Media Release

Adam Giles
Chief Minister of the Northern Territory, Minister for Tourism

Tourism flower power

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The Territory will take centre stage at the Melbourne International Flower and Garden Show later this month under a new tourism sponsorship deal.

“The Melbourne International Flower and Garden Show is the premier event of its kind in the southern hemisphere and it’s an amazing opportunity to reach thousands of potential Territory holiday makers,” Chief Minister Adam Giles said.

“This is the first instalment of a two year sponsorship agreement designed to reach a key target audience and support domestic travel to the NT from Melbourne, which has excellent connections by air to the Territory.

“At the show, the Territory will be promoted as the destination of choice for travel due to its rich culture of flora and fauna.”

Each year the show attracts 110 000 people not only from Victoria, but also from interstate and overseas, particularly New Zealand. Visitors are predominantly women aged 55 and over – a profile that’s consistent with the primary target market for Tourism NT.

“Designers will be taking a slice of the Territory to Melbourne for the event which runs from 25 to 29 March in the Royal Exhibition Building at Carlton Gardens,” Mr Giles said.

“The Tourism NT garden, called Bronzed Brolga, is being designed and developed to showcase our great Territory landscapes – essentially bringing a taste of the NT to the show.

“The garden will highlight the contrasting landscapes of the Territory including a lush tropical Top End scene and an arid desert-like landscape showcasing the Red Centre.”

NT tourism operators Banubanu Wilderness Retreat and the Territory Wildlife Park will be on hand to talk to garden visitors about bush tucker, as well as Territory flora and fauna.

Audio information display boards will inform visitors about things to do and see in the NT with a flora and fauna theme. Tourism NT will also be giving away ‘seeded postcards’ with Territory travel information.
As a way to further engage and track the number of patrons who visit the NT garden, a consumer promotion will run across the five days giving visitors the chance to win a Territory holiday by entering their details online.

Territory Discoveries is also developing a nine-day bespoke tour of the NT that is inspired by our involvement with the show.

The sponsorship is modelled on a similar Tourism NT promotion in London in 2014 at the Hampton Court Garden Show which was a huge hit.

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