New tourism campaign to reach millions of potential Top End visitors

Darwin will be on show to millions of Australians next month with a new Top End focussed tourism campaign launched today.

Minister for Tourism, Malarndirri McCarthy said the campaign includes a special Virgin Australia sale airfare into Darwin from Melbourne, Brisbane, and Sydney.

“The Territory Government is teaming up with Virgin Australia to put Darwin front and centre in the online domestic tourism market, “ Minister McCarthy said.

“The Henderson Government is committed to supporting growth in the tourism industry under our 2030 strategy.

“We know the internet is a vital resource for visitors to the Territory - in the last two years we’ve seen a huge boost to the number of people researching their holiday to the Territory on the internet. In 2009 37% of domestic visitors to the Territory researched their holidays online and in 2011 this had jumped to 48% of domestic visitors.

“Images of what the Territory has on offer is expected be seen by more than 6 million Australians through print advertisements and reach around 3.9million Australians through outdoor advertising on billboards and bus shelters in Melbourne and Sydney.

“The campaign is supported by extensive online advertising which will deliver more than 25 million impressions linking users to the Virgin Australia sale airfares and to a special destination Darwin website within TravelNT.com. Additional online advertising promoting our ten local industry partners will directly target online users looking for travel information. We expect these ads will result in more than 5000 users ‘clicking through’ the online ads to our partner websites.

“We are harnessing the power of the online world – our outdoor and print advertising will include a barcode that when scanned with a smartphone will direct the
prospective visitor straight to a mobile website promoting Darwin that reinforces the campaign message.”

The Darwin Mix It Up campaign includes:

- Online advertisements will appear on Yahoo!7, Youtube, Facebook, and Fairfax's most popular websites including the Sydney Morning Herald and The Age online appearing on internet browsers over 25 million times.
- Outdoor advertising will include 200 outdoor advertisements on illuminated billboards and bus stop panels throughout the Melbourne will display and 210 outdoor advertisements throughout Sydney – potential reach of 3.9 million people.

The Virgin Australia sale fares are on offer from 31 August until 7 September:

- Melbourne to Darwin - $117 (or $158 for the remainder of the campaign period)
- Brisbane to Darwin - $147 (or $189 for the remainder of the campaign period)
- Sydney to Darwin - $187 (or $219 for the remainder of the campaign period)

*The flight period is between 18 Oct – 7 Dec; and again from 17 Jan – 28 March*

Visit the campaign website at: [www.travelnt.com/mixitup](http://www.travelnt.com/mixitup)

To find out more about the campaign or get involved in future campaign activities visit: [www.tourismnt.com.au](http://www.tourismnt.com.au)

Media contact: Claire March 0403 937 849