MINISTER FOR TOURISM AND MAJOR EVENTS

NORTHERN TERRITORY AND QANTAS SIGN TOURISM AGREEMENT

16 July 2013

The Northern Territory Government and Qantas have reached a landmark $7 million cooperative agreement to promote the NT within Australia and on the international stage.

Minister for Tourism and Major Events Matt Conlan said that the agreement will market the Northern Territory as a leading tourist and event destination to the world.

“This is the biggest airline marketing partnership in the Territory’s history,” Mr Conlan said.

“The three-year agreement will target key markets including Australia, US, Japan, United Kingdom and America, and other international regions using a range of advertising and marketing strategies.

“The Qantas story has its roots in the Northern Territory and it is only fitting that this partnership will lead to growth for the airline and for the NT,” Mr Conlan said.

“The agreement will attract more visitors to the Territory, create more jobs and boost the economy.

“The Country Liberals Government vision is to attract 1.7 million visitors to the Territory annually by 2020, about 400,000 more than we receive currently, and this partnership will help deliver that outcome in conjunction with one of the world’s most respected airlines.

“The partnership will make the NT more visible with the Qantas Group in international and domestic markets all year round. The deal also allows the Northern Territory to work with other states that have partnered with Qantas to promote Australia and encourage further regional visitation to the NT.

“This agreement joins one of the world’s best airlines with one of the world’s most iconic landscapes. It’s a win win for Qantas and the Territory.”

Qantas Executive Manager International Sales Stephen Thompson said the agreement will deliver huge dividends for the Northern Territory, particularly for inbound tourism.

“Tourism is a huge economic driver for Australia, creating jobs and promoting investment and development and Qantas plays a major role in supporting that economic contribution,” he said.

“We are extremely proud of this new partnership which will increase visitor numbers and tourism spending across the Northern Territory.”

The partnership will include campaigns advertising special air fares and promotions around major events and activities, and there will be a strong focus on digital platforms including online and social media.

Today’s announcement follows similar deals between Qantas and New South Wales and Queensland, and takes the airline’s total joint investment in tourism to $49 million over three years.

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