

A summer sale like never before.

Industry toolkit



As the Territory moves towards the traditionally low tourist season, the Northern Territory Government has launched its biggest ever summer conversion-based tourism campaign, from 1 October 2020 to 31 March 2021.

Designed to incentivise demand for the NT over the summer period, the \$5 million NT Summer Sale campaign will partner with Australian shop front travel retailers including Holidays of Australia, Helloworld and Flight Centre.

Consumers will be offered up to \$1000 off an NT holiday booking made between 1 October 2020 and 31 March 2021 with travel to also take place within these dates.

The sales promotion is based on a set discount of \$200 for every \$1000 spent on an NT booking made through these partners (up to a maximum of \$1000 discount), and will be valid for bookable flights, accommodation, tours and attractions or vehicle hire.

Holidaymakers across Australia will be presented with deals that can't be missed. For the NT tourism industry this is a great time to ensure you package with the travel retailers and align with the campaign's key messages to highlight your unique summer experience/s.

How to be involved:

Use these key messages in your communications:

- A summer sale like never before.
- This summer, holiday in the NT with never before seen savings available through your favourite travel agent.
- Great NT summer packages and prices PLUS \$200 off every \$1000 spent.
- A summer holiday like never before.

Highlight your unique summer experiences, such as:

- Abundant wildlife
- Flowing waterfalls
- Full billabongs and waterholes that provide cooling relief
- Tropical storms and electric atmosphere
- Fantastic colours
- Tropical tastes
- A million reasons to go on a fishing adventure
- Less crowds and space and freedom to safely explore

Use campaign imagery

Download here <https://imagegallery.tourismnt.com.au/lightbox/list.me?view=4b106f336423aefdb355b27700333366>

Use the campaign logo on your own marketing channels

Download here https://drive.google.com/drive/folders/1wWjmmMf2AP5xwSH8yKBSJTDtP_oCblzB?usp=sharing

Different in every sense

northernterritory.com





Frequently Asked Questions

Q. I'm an NT Tourism Business, how do I get involved?

A. To be involved in this campaign you must be willing to sell commissionable products. If you are not contracted please contact: distribution.tourismnt@nt.gov.au and provide your contact name, contact number, website, net rate, sell rate and product description. A Tourism NT team member will be in contact with you.

Please note Flight Centre are not accepting new contracts.

Q. I'm an NT Tourism Business and I am contracted with either NT Now, Helloworld or Flight Centre. How can I make sure my product receives the best exposure?

Contact the travel agency/ agencies product manager and ensure your product listings and details are up to date.

1. Use your data base to send an eDM with a flyer about your product. If possible add an incentive.
2. Get involved in the next product webinar. Please contact kerryn.smith2@nt.gov.au to find out more.
3. Organise your own product update or webinar.
4. Touch base with key contacts either over the phone or where possible in person. Northern Territory based agents are also included in the campaign.

Q. What happens if a Flight Centre or Helloworld Travel Agent contacts me direct?

A. Advise the agent that they can sell your product. The price you advise the travel agent must reflect the price advertised on your website with 10% commission built into your rate. It is your discretion if you want to offer a further discount. For more information on how to build commission into your rates, please click on [Pricing, rates and commission](#).

Q. Is there anything else I can do to ensure my product stands out from the rest?

A. Consumers love chatting to their travel agents, however the majority like to do research online. Ensure the below is up to date:

1. Search Engine Optimisation
2. Website content, images and videos
3. Socials such as Facebook and Instagram content images and videos
4. Use of campaign logos

Q. Who can I contact for further advice or information?

A. For further information on how you can get involved with the NT Summer Sale campaign, email distribution.tourismnt@nt.gov.au.

