A huge NT marketing campaign has prompted a surge of interest in holidaying in the Territory, Chief Minister and Tourism Minister, Clare Martin, said today.

“There has been an average of 370 people a day calling the NT Holiday Centre throughout February this year,” she said.

“Telephone calls to the Territory’s biggest wholesale holiday centre were up by 84 per cent with a total of 8,881 people calling the centre last month, compared to 4,815 in February 2003.

Ms Martin said a $2.8 million campaign, conducted by the NT Tourist Commission, started last month on television, magazines, newspapers and billboards throughout Australia’s capital cities.

“This campaign has been a great success and has resulted in a significant boost in the number of people interested in holidaying in the Territory,” she said.

“Since the start of February, the television ads, featuring the crocodile and camel, have been aired around Australia on channels 9, 7, 10, and SBS and ads also ran in popular magazines like Who Weekly and RM Williams Outback, and major newspapers in all capital cities.”

Ms Martin said the campaign was a result of the NT Government’s funding promise of an extra $27.5 million over the next three years.

“Over the next few months the NTTC will roll out further advertising in niche-based magazines including Australian Gourmet Traveller, Fishing World, Australian Geographic and more than seven motoring magazines,” she said.

“We are using a wide range of methods to ensure we reach the biggest possible audience and translate that into visits to the NT.

“Catchy radio promotions featuring Getaway identity and Darwin resident Ben Dark are being broadcast in NSW, Victoria, SA, Queensland and WA offering a chance to win a trip to the NT.

“Travelling by bus or train in the major capital cities like Melbourne and Sydney, it’s almost impossible to miss the bill boards telling people that a NT holiday ‘will never, never leave them’.”

The Holiday Centre also received 322 emails and 77,000 hits on the www.ntholidays.com website during the month.