Media Release

Matt Conlan
Minister for Tourism

New marketing agreement with SilkAir

4 September 2014

The Northern Territory Government and SilkAir have reached a three year marketing agreement that will help boost visitors to the Territory.

“This new agreement will promote the Territory in emerging Asian markets, such as China, as well as the all-important traditional markets of the United Kingdom, Germany and France,” said Tourism Minister Matt Conlan after meeting with SilkAir, Chief Executive, Leslie Thng, in Darwin today.

“It further strengthens the relationship between SilkAir, Singapore Airlines and the Northern Territory and will allow us to promote the airline’s Singapore to Darwin route to a much wider audience around the world.

“SilkAir is an important carrier in the NT and this is further recognition that Darwin is perfectly positioned as an international aviation hub and a gateway to and from Northern Australia.”

SilkAir is currently delivering 750 international airline seats per week to Darwin, which is expected to increase with the introduction of a new larger aircraft the Boeing 737-800 at the end of the year. The airline also has a codeshare partnership with Virgin Australia, which is particularly attractive for the NT as it gives passengers easy access to the rest of Australia.

The key elements of the agreement include – maintaining a regular service, increasing consumer awareness of the NT via the airline’s media and website as well as growing inbound tourism and improving seasonal seat loading.

It will see the Northern Territory featured in the airline’s in-flight magazines, direct marketing to the KRIS Flyer Membership, competitive airfares for campaign activity and social media campaigns.

“Aviation is an extremely competitive industry and we are working hard to make sure that holidaying in the NT is high on any travellers’ wish list,” said Mr Conlan.

“Today’s agreement cements yet another key aviation partnership for the Northern Territory, following on from our landmark three year marketing agreement signed with Qantas last year.

“The Country Liberals are determined to return our tourism industry to growth and build a $2.2 billion visitor economy by 2020, to help develop the North and create more jobs for Territorians.
“The latest international visitor stats reveal an 8.9 per cent increase in international visitors to Darwin, which shows we are back on the right track to achieving this vision.

“We look forward to continuing our important relationship with SilkAir – it is fantastic to be working with one of the world’s leading carriers.”

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