Australia’s cashed up ‘Baby Boomers’ will be targeted in the Territory Government’s latest domestic marketing campaign to lure more visitors to the NT.

Minister for Tourism Matt Conlan said the advertising blitz, which was launched around Australia last night, was an aggressive pitch at the over 50s market – the fastest growing demographic in Australia.

“The over-50s market has the highest disposable income in Australia, they’re cashed-up and we want them holidaying here in the Territory,” Mr Conlan said.

“Our latest marketing campaign is the second phase of the Do the NT brand we launched last year and includes $1 million worth of television, print, radio and digital advertising.

“Baby boomers will be enticed to visit the Territory through campaigns offering specials and package deals with a range of partners including Britz (self-drive), Jetstar, Wotif, Great Southern Rail, Virgin Australia, Qantas, Flight Centre and travel wholesalers The AOT Group.

“The over 50s group already view the NT as a ‘must do’, so this campaign will motivate them to book a holiday now and not one-day in the future.

“The creative message behind the latest campaign will also highlight to this market how they can Do the NT with each ad showcasing different regions and more detail on what they offer. A separate television commercial is being produced for the Top End and another for Central Australia.”

According to the National Visitors Survey, over the past three years, 57 per cent of interstate holiday visitors to the NT are aged 50-plus.

“In Australia, baby boomers are reported to hold around 40 per cent of the nation’s wealth and this financial independence leaves them with more disposable income to travel, see more of the Territory and enjoy their stay for longer than other groups,” Mr Conlan said.

“And now is the time to strike on this market with new airline services to the Territory and the NT recognised as one of the top tourism hotspots of the world recently by a range of publications including Trip Advisor, The Telegraph (UK) and National Geographic’s Traveler magazine.

“The Do the NT brand strategy is part of this Government’s vision to return tourism to growth and deliver $2.2 billion in visitor expenditure by 2020 to help build a more prosperous NT economy.

“The Territory is on the road to recovery in terms of returning tourism to growth, but we know it will take some time to turn visitor numbers around after almost a decade of decline under the previous Government.”
The Do the NT brand strategy was launched in July last year and received strong reach, particularly in the 50-plus market – where the TV commercial was seen by 75 per cent of the target market and the YouTube video had 4.3 million views by over 50s.

The secondary market across 18 – 49 year olds also viewed the commercials with approximately 55 per cent of these markets seeing the advertising.

The latest Do the NT commercials will run for the next four weeks and can be viewed at:

http://www.youtube.com/watch?v=K2lcbvy1I68 – Top End

http://www.youtube.com/watch?v=2vfPXxkHLrU – Central

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