TOURISM PROMOTION TO ATTRACT MORE VISITORS TO KAKADU AND ULURU

The latest Territory destination campaign will feature two of our most famous tourism icons, Kakadu and Uluru, both of which are world heritage listed National Parks.

Chief Minister and Tourism Minister, Clare Martin, said that these two locations attract thousands of people to the Territory each year - nationally and internationally - for their natural and cultural features.

“These are our most recognised tourist spots and are a huge drawcard for visitors to the Territory,” she said.

“We have so much to offer tourists throughout the Territory and this promotion is designed to get people to visit, stay longer and enjoy two of our most famous locations.”

The $375,000 campaign will be split with $200,000 to market Kakadu and $175,000 for Uluru.

Destinations Kakadu and Uluru advertorials will run from the 1st – 21st March 2005 in regional Victoria, metropolitan New South Wales and Victoria and will include South Australia and Western Australia, with travel and tourism features in major metropolitan papers.

The campaign is scheduled to feature as double page advertorials that include stories told by local identities Shane Wright, Parks Australia Ranger and Mandy Muir, one of the Traditional Owners of Kakadu.

Ms Martin said the aim of the features - which are part of the NT Tourist Commission’s (NTTC) latest destination marketing activity - is to raise awareness of the two areas, and their many activities and natural attractions, at a time when many people are planning their holidays.

“Tourism helps to employ approximately 15,000 Territorians and this marketing activity aims to attract more people to our regions, creating new jobs and driving economic growth,” she said.

“The Kakadu/Uluru destination campaign follows the $770,000 Destination Darwin Tropical Summer campaign released last October and the $375,000 Destination Katherine and Tennant Creek in January. A similar promotion will be held for Alice Springs in the next few months.

“The destination campaigns are funded from Government’s record $27.5 million additional tourism funding over 3-years and are an important part of our commitment to keep the Territory moving ahead.”