Kakadu showcased to millions during Australian Open Tennis Championships

A Tourism NT campaign to promote Kakadu to millions of viewers tuning into the finals of the Australian Open Tennis Championships 2011 in Melbourne will kick off this weekend.

Minister for Tourism, Malarndirri McCarthy said the Kakadu campaign will run from 9 January to 6 February and will include TV ads and online material promoting the World-Heritage listed Kakadu National Park.

“This campaign will beam beautiful images of the breathtaking Kakadu to more than two million viewers across Australia,” Minister McCarthy said.

“For the first time, we’re teaming up with Jetstar to launch a competition calling on want to-be visitors to share why they want to visit Kakadu as part of the campaign.

“People can log on to Facebook and in 25 words of less say why they want to experience the wonders and adventures of Kakadu for the chance to win flights for two to the Territory.”

Competition prize includes contributions from Jetstar, Holiday Inn Esplanade, Kakadu Gagudju Crocodile Holiday Inn including:
- Airfare for two people to Darwin (from Adelaide, Melbourne, Sydney, Brisbane and Cairns);
- Yellow Water Billabong for two people;
- Gagudju 4WD Adventure Tour for two people;
- Crocosaurus Cove tickets for two people; and
- Car hire with Avis or Budget for five days.

“We’re taking advantage of one of Australia’s most significant sporting events to showcase Kakadu through a series of TV ads as part of the campaign - the Australian Open is expected to watched by an audience of more than two million sport-loving Australians.

“The Northern Territory Government is investing to the value of $540,000 in this campaign which is is expected to attract visitors from across Australia.

“On top of this, Tourism NT’s airline partner Jetstar is offering a special airfare for visitors to Darwin as part of the campaign.

“Kakadu is a unique destination with the highest proliferation of rock art in the world and we want to use the Australian Open Tennis Championships to introduce viewers to the incredible Kakadu landscapes.”

Advertising will include print and video and will appear on Channel 7, 7 TWO, websites such as The Age, news.com and Yahoo7! as well as The Good Weekend and Sunday Life.
Campaign partners include:
- Jetstar
- Sacred Earth Safaris
- Bamurru Plains
- Darwin Reef n Wrecks Fishing Charters
- Great Southern Rail
- SKYCITY Darwin
- Territory Discoveries
- Darwin Free Spirit
- Hidden Valley Tourist Park
- Novotel Darwin Atrium
- Darwin Day Tours

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