Minister for Tourism and Major Events Matt Conlan said the Northern Territory would take centre stage on Australian national television this week.

Mr Conlan said, as part of an ongoing relationship between Channel 7 and Tourism NT, the Territory will feature prominently on the popular national morning program, ‘Sunrise’.

“This week Sunrise weather crew will travel throughout the Territory beaming some of our incredible locations and experiences back into the lounge rooms of hundreds of thousands of viewers watching around Australia,” Mr Conlan said.

“Tourism NT will also have targeted marketing during the program with Qantas and Tiger Airways, promoting the Territory as an accessible holiday destination and highlighting our many attractions.

“The activity will include advertising banners during the Sunrise program, television commercials and digital advertising across Google, Facebook, Youtube and Trip Advisor.

“More than 50 per cent of Australians have the Territory on their bucket list and this campaign will encourage viewers to jump on a plane, come to the Territory and tick it off their list.

“This week’s campaign is part of a new marketing approach – a 365 day push where the Northern Territory will be promoted in national media.”

The Channel Seven Sunrise team will travel through the Top End with host Edwina Bartholomew. Each morning a new Top End destination will be seen at every weather cross, on the half hour between 6-9am:

- Monday – a step back in time to Coomalie Airstrip at Adelaide River, to get a feel for Darwin’s wartime history
- Tuesday – The new resort, Cicada Lodge takes the spotlight
- Wednesday – the wonders of Kakadu National Park, including aerials over Jim Jim and Twin Falls in full glory
- Thursday – Airboat experience at Wildman Wilderness Lodge
- Friday – outback adventuring: mustering, choppers and campfires at Labelle Downs

“The Territory will be hard to miss this week and this mass exposure will lead to more people travelling here,” Mr Conlan said.

The Northern Territory Government is investing in our tourism industry in order to grow the sector and improve visitation to the Territory.