The Minister for Tourism, Dr Chris Burns, today released preliminary data showing that the Northern Territory Tourist Commission’s latest marketing campaign in the United Kingdom is producing excellent results.

The NT Tourist Commission and Austravel – a UK retailer – recently undertook a cooperative marketing campaign to increase the number of UK visitors to the NT by promoting Virgin Blue flights to Darwin and Alice Springs. The Commission contributed $62,500 to this campaign and Austravel contributed the same.

Consumers were offered a free connection to either Alice Springs or Darwin on Virgin Blue when they booked their international flight from London to Sydney.

The campaign had a number of elements:

- advertising on tube cross track sites throughout Central London;
- panels on London buses on City and West End routes;
- in-store point of sale material, involving window displays in Austravel shops across the UK;
- 5000 leaflets distributed in-store;
- a 12,000 email blast to members of the Austravel database with a web-site link

The campaign started on 1 September and will run through to the end of December, but by 13 October, 5,280 "click throughs" from the email blast had been received, as well as 200 telephone inquiries – to this stage it has translated to 278 new bookings in the NT with an estimated economic return of $500,000.

Dr Burns said that it was also important to understand that the campaign is not just a one-off, as the NTTC is constantly working on joint marketing strategies with a range of partners.

"In Germany, for example, we will be participating in the Thomas Cook Destination Australia launch, a quarter of a million dollar print campaign that aims to bring over 2,500 visitors to Australia in it’s first year of operation," Dr Burns said.

"In New Zealand, we are participating in a co-operative tactical marketing campaign for the Discover Australia Brand, a $105,000 campaign that involves television and radio marketing and print advertising in the form of a newspaper insert, and that aims to increase
awareness of the Discover Australia offerings.

Dr Burns said that these campaigns represent very good value for the Territory’s marketing dollars.

"With large contributions from our commercial partners, these campaigns allow us to market ourselves to audiences that otherwise would be very expensive to reach.

"This is a very smart way to spend our money, and with results such as these, shows that by developing a clear strategy and sticking to it, positive tourism marketing results can be achieved."