Nitmiluk National Park is one of the stars of Tourism Australia’s new global $40 million tourism campaign. The new campaign will focus on the world-class aquatic and coastal experiences in Australia.

Tourism Minister Adam Giles said the campaign would deliver unprecedented exposure for the Katherine region and help attract more international tourists to the Northern Territory.

“Nitmiluk National Park is an aquatic adventure paradise unlike anywhere else in the world,” Mr Giles said.

“Where else can you heli-picnic by a private waterhole, kayak down a fascinating and rugged river and explore ancient rock art alongside stunning gorges.

“For those wanting a bit more comfort, there is even glamping by a beachside cliff top. The opportunities in this unique part of the Territory, and the world, are endless,” he said.

Nitmiluk National Park was one of 12 Australian destinations chosen to feature in the global tourism campaign.

“The Northern Territory is a fantastic fit for the new campaign, boasting some of the country’s most unique aquatic and coastal experiences and attractions,” Mr Giles said.

“In the Top End, tourists can enjoy sunset cruises in Darwin Harbour, incredible fishing or take a dip in some of the many waterholes and plunge pools in our national parks and nature reserves.

“While the Red Centre is also home to rare outback beaches like Ormiston Gorge as well as Central Australian waterholes.”

The new high-tech campaign includes virtual reality (VR) and 360 mobile that can be viewed on multiple platforms bringing to life aquatic and coastal experiences.

It will also feature a new broadcast commercial highlighting examples of Australia’s world class aquatic and coastal product and experiences to be used in broadcast, cinema and digital channels, new print and digital ads and online video content and short films.
Tourism Australia Managing Director, John O’Sullivan, said the new campaign would focus upon one of Australia’s key competitive advantages.

“Already 70 per cent of our international visitors enjoy an aquatic or coastal experience as part of their trip to Australia, so this is a campaign we know will resonate strongly across all our key markets.

“While Australia is known for its natural beauty, the world still doesn’t have a full appreciation of the breadth, depth and quality of our aquatic and coastal experiences. They’ve always been an important part of our destination story but they’ve never before taken centre stage,” Mr O’Sullivan said.

General Manager of Nitmiluk National Park Tony Clementson said the new Tourism Australia Aquatic and Coastal campaign will deliver key brand messages to the world about the many natural wonders of Australia.

“The inclusion of the destination Nitmiluk in that campaign will be the launching point for renewed international interest in the Northern Territory outside of the more traditionally recognised regions. It has incredible potential for the entire Katherine region across a range of sectors from tourism to employment, retail, catering and more,” Mr Clementson said.

Tourism Australia will spend $40 million rolling out the campaign in key markets such as China, the US, the UK, New Zealand, Europe and Japan.

Mr Giles said the Country Liberals Government has been working hard to rebuild the tourism industry after years of decline caused by the former Labor Government. This new campaign, along with local campaigns and the successful Tourism Infrastructure Development Fund rolled out by the Country Liberals Government, will ensure that numbers of visitors to the Northern Territory continue to climb.

“The Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020,” Mr Giles said.

For more information of the new campaign go to www.tourism.australia.com

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