Land Rover decides to ‘Do the NT’

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The Northern Territory has been chosen above a strong field of Australian and international locations to host the highly sought after Land Rover Experience Tour later this year.

“It’s taken a lot of lobbying to land this lucrative event and it will be fantastic to see a convoy of Land Rovers winding their way through the Northern Territory this October,” Chief Minister Adam Giles said.

“What an amazing way to showcase the Territory as an adventure destination in a key European tourism market.

“The tour is the global launch of the new Land Rover Discovery Sport and is an unbeatable opportunity to promote the Territory as a drive destination for European travellers.”

The Tour is designed to test both the drivers and cars in remote terrain in three rotational stages over 21 days.

The three sections of the route will be Nhulunbuy to Katherine, then Katherine to Kalkarindji and the final leg culminating at Uluru on Thursday 5 November – a total distance of 3,100kms.

“In a sign of Europe’s ongoing love affair with the Australian outback, around 70 000 Germans registered for a chance at six spots test driving the Land Rover Discovery Sport on the Experience Tour of the Territory. That’s more than any of Land Rover’s ten previous tours.

As part of the qualification process, drivers had to prove their skills in off-road-driving, team work and navigation. On the Tour, the six finalists will be put into teams of two per car and will have to solve tasks in navigation, as well as undertake driving challenges.

“The event will attract massive media exposure through the 35 European media representatives who will be on the Tour,” Mr Giles said.

Germany is the Territory’s third biggest international tourism market.

“The latest figures for the year to September show that 38 000 Germans visited the NT, up 11 per cent on the previous year. The German market contributed $49 million to the NT economy making this project a smart marketing move,” Mr Giles said.
Land Rover estimates media coverage of the event will generate between 200-300 million page views and will be worth the equivalent of a $5 million advertising spend.

This event is part of an innovative new international marketing strategy where Tourism NT is looking to partner with non-travel media to put the NT in front of new audiences, positioning the Territory as an active, adventurous destination.

“The Land Drover Experience Tour follows on from our partnership with Top Gear which filmed an episode in the Territory last year and recent Territory features on two international cooking shows positioning us as a foodie’s haven,” Mr Giles said.

Land Rover is investing more than $9 million (AUD) in the promotion and operation of the project in Australia.

Tourism NT will be running a range of promotions and activities aimed at maximising return from the media exposure it generates. These include events for German travel agents, as well as features in German trade and consumer travel magazines and Land Rover customer publications.

In total, about 60 people will travel on the Tour including participants, media and crew.

“While they’re here, it’s estimated Land Rover will spend at least $360 000 (AUD) in the NT on the purchase of services including accommodation, transport, meals, equipment hire, fuel and energy plus sightseeing costs and personal expenditure during the course of the event and the pre-Tours,” Mr Giles said.

The Land Rover Experience Tour was first conducted in 2000. Past locations include the Silk Road, Bolivia, Malaysia, Argentina, Scotland, Canada, Mexico, Namibia, Iceland and Jordan.

A clip about the Land Rover Discovery Tour is available at http://youtu.be/99XA2ig637U

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