Adam Giles  
Minister for Tourism

**International media blitz for Central Australia**

22 April 2015

The Territory Government will use this week’s Tjungu Festival at Uluru to target overseas travellers in a major international media blitz.

“Media organisations and bloggers from Japan, America and Italy will attend the event, exposing Uluru and Central Australia to millions of people around the world,” Chief Minister Adam Giles said.

After a sell-out success in its first year, the Tjungu Festival returns to Ayers Rock Resort this weekend. (Thurs-Sun)

The program includes everything from culture, film and art, through to sport, music, food and fashion.

“Tjungu means meeting together in local Anangu language and the event celebrates Australian Indigenous culture in a world-class tourist setting,” Mr Giles said.

“Central Australia’s rich Indigenous art and culture is a major drawcard for international travellers and this blitz will entice more visitors to the region.”

As part of the media blitz, Tourism NT is bringing Tokyo-based news agency Kyodo News to Uluru for the first time.

“With more than 50 million subscribers, Kyodo News will feature Uluru and the Tjungu Festival as well as Kings Canyon in its monthly travel feature The Stories of the Roads of the World,” Mr Giles said.

“The features will be spread across three editions and will appear in up to 15 Japanese newspapers reaching an audience of more than a million people.”

Transit Magazine, a Japanese travel and culture magazine, will also cover the festival to gather content for a special 12 page Northern Territory feature in its June edition dedicated to Oceania travel locations. The NT feature will also showcase Kakadu and Litchfield National Parks.

“Japan is a key emerging market for the Northern Territory and targeting these influential Japanese media organisations is part of the Government’s plan to take an aggressive approach to marketing the NT across the region,” Mr Giles said.
Other media organisations and bloggers covering the festival include:

- Kristy Alpert – well-respected freelance American travel journalist who will also do a feature on skydiving at Uluru for American Airlines’ inflight magazine, American Way, which is seen by more than 16 million passengers each month.

- Federica Piersimoni – Influential travel blogger in Italy whose audience is mainly made up of young travellers, a key target market for the NT in Italy. Ms Piersimoni has more than 600,000 followers across her blog, Twitter, Facebook and Instagram.

“Attracting more tourists to NT regions like Central Australia is a key priority of the NT Government. That’s why Budget 2015 includes a $4.75 million Tourism Infrastructure Development Fund which will be focussed on regional, remote and Indigenous product development,” Mr Giles said.

"Growing tourism in regions like Uluru helps develop local Aboriginal enterprises and will help drive our vision to achieve a $2.2 billion visitor economy by 2020.”

The full Tjungu Festival program is available at:


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