TERRITORY TOURISM CAMPAIGN STUNS SWEDEN

The Northern Territory Government has led the way in enticing Swedish tourists to the NT by undertaking Australia’s first integrated tourism campaign in Sweden.

Minister for Tourism Kon Vatskalis said the Territory Government partnered with Australienresor, a Scandinavian travel agent, to conduct the marketing campaign over January.

“Scandinavia is one of our key growth markets for international visitors bringing an estimated 12,000 holiday visitors to the NT each year,” Minister Vatskalis said.

“We cooperatively invested $210,000 into the Swedish campaign that includes television, print and online advertising.

“The first 10 days the campaign resulted in over 900 phone and email enquires about holidays to the NT, most occurring immediately after the television advertisement screened.

“The travel agent had to hire four more staff to cope with the 500% increase in visitors to the travel agency.

“Tourism is a major economic contributor to the Territory and this is a terrific result,” he said.

Not only is the level of interest in the NT increasing, Swedish travellers are already booking holiday’s with January sales for NT holiday’s reaching $1.2million to date, an increase of over 500% in net revenue compared to January in 2007.

Australienresor Managing Director Rolf Eirik Kjeseth said the Northern Territory is now the agency’s number one destination.

“It is not normal to see this kind of tourism marketing on TV in Sweden, so the campaign was very well noticed and gets great attention,” Mr Kjeseth said.

The television advertising highlighted the Northern Territory’s aboriginal culture, nature and wildlife experiences are were supported by advertorials and product and price advertisements in Sweden’s Sunday newspaper magazine, read by over 880,000 people.

The campaign has finished with the agency expecting to see the majority of holiday bookings occurring in the weeks and months to come, once consumers have reviewed their holiday brochures.

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