Arafura recovery plans announced

The Northern Territory Government committed $600,000 to the campaign after the cancellation of the Arafura Games last month, due to declining competitor numbers from South East Asia attributable to the SARS epidemic.

Central to the campaign is a voucher book, redeemable through the Tourism Top End Visitor Information Centre, which provides ‘travel dollars’ that can be spent on any Tourism Top End members’ products.

The Northern Territory Tourist Commission has published a flow chart explaining the voucher scheme, along with a comprehensive Question and Answer document, on its consumer and corporate websites at www.ntholidays.com and www.nttc.com.au

The Northern Territory Tourist Commission has been given an additional $285,000 to partner with key travel wholesale companies to market the campaign. These companies include:

- Qantas Holidays – Qantas Holidays has designed specific packages dubbed ‘Arafura Recovery’ that promote the voucher scheme. Qantas Holidays has also included both Darwin and Uluru in its current national ‘short breaks’ promotion.
- Travel Point – Travel Point is advertising the voucher scheme nationally in conjunction with its current Northern Territory promotions.
- Great Aussie Holidays – Great Aussie is promoting the voucher system in its advertising within key markets.
- Territory Discoveries – Territory Discoveries has a huge range of Territory holiday experiences in the national market and the voucher scheme has been incorporated into all of its activities during May.

Dr Burns said early feedback from Tourism Top End showed that consumer awareness of the voucher scheme was high.

"Visitor Centre staff report numerous phone calls from consumers asking for more information about the voucher scheme, which is a good early indication," Minister Burns said.

"The NTTC has also undertaken a significant public relations campaign with more than 100 metropolitan and regional publications to back up the marketing efforts.

"Both Government and the tourism industry expect that ground swell of
awareness to translate to immediate bookings, which will go some way toward regaining ground in this important Territory industry,” Dr Burns said.