First Tourism NT campaign launches in Shenzhen, China

20 May 2018

In preparation for Donghai Airlines commencing direct flights from Shenzhen in China to Darwin, Tourism NT has launched its first dedicated tourism campaign within Shenzhen and Southern China.

Minister for Tourism and Culture, Lauren Moss said the campaign promotes Darwin as the gateway to Australia, highlights the new 5½ hour direct flight from Shenzhen and showcases Darwin and the Top End as a must-see bucket-list destination for Chinese travellers.

“The Territory Labor Government has fought incredibly hard to bring this new route to fruition because of the positive impact it will have on Territory tourism,” Ms Moss said.

“The Territory is a unique destination with experiences unlike any other place with the tagline ‘北领地-澳洲游你才完整’ - Your Australian journey is not complete without the Northern Territory’.

“The campaign highlights the NT’s unique experiences including our World Heritage-listed National Parks, accessible adventure and unspoiled landscapes, world-class nature and wildlife, Aboriginal culture, food + wine, history and also promotes the exciting and colourful year-round events and festivals.”

The campaign features both outdoor and digital advertising including:

- outdoor advertising in highly visible and iconic locations including the Shenzhen Textile Building, Luohu MIXC, Yujing Building, Dongmen Pedestrian Street, Futian CBD, Futian Port, Shenyun Metro Station, Zhong Dian Building and LED screens throughout the Shenzhen Airport; and

- digital and content marketing, advertising on social sites such as WeChat & Weibo, in addition to in-flight videos and magazine editorial promoting Destination Darwin on Donghai Airlines flights.

To support the marketing campaign Tourism NT’s travel website northernterritory.com has been translated in to simplified Chinese with imagery tailored for the Chinese market.

The new site that will go live in the coming days has been audited to ensure it complies with the Government of the People’s Republic of China and tested with popular web browsers in China.
The Territory Labor Government’s record $103 million *Turbocharging Tourism* stimulus package will attract more holiday visitors, create local jobs and put more money into the pockets of Territorians. To learn more visit [www.turbochargingtourism.nt.gov.au](http://www.turbochargingtourism.nt.gov.au).


**Attached:** Examples of marketing collateral

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[Digital collateral 1](#) (jpg 235 kb)
[Digital collateral 2](#) (jpg 8 mb)
[Digital collateral 3](#) (jpg 240 kb)