Spotlight on Alice Springs for tourism and business events

Alice Springs is the focus of the latest stage of the Territory Government’s $1.4 million Red Centre digital marketing campaign aimed to boost the profile of Alice Springs and local businesses.

Tourism Minister, Malarndirri McCarthy said this part of the campaign positions Alice Springs as a gateway to the Red Centre, highlights the many reasons to visit the town, and encourages visitors to take time to explore it.

“Tourism is unquestionably of great economic importance to Alice Springs and we have received feedback of very strong awareness generated in the first six weeks of the campaign which is pleasing,” she said.

“This coincides with the announcement by Qantas, our airline partner for the campaign, of two additional flights per week from Melbourne to Alice Springs during the peak season.”

When questioned, almost one in three of the target market of interstate ‘spirited travellers’ was aware of the Red Centre campaign, 32.2% compared with 26.9% last year. Digital advertising was clicked on over 43,000 times, sending consumers to more information on travelnt.com. Industry partners’ online ads attracted more than 22,500 consumers to their websites.

New images being used in the Alice Springs stage of the campaign include Pyndan Camel Tracks, Olive Pink Botanical Garden, Alice Springs Telegraph Station and RT Bushtucker tours.

Local personalities Miriam Pickard, a local artist, and Charlie Maher, a footballer with NT Thunder, feature in the campaign. It also includes content by the Two Tims, well known for their nationally broadcast travel show ‘Roam’, which highlights what they love about Alice.

Minister for Central Australia, Karl Hampton, said the Alice Springs stage of the campaign enables retargeting of visitors who have already seen our ads online and shown an interest in the Red Centre.

“There is a lot to see and do in and around Alice Springs – being so close to some of the world’s best parks and reserves – and the locally produced art is highly sought after by interstate and international visitors,” Mr Hampton said.

“A further highlight for Alice Springs is on business events as well as tourism.

“Alice Springs was voted Best Incentive Destination in a Reader’s Choice Award by the readers of micenet Australia magazine, a trade publication for the meetings and events industry.

“This came after a familiarisation tour organised by our Convention Bureau to Alice of nine buyers of potential business events – from Australia, Canada, The Netherlands, Singapore and Thailand - so it this has been a very successful investment.”

Digital advertising for industry starts on 15 April and runs until 12 May. The industry partners are Alice Springs Desert Park, Alice Springs Reptile Centre, Alice Springs School of the Air Visitor Centre, National Transport Hall of Fame, Muk Muk Fine Art, Pyndan Camel Tracks, Quest Apartments Alice Springs, Crowne Plaza Alice Springs, Outback Ballooning and Territory Discoveries.