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Tourism Campaign Calls On Travellers To “Get CeNTred”

Travellers are being invited to refocus on the important things in life through the Northern Territory’s first ever global marketing campaign for the Red Centre.

Minister for Tourism, Kon Vatskalis, launched the new $2 million campaign in Alice Springs today.

“Our message is simple - “Get CeNTred” in Australia’s Red Centre and reconnect with yourself through unforgettable travel experiences,” said Mr Vatskalis.

“This global campaign invites travellers to visit two of the Northern Territory’s priority destinations, Alice Springs and Uluru, and all of the unique wonders in between.”

The global campaign will run through to the end of October in the UK, Ireland, USA, Germany, New Zealand, Sweden, Japan and Australia, followed by a second phase in February / March 2009 with a greater focus on the Australia based market.

A key component of the international campaign will be online activity on high traffic international sites.

“We know 58% of all travellers are influenced by the internet when considering travelling to Australia, so it is vital we tap into this market,” said Mr Vatskalis.

“This campaign will feature on sites such as National Geographic, Lonely Planet, New York Times, Amazon, The Guardian UK, Yahoo and MSN.”

Tourism NT has also partnered with outdoor adventure and travel brand, Kathmandu, who shot their entire 08/09 Summer range in the Red Centre. The catalogue was launched in New Zealand and Australia earlier this month and will be launched in the UK in February 2009.

Within Australia, “Get CeNTred” has introduced an insert in Travel & Leisure magazine with further investments to be made early next year.

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