masterclass - By agents, for agents

We're excited to introduce the NT Masterclass, a brand-new peer-to-peer learning series which will be available on our trade website.

This initiative features short, insightful video clips from travel professionals just like you, sharing their firsthand experiences of the Northern Territory. Filmed during recent Tourism NT famils, these videos highlight what surprised them, what stood out, and their top tips for selling the NT more effectively. You'll also find practical advice on must-do experiences and talking points to share with your clients.

We'll continue to add new clips from upcoming trade famils, covering different regions and a wide range of Territory experiences.

In addition to famil participants, we're also inviting experienced NT sellers to take part in short interviews – sharing some insightful sales tips, product recommendations, and personal stories that help bring the NT to life for clients. The first video will be up and running on our trade website next week.

If you'd like to be featured in an upcoming NT Masterclass video, we'd love to hear from you! Email us: [Trade.TourismNT@nt.gov.au](mailto:Trade.TourismNT@nt.gov.au)



### ATPAP Top End famil - 3 - 9 June 2025

Seven dedicated ATPAP members recently took part in our very first Aboriginal Tourism Product Awareness Program famil and what a journey it was! From sunset cruising in Darwin to deep cultural connections in Litchfield, Kakadu, and Arnhem Land, the group immersed themselves in the stories, landscapes, and people that make the NT so special. Highlights included rock art at Ubirr and Injalak Hill, wildlife-filled boat cruises, and unforgettable moments at Davidson's Arnhemland Safaris. More than a famil, it was a powerful cultural experience that sparked connection, curiosity, and plenty of laughs.

**A big thank you** to our amazing agents who made this trip magic: **Katherine Johnson** - Infinity Holidays (later known as 'Kakadu-Kate'), **Tania O'Reilly** - Travel Associates Wellington (a.k.a. 'Territory-Tania'), **Maria Whitehead** - Harbour City Travel Wellington, **Tracey Williams** - Helloworld Taree, **Hariklia 'Lia' Nadiotis** - Andy's World Travel, **David Beneke** - RAA Travel Adelaide, and **Rommel Laguinaldo** - Pan Pacific Travel Sydney. If you would like a chance to **join the 2026 ATPAP famil**, [click here](#) for more information.

## NT PRODUCT & EVENT UPDATES



### Lights, Camera... Alice Springs!

Jump on the set-jetting trend with *Kangaroo*, a heartwarming new family film set in the stunning Red Centre. Inspired by the real-life



### NEW: Courtyard by Marriott Darwin

Courtyard by Marriott has opened in Darwin, completing the brand's national rollout and marking Marriott's first property in the Northern

story of Chris “Brolga” Barns from The Kangaroo Sanctuary in Alice Springs, the film follows a former TV star and a spirited 12-year-old girl as they form an unlikely bond rescuing orphaned joeys, changing both their lives forever. Experience the magic of the Outback where the story comes to life.

[READ MORE](#)



### SEIT Aboriginal Art Experience

SEIT Outback Australia has launched a new cultural experience in Uluru-Kata Tjuta National Park, where guests can learn the art of traditional dot painting at Walkatjara Art Centre. In an exclusive, air-conditioned workspace with stunning panoramic views of Uluru, visitors are warmly welcomed by local Anangu artists who share the significance behind each symbol and stroke.

The experience includes refreshments and offers a meaningful opportunity to connect with Aboriginal culture in a truly inspiring setting.

[READ MORE](#)



### Darwin Laksa Festival 2025: 1 - 30 October

The Darwin International Laksa Festival is a month-long celebration held each October. Now in its sixth year, the festival showcases the rich flavours of laksa through traditional and creative "laksa-inspired" dishes like laksa ice cream, burgers, and cocktails. Thousands of food lovers take part in the Laksa Festival Food Tour, visiting local venues and voting for their favourites. The festivities culminate in the Laksa Festival Finale. Join the Laksa League to earn points and win prizes, including flights and holidays, just for eating laksa! Follow the fun on Instagram. [READ MORE](#)

Territory. Formerly The Smith Hotel, the rebranded CBD property is the fourth Courtyard in Australia, joining Melbourne, Perth, and Brisbane, and reflects growing confidence in the NT's visitor economy. The launch also strengthens Marriott's loyalty presence across every major Australian capital. [READ MORE](#)



### Darwin Festival 2025

Darwin Festival returns from 7 - 24 August 2025, transforming the city into a vibrant celebration of arts, culture, and community. With music, theatre, comedy, cabaret, dance, and visual arts lighting up more than 50 venues, there's something for everyone to enjoy.

The opening weekend kicks off in style with headline performances by Guy Sebastian and L.A.B. at the Darwin Waterfront.

Check the Darwin Festival website for the full program and ticket details.

[READ MORE](#)



### Trent Dalton's Love Stories in Darwin

Trent Dalton, bestselling author of *Boy Swallows Universe*, returns with *Love Stories* – a heartfelt collection of real-life tales gathered on a typewriter in Brisbane. After asking strangers one simple question, “Can you please tell me a love story?”, he spent two months capturing these moving moments. Now, this deeply human and uplifting work has been brought to life on stage in a powerful new adaptation. *Love Stories* is coming to the Darwin Entertainment Centre from 2 - 4 October 2025. Tickets are on sale now.

[READ MORE](#)

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## NT TRADE SPECIALS



**SeaLink NT - 30% off Tiwi tours for agents**  
SeaLink NT is offering 30% off retail rates for their Tiwi By Design Tour, exclusive to travel agents. Bookings and travel valid until 30 November 2025. Subject to availability. T&Cs apply. Email [salesnt@sealink.com.au](mailto:salesnt@sealink.com.au) to book – agent details required.



### **Kings Canyon industry rates!**

Discovery Resorts Kings Canyon is offering a special industry rate of \$220 per night incl. breakfast for standard rooms. Valid for travel 1 Jan 2025 – 30 Jun 2026. Limited to 1 room per booking for trade partners only. T&Cs apply. For bookings, please contact: [tradesupport@gdaygroup.com.au](mailto:tradesupport@gdaygroup.com.au).

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## GET TO KNOW OUR NT OPERATORS



### **Uluru Private Tours**

For over 20 years, Uluru Private Tours, in partnership with the Anangu communities of the Northern Territory, has provided visitors immersive cultural experiences throughout Australia's Red Centre.

Renowned for cultural authenticity and sustainability, our tours combine expert guides with Anangu hosts, sharing insights into 50,000 years of indigenous culture.

Our Mission is to create respectful, enriching journeys in the Red Centre while empowering the Anangu communities through employment and sustainable development. By bridging language and cultural gaps, our team ensures every guest leaves with unforgettable memories and a deeper appreciation for this extraordinary culture. [READ MORE](#)

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## REAL PEOPLE, REAL TERRITORY

**Real People, Real Territory** is where you meet the legends who call the NT home. Pull up a chair and hear real stories from real locals - full of heart, humour, and true Territory spirit. These are the people who make the NT unforgettable.

In this edition, meet *Fingers*, the quick-witted head tour guide at Finnis River Lodge, as he shares his love for the land, the wildlife, and the characters that make the Top End one of a kind.



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## 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! Contact us under [Trade.TourismNT@nt.gov.au](mailto:Trade.TourismNT@nt.gov.au).

Find further information through the channels below.

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

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**TRADE WEBSITE**

**ATPAP**

**WEBINARS**

**MODULES**

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