New advertising campaign aims to attract visitors to Darwin during off-peak season

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The Northern Territory Government today launched a new Australian-wide advertising campaign to help boost visitors to Darwin during the off-peak tourism season.

“The campaign message: “Darwin – take another look” aims to educate Australians about the cosmopolitan city Darwin has become and encourages them to book a holiday to the NT’s capital right now,” Chief Minister Adam Giles said.

“In recent years Darwin has grown into a vibrant, exciting, tropical city with a thriving café culture, urban beer gardens and modern waterfront dining.

“The problem however, is only those living in the city know about this change. So, as part of the new Darwin campaign, a series of short videos will be broadcast online across YouTube and Facebook showing the transition of old Darwin vs the new Darwin.

“The videos will show holiday-makers Darwin is different to what they might have expected and urge them to ‘take another look’.

As part of the Darwin campaign, the TODAY Show will broadcast their entire show live from the Darwin Waterfront tomorrow morning. The broadcast will involve pre-filmed segments on dining and outdoor experiences available in Darwin to show viewers the city is home to a range of unique activities found nowhere else in Australia.

“The broadcast will also promote the Million Dollar Fish competition with Season One kicking off this week and showcase regional activities on Darwin’s doorstep in Litchfield, Adelaide River and Berry Springs,” Mr Giles said.

“The TODAY Show broadcast will be seen by hundreds of thousands of Australians and will deliver substantial exposure for Darwin and our new campaign.”

Channel Nine TODAY Show co-host and ‘Mate of the Territory’, Lisa Wilkinson, said: “As a regular visitor to Darwin, it’s been exciting to see the city’s transformation into a not-to-be-missed holiday spot.

“While staying true to its laid-back charm, the new Darwin has that sense of freshness and energy that I thrive on when I travel. From activities like airboating along the floodplains to flyboarding at
the lagoon, or doing a pub crawl by helicopter, the destination really sets itself apart from the rest with its unique adventure offering.

“I look forward to lifting the veil on this side of Darwin, and showing Aussies why they should hasten to book that unforgettable trip.”

The new Darwin campaign will build on the ‘It’s about time...Do the NT’ campaign, which ended in August, and will see Tourism NT partner with Virgin Australia, Apollo and Helloworld to promote holiday packages and sale fares to Darwin.

“These discounted flights and accommodation will help encourage bookings in the off peak season and stretch out the shoulder season as long as possible for our tourism operators and business,” Mr Giles said.

Darwin will also feature in an episode of “South Aussie with Cosi”, a travel program showcasing affordable destinations to South Australians, airing on 11 October on Channel 7.

The Darwin – take another look campaign will also involve digital advertising on popular news websites and a 30 metre long digital billboard at Sydney Airport, which will feature Darwin content for four weeks from 5 October to 1 November.

“This initiative is part of the Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020,” Mr Giles added.

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Please see below for the YouTube links of the new ‘Take another look’ short videos -

Cooling off in Darwin – Take another look: https://youtu.be/9KO_59t1mqo

Love the nightlife in Darwin – Take another look: https://youtu.be/YjOmcPeCo4g

Shop til you drop in Darwin – Take another look: https://www.youtube.com/watch?v=7I98FeEVQ70