Trivia about the Northern Territory could hold the key to a dream holiday through Central Australia on the Ghan for 2.5 million radio listeners in Germany, Tourism Minister Paul Henderson announced today.

The NT Government has joined forces with Singapore Airlines, German travel wholesaler Boomerang Reisen, and Tourism Australia to run the six-week, $450,000 campaign on radio station 1Live.

“Germany is one of the Northern Territory’s key international tourism markets and this new campaign is a great way to highlight the fantastic adventures to be had during a Territory holiday,” Mr Henderson said.

“Editorials and ads will run every two hours throughout the campaign promoting a holiday in the NT and the competition, and listeners - predominantly young professionals - will need to answer trivia questions about the Territory to win one of 60 holidays on the Ghan.”

The campaign also includes online, cinema and billboard advertising in Germany’s largest state, Nordrhein-Westfalen, home to Cologne and Dusseldorf.

Winners of the competition will fly from Germany on Singapore Airlines for an adventure tour through the Red Centre and a trip on the Ghan from Alice Springs to Darwin.

“This new Red Centre campaign builds on the success of the 2005 SWR3 German radio promotion, when the NT Government partnered with Qantas to bring 80 German radio listeners to Darwin,” said Mr Henderson.

“About 42,000 German tourists holidayed in the Territory during the last financial year, and the Government will continue to work to build this market because we know it brings benefits for business and jobs for Territorians.”

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