GERMAN BACKPACKERS TARGETTED IN TRAVEL PROMOTION

The Territory is the major focus of a $500,000 (285,000 Euro) campaign to promote travel to Australia by STA Travel, one of Germany’s largest student and backpacker travel companies Chief Minister and Tourism Minister, Clare Martin, said today.

“Germans love to travel and they love the Territory - this promotion will grow the important German youth and backpacker sectors,” she said.

“The Territory was hit hard by the global downturn in travel over the past few years however, with signs of recovery, we’re determined to capitalise on this to help drive economic growth, create more local jobs and keep the Territory moving ahead.

“The campaign - which began on 13 January and will run to 28 February - includes advertising in 428 cinemas, distributing fliers at colleges and universities, the use of spot ads on toilet doors along with a major online push with dedicated pages, product offers, a competition and a newsletter.”

The Territory is contributing $75,000 to the campaign (from the Government’s $27.5 million additional tourism funding) with STA, Tourism Australia, three other States and Qantas funding the remainder. NT Tourist Commission (NTTC) Managing Director, Maree Tetlow said that the goal is to keep increasing the number of NT products on offer by STA Germany.

“We also want to shift travel from the eastern seaboard, promote Darwin as a gateway for entry and exit for international airlines and to increase awareness of the Territory as an all year round destination,” she said.

“We have already been successful in increasing the range of Territory products by 14 for this campaign, which include a greater range of backpacker accommodation options and adventure tours.”

STA Germany will also be working with traditional partners Contiki and Adventure Tours Australia and the NTTC will be undertaking front line training sessions in all 32 STA Germany offices so agents are well informed on the full product range. As an incentive the top selling agent will win a trip to the Territory.

Ms Martin said that the NTTC will host a series of information evenings at universities in 12 cities during the campaign period, supported by STA Germany, Contiki and Qantas.

“Germany is the third most important international market for the NT with 37% of all German holidaymakers to Australia coming to the Territory - in 2003/04 over 53,000 visited, contributing over $33 million dollars to our economy,” she said.

The NTTC will also be active internationally during February and March 2005, with promotions and displays at consumer and travel trade shows in America, Ireland, UK, Holland, Japan, Italy and Singapore.

Ms Martin said that the importance and potential of the campaign was highlighted by the release of the Lonely Planet survey that ranked Australia as the world’s top destination on budget traveller lists.

Contact: Craig Rowston 8901 4015