



## **MEDIA RELEASE**

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### **MULTICULTURAL DARWIN FESTIVAL ATTRACTS VISITORS FROM AROUND THE GLOBE**

**The Darwin Festival this year attracted audiences from all over Australia, UK, Europe and the United States, according to the Darwin Festival market research survey results.**

Market research from surveys conducted during this year's Darwin Festival has revealed that the Festival this year attracted large numbers of interstate and international tourists looking to experience something different.

A quarter of Darwin Festival audiences were visitors to Darwin, and 16% of these people came to Darwin specifically to attend the Darwin Festival.

Artistic Director Malcolm Blaylock is pleased with the results and believes that this is a significant step forward for the growth of the Festival into a major arts and cultural event for the region.

"This is a really positive outcome. It shows that people are attracted to the unique offerings of the Darwin Festival."

Most of the visitors are coming to experience the Indigenous and Asian cultures of the region, which the Darwin Festival program offered on a larger scale this year than ever before.

"The Indigenous population and culture, the amazing tropical environment, and the distinctive Asian influences are just some of the things that make Darwin unique. The Festival is about showing the world what we have to offer, and celebrating the Darwin lifestyle and culture. It's fantastic to see that this has managed to capture the attention of people from around the world," said Blaylock.

"People came to Darwin especially for the Festival this year, which is great for tourism and for the local economy. And we obviously want to build on that in the future."

The research conducted by the Charles Darwin University, Northern Territory Tourist Commission and Darwin Festival into audience demographics, trends and perceptions, also revealed high awareness levels and strong support and loyalty for the Festival, with 94% of locals planning to attend the Darwin Festival again, and 80% of all audiences planning to attend again.

Satisfaction with the Festival was also outstanding, with 79% of audiences satisfied or very satisfied with performances they attended. This compares favourably with satisfaction levels of other festivals and events.

The growth of the Festival this year was obvious, with record attendances over the 18-day event. For the first time, the Festival presented a strong Indigenous program, introduced a new outdoor tropical entertainment venue in the city's botanic gardens and many of the events featured a distinctly multicultural flavour.

Almost half the survey respondents were first-time Festival attendees, indicating the wider appeal and awareness the Darwin Festival had this year.

The Darwin Festival was held from 12 – 29 August, 2004.

For more information on the Darwin Festival, visit [www.darwinfestival.org.au](http://www.darwinfestival.org.au)

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#### **CONTACT**

Claire Butler: 0439 801 212