$500,000 “NT ON SALE” MARKETING CAMPAIGN

A new $500,000, six-month marketing campaign will be launched nationally next week with the aim of boosting off peak travel to the Territory, Chief Minister and Tourism Minister, Clare Martin, said today.

Ms Martin said the campaign was in being held to attract more tourists during the traditionally quiet time (the shoulder and off-season) from November to March.

“The Territory has experienced strong tourism activity across the board over the last six-months and we want to see those good results flow on into the traditionally quieter period,” she said.

“Tourism is an important driver of the Territory economy and provides direct and indirect employment for over 14,000 Territorians – this funding will attract more tourists to our part of the world and help keep the Territory moving ahead.

“We believe the Territory has a lot to offer the more adventurous / niche traveller ranging from bird watchers, anglers and even storm chasers.

“This campaign will promote the beauty and adventure that awaits travellers in search of some real adventure by providing a range of special discount holiday packages for travel destinations across the Territory.”

The campaign will run in the print media and will focus on the popular travel pages in all the major capital city newspapers.

The campaign, called “NT on Sale” will run from August to January and will also be extended into New Zealand, which is proving to be an emerging market for the Territory.

“Industry forums were held last week in Alice Springs and Darwin to brief operators on the campaign and how they can be involved and get their product included in this special off-peak promotion,” she said.

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