

## **JOINT MEDIA RELEASE**

### **BROOME VISITOR CENTRE AND BROOME INTERNATIONAL AIRPORT**

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For immediate release

### **BROOME VISITOR CENTRE AWARDED AIRPORT ADVERTISING CONTRACT**

Broome Visitor Centre was this week awarded the advertising signage contract for Broome International Airport following a competitive tender process.

The contract paves the way for Broome Visitor Centre to deliver a new and targeted approach to airport advertising and capitalise on its extensive knowledge of Broome's attractions and businesses.

Under the contract, Broome Visitor Centre will be responsible for providing and maintaining the airport's advertising signage infrastructure and selling advertising space.

New infrastructure will include digital screens that offer a modern and flexible advertising platform. Broome Visitor Centre also intends to establish a 'pop up' information service in the arrivals hall to welcome visitors to Broome.

Over 375,000 people pass through the airport annually.

Nick Linton, General Manager of Broome Visitor Centre, said the contract provides the opportunity to create a strong first impression with visitors to Broome.

"Airport advertising allows us to connect with visitors as soon as they touch down," said Mr Linton. "It fits perfectly with our centre's strategy for greater engagement with visitors earlier in their stay."

The contract between Broome Visitor Centre and Broome International Airport is an example of a productive local partnership that will see benefits sustained in the region.

Paul McSweeney, General Manager of Broome International Airport, said Broome International Airport is excited to partner with Broome Visitor Centre for the advertising signage at the airport.

"Broome Visitor Centre submitted an extremely competitive and high quality proposal and we look forward to working closely with them to bring their concepts to fruition," said Mr McSweeney.

Both Mr Linton and Mr McSweeney said the profits generated from the advertising contract will be reinvested in the Broome economy and used to enhance tourism in the region.

"The contract will enable local staff to be actively involved in our revamped approach to advertising, including through participants in our forthcoming Indigenous traineeship program taking part in the 'pop up' information service," said Mr Linton.

Broome Visitor Centre and Broome International Airport will work closely with existing advertisers to ensure a smooth transition under the new contract.

**Ends.**

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### **Additional notes**

- Broome Visitor Centre is a not-for-profit membership organisation supported by the Shire of Broome that assists visitors to plan, book and enjoy their stay in the Broome region.
- Each year Broome Visitor Centre welcomes approximately 150,000 people through its doors and attracts approximately 250,000 visitors to its website [www.visitbroome.com.au](http://www.visitbroome.com.au).
- Broome Visitor Centre has emerged as one of the region's leading marketing organisations and has a diverse marketing mix including digital (website), print (Broome Visitors Guide magazine) and built form (the centre itself).