exists.

- The campaign helped in bringing the NT as a unique holiday destination within China, and made an impression on the digital audience.
- Target high end customers with an interest in self drive experiences in the Red Centre.
- Sold Tourism Organisations.
- China Leading online travel agent, Ctrip and three other.
- $150,000 Digital campaign from May to October 2010.
- Lost in the Admiration of Australia-Vibrant NT campaign.

Ctrip Partnership - China

Asia Gateway campaign - Singapore

Darwin immediately before and after the workshop.

- Darwin in times print (platform) to reach its audience.
- A high magazine, Bill Times print (platform) to reach its audience.
- Used digital (Facebook, Lonely Planet, BBC) and print (AirAsia).
- Also intended to create awareness of Darwin as the gateway into Australia from South East Asia.

- $56,000 10 week campaign built upon AirAsia’s new flight.

ASEAN Gateway campaign - Singapore

Darwin in times print (platform) to reach its audience.

- Agens participated in a three day training workshop event, along
- who attended all Australian tours and accommodation.
- The specialists met with 150 key Australian tourism businesses.

- Hosted in Darwin.
- First time a European tourism trade event on this scale had been
- The event was hosted in Darwin from 1-7 June 2011 and was the
- Agents from the UK and Europe.
- Training workshop event for over 300 Australian travel specialist travel
- Coroflooe Euro 2011 - a combined mega familiarisation and
- Tourism NT and Tourism Australia invested $842,000 towards

Coroflooe Europe 2011, held in Darwin.