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TOURISM MINISTER HAILS KAKADU CAB IN LONDON

The Territory has to compete against holiday destinations across the globe to attract would-be travellers from the UK – so we’re using 50 iconic London cabs to stand out from the crowd.

Minister Henderson said we’ve painted the cabs with pictures of Uluru and Kakadu as part of the ‘Share Our Story’ campaign to highlight what the Territory has to offer. (see photos)

“It’s highly visible and focussed on our spectacular scenery – and shows Londoners what they’re missing out on,” Mr Henderson said.

“The campaign is running to coincide with the traditional UK travel booking period.

“This initiative is also backed up by print and online campaign components – all aimed at encouraging visitation to the Northern Territory.

“The UK is a major market for the Northern Territory, almost 25% of all international holiday visitors to the Territory are British.

“Even more importantly, the Territory attracts 17% of all UK visitors that come to Australia – and this campaign is about getting an even bigger share.

“It is innovative campaigns like this that differentiate the Territory from the rest of Australia and the rest of the world,” Mr Henderson said.

“We can market the Territory to the rest of the world because we’ve increased funding for Tourism NT by $10 million a year,” Minister Henderson said.

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