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

**NT targets Bali holidaymakers in new campaign**

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The Northern Territory Government has launched a new tourism campaign targeting European holidaymakers in Bali encouraging them to extend their Bali holiday and ‘add on Darwin’.

Chief Minister and Tourism Minister Adam Giles said the new campaign would help attract more international visitors to the Top End, particularly backpackers, providing a boost for local tourism businesses.

“Bali is right on Darwin’s doorstep and attracts over 400,000 European visitors each year, yet our research shows these holidaymakers are unaware Darwin is just a two and a half hour plane ride away,” he said.

“Our new advertising campaign will target these travellers by showing them just how close Darwin is to Bali and entice them here with affordable air fares starting at 89 pounds (equivalent to around EUR 144.73 or AUD$169).”

Tourism NT research has found the average length of stay of international travellers to Bali is 10 days and once aware of the proximity of Darwin, 25% of the 4500 international travellers surveyed said they would consider tagging Darwin on to a Bali holiday.

Mr Giles said the new campaign would target travellers in the UK, the Netherlands, France, Italy and Germany who were planning to visit Bali as well as European travellers already on holiday in Bali.

“We know Bali is a backpacker hot spot and there are many similarities between it and Darwin with both having a thriving nightlife, tropical weather and adventure activities,” he said.

“But there is much more the Northern Territory can offer that Bali simply can’t – including our rich indigenous culture, spectacular natural landmarks like Ubirr lookout in Kakadu, epic outback road trips and the spectacular jumping crocodiles at Adelaide River.

“The Top End is a fantastic holiday and tapping into this new market of Europeans already in Bali will open our doors to a whole new set of travellers yet to experience the Northern Territory.

“It’s all part of the Country Liberals Government’s plan to drive the development of Northern Australia and build a $2.2 billion visitor economy by 2020.”
The new campaign promoting ‘Add-On Australia’ launches tomorrow (1 February) and will run until 30 June with a new dedicated website going live tomorrow, including a translated version in French and further translations for Italy and Germany due in coming months.

The Bali campaign is one of several new initiatives and marketing campaigns planned for 2016 to help boost backpacker numbers to the Northern Territory.

An inaugural Backpacker Roadshow will tour the eastern seaboard in April and Tourism NT is working with the South Australian Tourism Commission on joint backpacker marketing activity promoting travel on the Explorer’s Way between Adelaide and Darwin.

In addition, Tourism NT has also partnered with the biggest youth tour operator in the world – STA Global in the UK, France, Germany and Australia to promote holidays to the NT for people who have already booked to visit Australia enticing them to add-on the NT.

Mr Giles also continues to lobby the Federal Government to re-examine fees and taxes for Working Holiday Makers to ensure Australia doesn’t continue to lose backpacker market share to more competitive countries such as Canada and New Zealand.

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