

Seek Different Industry toolkit



There's nothing like the excitement of an upcoming holiday. And for Australians there are plenty of spectacular destinations competing to be the destination of choice for 2021. Lucky for the NT, we are in the right place to offer Australians what they need from a holiday which is why Tourism NT is launching a national awareness campaign.

The objective of the campaign is to create awareness for the Northern Territory as a destination that is 'different in every sense' and increase visitation to the Territory throughout 2021.

The campaign will be in market from 28 February to 24 April 2021 and will target all domestic travel intenders who are eager to explore their own backyard this year.

The key message of the campaign is 'Seek Different'. The Northern Territory isn't trying to be different. It just is. We are telling all of Australia that if they seek different, then the NT is the holiday for them!

Holidaymakers across Australia will be targeted with inspirational ads and content, across television, cinemas, newspapers, social media, and online sites. Anyone who shows an interest in holidaying to the NT will be targeted with can't be missed deals from trade partners such as Qantas and TripAdvisor.

For the NT tourism industry this is a great opportunity to ensure you package with travel retailers, take advantage of all the traffic being driven to www.northernterritory.com and align with the campaign's key messages to highlight your tourism product/s.

How to get involved:

Use these key campaign messages in your communications and highlight your unique experiences/products:

- If you seek different, then this is the holiday for you
- The Northern Territory, different in every sense
- The Northern Territory isn't trying to be different. It just is.

Eg: If you seek different, then this is the cruise for you.



Use campaign imagery:

<https://imagegallery.tourismnt.com.au/lightbox/list.me?view=775a77a405abf96f214c9f160450484f>

Use these templates for your social media:

<https://drive.google.com/drive/folders/1uwvlV9jao76peSuJoiyd2aT0yi7sMDEL>

Watch the campaign video here:

<https://youtu.be/xKzn9wLwEMk>

Ensure your ATDW listing is up to date:

Make sure your images, product description, opening hours and contact details are all fresh and up to date. If you don't have an ATDW listing, it's easy to register:

- 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 and click continue.
- If you need more help, contact:

Email: ATDW.TourismNT@nt.gov.au

Phone: 08 8999 3900

Different in every sense

northernterritory.com





Frequently Asked Questions

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

A. To be involved in this campaign you must have tourism products/experiences packaged individually or accessible through a travel retailer. If you are contracted, please contact: distribution.tourismnt@nt.gov.au and provide:

- Your contact name
- Contact number
- Website address
- Nett rate
- Sell rate
- Product description

Following provision of these details a member of Tourism NT will contact you.



Q. I'm an NT Tourism Business and I am contracted with a travel agency. How can I make sure my product receives the best exposure?

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

- Use your database to send an eDM with a flyer about your product. If possible add an incentive
- Get involved in the next product webinar. Please contact Kerryn.smith@nt.gov.au to find out more
- Organise your own product update or webinar.

Touch base with key contacts either over the phone or where possible in person.



Q. How can I align my marketing activity with the campaign?

A. Get involved and align your marketing with our campaign via:

- Search Engine Optimisation
- Ensure your website content, images and videos are up to date and align with the campaign imagery
- Share the campaign messaging on your social media using the hashtag [#NTAustralia](https://www.instagram.com/NTAustralia) and tagging [@NTAustralia](https://www.instagram.com/NTAustralia)
- Use campaign messaging, and social assets provided across your owned channels
- Ensure your ATDW listing is up to date with correct information and recent imagery.



Q. Who can I contact for further information?

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

Different in every sense

northernterritory.com



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TERRITORY**