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New Tourism Campaign to Promote the Top End

Tourism Minister Malarndirri McCarthy today launched the latest 2010 Destination Darwin marketing campaign and unveiled the faces of the upcoming campaign.

On a CBD roof-top overlooking Darwin’s magical harbour. Ms McCarthy said the existing face of Darwin campaign, Sydney DJ, Anna Lunoe, would be joined by Red Centre campaign host, AFL legend, Russell Robertson, and Kakadu host comedienne, Corinne Grant to promote Darwin to the world.

“This latest campaign reminds Southerners what the Top End has to offer during Winter and will run from 29 August to 9 October targeting adventure-led spirited travellers,” Ms McCarthy said.

“The Territory Government and 28 industry partners have invested $1.2 million in the campaign to encourage travellers to chase the sun and to book a holiday in the Top End.

“This campaign will primarily use new media including digital, broadcast, social media and is timed to encourage travellers as the peak tourism season begins to slow down.

“Based on the success of last year’s activity, Anna Lunoe, will be joined by other NT Tourism ambassadors, Russell Robertson and Corinne Grant.

“All three are in Darwin to film a 60 minute documentary following their performances at the Darwin Festival and they will also reflect on their travels though the Territory.

“As part of the documentary Anna, Russell and Corinne will go on a Sea Darwin’s Turtle Tracks tour, spend time at Parap Markets and Crocosaurus Cove and fish on the harbour before stopping off at the Mandorah Hotel for lunch.

“People can continue to follow Anna online as she travels from Sydney to Darwin and meets some of our colourful local characters and experiences the sights and sounds of our tropical harbour city.”

Ms McCarthy said last year 43 per cent of domestic visitors to the Territory researched or booked their holiday online and this latest campaign was aimed to capture this market.

“Televisions advertisement will begin screening on Channel 7 on 29 August and are designed to tease visitors to visit the Yahoo!7 webpage where they can see and read more about what Darwin and its surrounds has to offer.

During the campaign, Tourism NT’s major partner Virgin Blue is offering special airfares.

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