

How to get involved in the Territory Arts Trail

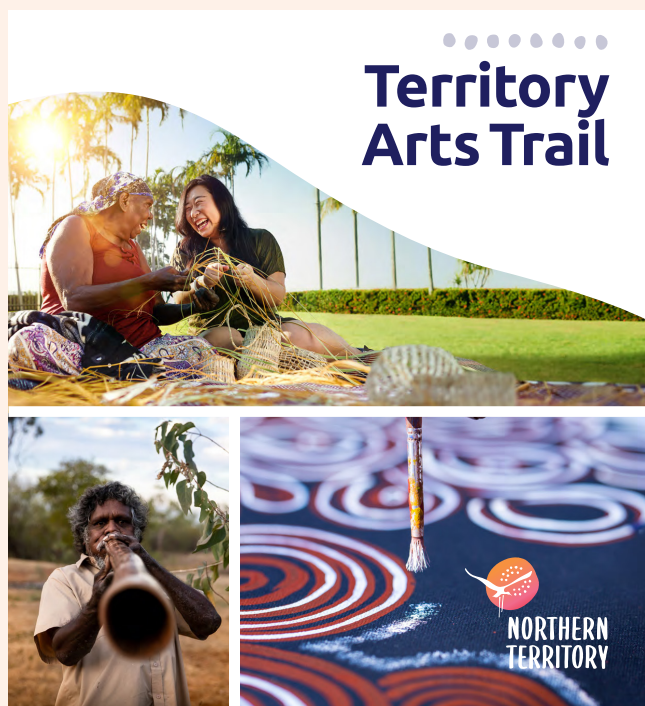
What is the Territory Arts Trail?

The Territory Arts Trail is a tourism initiative that promotes the Territory as the premier global destination to visit for Australian Aboriginal art and culture and contemporary art experiences.

The Territory Arts Trail is much more than just a map.

It's about connecting the Territory's collective art and cultural attractions to create a rich, distinctive and unforgettable experience for visitors.

The Territory Arts Trail will help attract more tourists to the NT, which in turn will provide valuable economic, social and cultural benefits to our communities, particularly in our regions.



How is the Territory Arts Trail being promoted?

The message behind the new tourism campaign is: 'The World's biggest art gallery is the NT'.

The first stage of the Arts Trail will see tourism-ready arts or cultural experiences and attractions showcased to interstate and international audiences.

This includes art centres, events, Aboriginal rock art sites, commercial and public art galleries, cultural tours and contemporary art events like the Darwin Street Art Festival, Partjima: A Festival in Light and the upcoming Bruce Munro: Tropical Light.



The advertising campaign will include bold and eye-catching imagery featuring the Territory's distinctive art and culture experiences.

Activity will include digital display and editorial, as well as video via YouTube and social media. Activity will drive traffic to a refreshed webpage, www.territoryartstrail.com

The refreshed webpage will include an interactive brochure as well as the ability to 'create your own Territory Arts Trail'. The new features will allow consumers to engage with our featured arts trail operators and encourage bookings.

Who is the target audience?

The campaign is mainly targeted at the domestic market with international travellers to be engaged when opportunities arise.

The main audience is 35-49 year old travellers who have a keen interest in Aboriginal art and culture and are seeking new and distinctive experiences.

The Arts Trail will also be promoted on Tourism NT's mainstream channels.

THE TERRITORY ARTS TRAIL



How can I get involved?

Help us spread the word that the Territory is the premier global destination to visit for Australian Aboriginal art and culture.

If you are a Territory business or organisation in the arts, culture or tourism sector you can:

- Share the message on your social media
- Download our promotional video to play in your business or organisation
- Add a link to www.territoryartstrail.com to your website

To request these marketing materials, contact us at arts.trail@nt.gov.au

How can my arts business or organisation be featured on the Territory Arts Trail?

Specific criteria is required to ensure all experiences on the Arts Trail are of high quality, adhere to industry standards and guidelines and are considered "visitor ready".

Stage two of the Arts Trail campaign will see more arts businesses and organisations, tour operators, festivals and events featured once they complete the Arts Trail checklist and have a current Australian Tourism Data Warehouse (ATDW) listing. The checklist will let us know where you might need assistance.

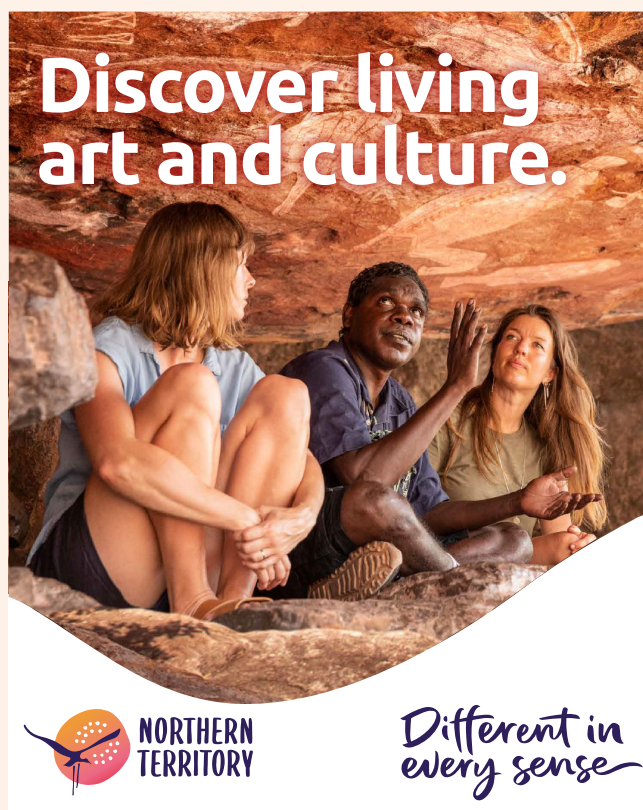
This could be identifying the need for a website, social media assistance or minor capital works to ensure tourists have access to basic amenities like toilets.

To join the Territory Arts Trail, a business or tour must be 50% arts related OR 50% of product or experience has an Aboriginal arts or cultural focus.

Organisations that deal in Aboriginal art must be a member or supporter of the Indigenous Art Code (IAC).*

How do I get on ATDW?

- To register simply go to www.atdw-online.com.au
- Register to create a listing by clicking the Register Now button
- Select your account type as Tourism Operator or Art Gallery (etc) and click continue
- Enter your business information, including ABN. Enter all the details as prompted, read the terms and conditions and click register now
- Once you have registered and created your account, you will receive an email with your chosen username and password and a link to activate your account. You can download a simple how to guide at: <http://tourismnt.com.au/en/industry-toolkit/how-to-guides>
- For assistance in relation to ATDW email: ATDW.TourismNT@nt.gov.au or call: 08 8999 3900



More Information

* To become a member of the Indigenous Art Code go to www.indigenousartcode.org

To request an Arts Trail Checklist, email us at arts.trail@nt.gov.au