Choose your own Alice adventure

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The Territory Government is launching a new month-long Alice Springs tourism campaign called ‘Choose your own adventure’ to coincide with the arrival of new Virgin Australia flights into the Red Centre.

“The start of Virgin Australia’s flights from Darwin to Adelaide via Alice Springs on 30 March will give tourism in Central Australia a huge boost,” Chief Minister Adam Giles said.

“But we want to see that trend continue in the longer term and that’s what this ‘Choose your own adventure’ marketing campaign is all about.”

Alice Springs is a dynamic destination in its own right and is surrounded by a host of adventurous attractions.

“There’s something for everyone either in Alice Springs or within a few hours’ drive along the Red Centre Way (Mereenie Loop) and in the West MacDonnell Ranges including King’s Canyon, Simpsons Gap, Standley Chasm, Ellery Creek and Glen Helen Gorge. There’s also a lot to see en route to Uluru,” Mr Giles said.

“We want potential visitors to see that in a three to five day trip it’s easy to ‘Choose your own adventure’ through an amazing landscape.

“It could be riding on a quad bike, touring on the back of a camel or enjoying a cool dip in a picturesque waterhole – there’s something for everyone, all within a few hours of Alice Springs.”

The new month-long campaign starts today and includes an interactive digital banner which will appear on a range of news, sports, travel and entertainment websites.

New video content has also been developed including four clips featuring Alice Springs and its surrounds using vision from the new Virtual Journeys website.

As part of the campaign, there will also be a Social Media Hypermeet in and around Alice Springs, bringing social media specialists to the town with a focus on time lapse photography.

A month-long destination page on the holiday deal website Travelzoo will also channel customers to Red Centre operators.
Coinciding with the campaign, Channel 9's TODAY show is planning weather crosses from Alice Springs on 30 and 31 March, as well as 1 April, giving the region vital national media exposure.

“The latest figures reveal a 14 per cent increase in total domestic visitors to the Northern Territory. At 1.059 million people, this is the highest figure for five years,” Mr Giles said

“Alice Springs also recorded good growth with total visitors increasing by 5.7 per cent. I hope this campaign and Virgin Australia’s new flights into Central Australia will build on that encouraging result.”

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