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NT Tourism Ads To Be Served Up During Australian Open

A Territory Government advertising campaign will capitalise on the popular Australian Open Tennis Tournament this month by promoting Kakadu holidays.

Acting Chief Minister Delia Lawrie said the Territory Government will invest $300,000 to place the Kakadu adverts throughout the high rating Australian Open period.

“Tourism is one of our key economic drivers generating $1.7 billion annually into the Territory economy and supporting 17 000 jobs,” Ms Lawrie said.

“Last year more than 6000 new jobs were created in the Territory.

“We know that many Australians tune into the tennis, so these advertisements will serve up Kakadu as a great holiday destination during tennis telecasts and other prime time rating shows.

“The television adverts will run in Melbourne, Sydney and Brisbane from January 17 – 30 while print advertisements will run in major weekend newspapers starting tomorrow enticing people take a holiday at one of our world-class destinations.

“The Territory Government invests $42 million in supporting the local tourism industry and promoting holidays to the many terrific Territory attractions.”

The Australian Bureau of Statistics (ABS) Tourist Accommodation figures released today showed the Territory recorded highest increase in takings in the nation for the year to September 2009.

“Over the past year $254 million has been spent on tourism accommodation in the Territory which is a 5.1 per cent increase,” Ms Lawrie said.

“Importantly despite the challenges of the global recession, the demand for accommodation is increasing with the number of guest nights up by 1.1 per cent in the year to September.

“That’s an extra 7,600 nights that rooms which were occupied in the Territory in the year to September.

“The Territory performed well throughout the global economic crisis thanks to innovative and aggressive marketing by Tourism NT and the tireless dedication of our tourism industry.

“Due to the economic environment over the last year, more efforts were focused on domestic marketing targeting spirited travellers, and it has achieved good results.”

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