14 October 2009

Melbourne Targeted in New Tourism Campaign

Around 200,000 people in Melbourne will be targeted each day in a new tourism campaign aiming to get them to take a holiday in the Northern Territory.

Minister for Tourism, Dr Chris Burns, said Tourism NT has advertising on every billboard, locker, chair and trolley at Southern Cross Station in Melbourne promoting the Territory for the next four weeks.

Tourism NT have also partnered with Virgin Blue to promote discount airfares between Melbourne and Darwin as part of this campaign.

“Tourism is worth $1.6 billion to the Territory economy each year and the Territory Government has continued work to ensure the positive flow-on effects of interstate and overseas travellers continues,” Dr Burns said.

“Tourism NT is investing $174,000 in this new campaign that has booked every billboard and advertising space in Southern Cross Rail Station in Melbourne.

“The adverts will run over the Spring Racing Carnival when daily commuter numbers are at the highest point of the year averaging 200,000 a day over the month, totalling 5.6 million people moving through the station.

“Virgin Blue is promoting $149 airfares between Melbourne and Darwin as part of this campaign and have contributed $90,000 with cooperative advertising in newspapers, on radio and online.

“Southern Cross Station will be inundated with images of the Northern Territory with the campaign tagline ‘Explore uNTouched Territory’ hanging from the ceiling and plastered on the floor, as well as signage promoting the discount airfares on every chair, locker, trolley and billboard in the station.

“Victoria is the Territory’s largest source of interstate visitors representing around 26 per cent of all interstate travellers.

“In the current tourism market, competitive airfares are an important element in the decision making process of consumers looking to take a holiday, so the discount airfares offered by Virgin Blue are sure to entice more visitors,” Dr Burns said.

In addition to the advertising, Virgin Blue will have staff at the station over two days handing out information further promoting the airfares.

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