FLOWER POWER TO GROW TOURISM IN THE TERRITORY

15 February 2014

The world’s biggest flower show will feature in the Territory Government’s latest international campaign to attract more tourists to the NT from one of our key traditional markets.

An Australian garden, which uses the iconic Aboriginal Rainbow Serpent as its inspiration, will be a major feature of the Royal Horticultural Society (RHS) Flower Show at Hampton Court Palace in London in July.

Minister for Tourism Matt Conlan said the show was huge in the United Kingdom.

“The Hampton Court Flower Show covers 34 acres, includes 600 exhibitors and attracted around 150 thousand visitors last year,” Mr Conlan said.

“The majority of these show-goers are aged fifty plus, with a high disposable income – making them exactly the type of tourist we are targeting to book a holiday to the Northern Territory.

“With a strong Territory flavour, the Australian garden will help market the NT as a ‘must do’ destination for holiday makers from across the UK, one of our key international markets.

“The Northern Territory is home to some of the world’s rarest plants and spectacular landscapes. It is also home to the world’s oldest living culture, and it is a magnificent tribute that one of the iconic symbols of our Aboriginal culture – the Rainbow Serpent – has inspired this garden.”

The Australian garden has been designed by acclaimed Australian landscape designer Jim Fogarty. As well as the overall ‘Rainbow Serpent’ design, it will feature references to other Territory icons like Uluru and the MacDonnell Ranges, natural rock formations, the red dirt of Central Australia, Top End billabongs, native NT flora and will even include a ford crossing, commonly found on outback roads that flood in the wet season.

Tourism NT has teamed up with Tourism Victoria, Qantas and leading UK tour operator Trailfinders in a joint marketing campaign planned around the show. It will encourage consumers to think of the NT and Victoria as a ‘must-do’ combination when planning their Australian holiday.

“The Northern Territory receives very few visiting friends and relatives from the UK, whereas Victoria does,” Mr Conlan said.

“We want to motivate these visitors to Victoria to include the NT in their trip, by positioning the Territory as an easy and attractive ‘bolt on’ destination.

“The NT can offer a rich cultural and outback nature experience like nowhere else in the world and this will be the message to show-goers in this new campaign and through the Australian garden.”

The campaign partnership has been made possible through the Northern Territory Government’s cooperative marketing MOU with Qantas.
The campaign will support the Qantas service from London to Melbourne and promote regional dispersal around the Northern Territory by using a special ‘Qantas Walkabout Pass’ for flights to Alice Springs, Ayers Rock and Darwin from Melbourne.

Along with the USA, the UK accounts for the largest number of international visitors to the Territory – 35,000 for the year ending September 2013.

The Hampton Court Flower Show takes place from 8-13 July 2014.

Media Contact:
Lisa Andrews 0401 579 963