Encouraging more Australians to make an InvestmeNT

A new $300,000 outdoor advertising campaign begins today in Sydney, Melbourne and Brisbane promoting holidays in the Northern Territory.

Minister for Tourism, Dr Chris Burns, said the campaign is another important part of Tourism NT’s domestic marketing activities.

“The Territory Government has continued investing in tourism marketing activities to get more people to holiday in the NT,” Dr Burns said.

“More Australians have been opting for domestic holidays due to the economic climate over the last year, so it is vital we have a strong market presence.

“This marketing campaign will utilise 435 outdoor sites such as bus stops, wall mounts and city lights in central business districts in Sydney, Melbourne and Brisbane.

“They will feature the word ‘investmeNT’ encouraging people to make a sound investment by holidaying in the Territory.

“This campaign builds on the current activities at Southern Cross station in Melbourne with the train station completely covered in adverts promoting travel to the Territory.

“The campaign at Southern Cross station will reach around 200 000 people each day and has been running over the Spring Racing Carnival when numbers significantly increase through the station.

“Tourism is worth $1.6 billion to the Territory economy so it is vital to maintain marketing activities and support this important industry,” Dr Burns said.

This outdoor marketing campaign will run from today throughout November and will also be supported by online display advertising on Fairfax Digital, News Digital and NineMSN.

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