Local identities will help promote Darwin as a youthful, multicultural harbour city offering diverse experiences, an enviable outdoor lifestyle and a gateway to world class nature attractions as part of a new national $1.4 million Destination Darwin tourism campaign launched today.

Chief Minister and Tourism Minister, Clare Martin, said Darwin residents such as restaurateur Jimmy Shu, singer Shellie Morris, choreographer Gary Lang, comedian Rachel Sommer and tour guide, David Gifford, feature in the marketing campaign, communicating their passion for typical Darwin experiences.

“Prominent Darwinites will star in this campaign and who better to say what makes this city such a great place for a holiday,” she said.

“We have experienced strong tourism activity in our capital city over the last six-months and we want to see those good results flow on into the traditionally quieter period.”

As part of the second ever Destination Darwin campaign, 230,000 colourful and humorous pocket-sized city guides, titled Share our Darwin, have been produced for national distribution. They cover lesser-known elements of the Darwin experience through ‘insider’s tips’ – an original way of sharing the city’s story through the words of local people. The guide features fun topics including a thong fashion shoot.

Additional marketing activities include:

- Colourful and evocative brand advertisements in national magazines and newspapers, such as the Sydney Morning Herald, Melbourne Age, Weekend Australian, national Escape travel sections in News Ltd papers and regional press;
- New web content on www.travelnt.com, and promotion of the website through online advertising, competitions and search engines such as Google and Yahoo;
- Cooperative marketing with six national industry partners including Qantas Holidays, Flight Centre, Great Southern Rail and Harvey World Travel;
- Public relations promotions such as a destination feature on Darwin on Channel 9’s Today Show;
- Sponsorship of national print media visits to the Darwin Cup and Garma Festival; and
- Support for Tourism Top End’s national road show that will see tourism representatives tour southern states to showcase the best of the Top End to travel agents.

The campaign, which runs from 22 August – 8 October, is designed to drive visitation beyond the traditional peak tourism period.

Today’s launch follows last Monday’s announcement that a $650,000 six-month long separate NT For Sale marketing campaign would be launched this week to help boost off-peak travel to the Territory.

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