

ALICE SPRINGS

A GREAT PLACE TO VISIT

AN OPEN INVITATION TO TRAVELLERS

In response to recent stories about travel warnings for Alice Springs, we want to assure travellers that Alice Springs and the entire Central Australian region is a magical, exciting, unique and welcoming part of the world.

The Red Centre is the beating heart of the world's oldest living culture - to visit Central Australia is to experience this in a profound and life changing way.

It is home to incredible landscapes including the mysterious beauty of Uluru and the majesty of the MacDonnell Ranges.

It has a vibrant festival and events scene - with AFL, NRL and first class cricket games, the Finke Desert Race, Red Centre Nats, the Henley on Todd, the Camel Cup and Parltjima: A Festival in Light bringing people to the Red Centre each year.

The people of Alice Springs are warm, friendly and passionate about their beautiful town. At least one in four locals has moved to Alice from somewhere else - drawn to the Red Centre's laidback lifestyle and great sense of community.

You can be assured that the Alice community is always ready to roll out the welcome mat - they already do it for the 700,000 people who visit the region each year.

This is the Alice Springs that we know and love.

We urge you to come and do the Red Centre for yourself.

Michael Gunner
Chief Minister, Northern Territory

Bryan Brown AM
Award Winning Actor

Ted Egan AO
Former Administrator NT
Long Term Resident, Alice Springs

Michael Bridge
Chair Tourism NT Board

Stephen Schuer
CEO Tourism Central Australia

Lauren Moss
NT Minister for Tourism & Culture

Robert de Castella AO MBE
Olympic & World Marathon Champion
Indigenous Marathon Project

Rachel Perkins
Award Winning Film Director of Jasper
Jones and Bran Nue Dae

Matthew Hayden
Former Australian Cricketer
Tourism NT Ambassador

Peter Garrett AM
Musician
Environmentalist

Cathy Freeman OAM
Olympic Gold Medallist
Director of the Cathy Freeman
Foundation

Damien Ryan
Mayor Alice Springs

