A $1.1 million marketing campaign has been launched for Kakadu National Park.

Chief Minister and Minister for Tourism Clare Martin said it’s the first time the Park has been the focus of such a major campaign.

“Kakadu National Park is a national icon – and this campaign is about getting more Australians and New Zealanders to see it for themselves,” Ms Martin said.

“Kakadu is one of only a few World Heritage areas listed for both natural and cultural values – we want to share that experience.

“Over the last few years there have been fewer visitors to the Park - this campaign will remind travellers it is a place they must see.

“The campaign embraces the findings of the Shared Vision report which highlighted indigenous culture, adventure activities and Kakadu’s striking landscapes.

“The first television commercial will air on Monday and feature the voice of Tash Nadji speaking her grandfather Bill Neidjie's words, inviting travellers to ‘share our story’ in Kakadu.

“The words enchanting, intrepid, and adventure will headline the Kakadu campaign, in keeping with the second phase of Tourism NT’s Share our Story advertising.

“The NT’s other six key destinations are Darwin and surrounds, Katherine and surrounds, Tennant Creek and Barkly, Alice Springs and Uluru.

“Tourism NT will also work with Tourism Top End to encourage Territorians to make the most of having such a breathtaking cultural landscape as their backyard,” Ms Martin said.

Contact the Chief Minister's Office: 08 8901 4000
$1.1 Million Kakadu National Park Marketing Campaign

- $1.1 million marketing push for World Heritage-listed Kakadu National Park

- It will be launched to an Australian and New Zealand audience over the next six weeks.

- A travel guide for the Park will be inserted into major metropolitan weekend newspapers across Australia on April 22.

- Magazine and internet advertising will also roll out over the next six weeks.

- The consumer based campaign will be complemented by marketing aimed specifically at travel-trade in order to educate and dispel myths about Kakadu.

- Public relations activity will bring domestic and international journalists to Kakadu on familiarisation trips.

- This is the first time the Park has been the focus of such a major campaign and the first in a series of campaigns Tourism NT has planned for Kakadu in the coming years.