The Northern Territory Government today launched a $1.8 million marketing campaign that will promote Kakadu to nature lovers in Australia and around the globe.

Acting Minister for Tourism, Chris Burns, said this is the biggest ever marketing campaign for Kakadu.

“This year’s campaign has been designed to leverage off the successful results from the 2007 campaign that brought more visitors to Kakadu,” said Dr Burns.

“The Australian Bureau of Statistics Survey of Tourist Accommodation released last week showed that occupied room nights in Kakadu increased by 11.3% for the year ending in September 2007, when compared to the previous year.

“The survey also showed a 20.4% increase in revenue for Kakadu’s hotels, motels and serviced apartments, totalling $10.2 million for the 12 month period.

“We believe that this year’s Global Kakadu campaign will continue to build on this success.”

The Northern Territory Government has this year partnered with National Geographic and Yahoo Travel to promote Kakadu internationally on television, in magazines and online.

The commercials will feature the breathtaking landscapes and ancient cultures of Kakadu to audiences in the UK, Ireland, Germany, Singapore and Australia.

Scandinavia and Japan will also be exposed to the Kakadu campaign advertising for the first time this year.

“It is great to see our local operators and trade partners also coming on board to support the campaign. The industry has contributed over $300,000 towards cooperative advertising initiatives in Australia and around the world,” he said.

“The consistent promotion of Kakadu as a natural and cultural destination domestically and, for the first time last year, internationally is drawing more visitors to Kakadu.

“These visitors not only bring a greater economic boost to the local industry, they also create new jobs and encourage the development of fresh tourism enterprises that will strengthen the position of Kakadu as a must-see destination into the future.”

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