

# SUMMER DONE DIFFERENTLY

Industry toolkit



NORTHERN  
TERRITORY

# Marketing campaign



*Different in every sense*

As the Territory moves towards the traditionally low tourist season, Tourism NT has launched its summer conversion-based tourism campaign from 4 July to 16 October 2023.

Designed to encourage domestic travel intenders to seek a different kind of holiday in the NT during the summer and pre-summer period, the campaign will partner with popular travel retailers/ partners including Webjet, Jetstar, Virgin, Expedia Group, Travello, Tripadvisor/Viator, NT Now/ Holidays of Australia, Tourism Top End and Tourism Central Australia.

Consumers can enjoy massive savings on summer deals via the above mentioned partners during the campaign period. Travel dates are 1 September 2023 to 31 March 2024.

Holidaymakers across Australia will be targeted with inspirational ads and content across television, innovative outdoor placements, social media, news partnerships

and programmatic digital media buys. Anyone who shows an interest in holidaying in Australia will be targeted with the incredible deals from accommodation, airline, tour and experience partners.

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/](http://www.northernterritory.com/) summer and align with the campaign's key messages to highlight your tourism product.



# How to get involved



- › Use these key campaign messages in your communications and highlight your Northern Territory summer experience/product:
  - Summer looks different in the Northern Territory.
  - Summer starts early in the Northern Territory.
  - Go where summer has already started.
  - Spring into an early summer. Travel from September. Deals available now (pre-September).
  - NT summer deals. Exclusive offers available now (post September).



# How to get involved



➤ Use campaign imagery:

Or copy and paste this URL into your web browser:

<https://imagegallery.tourismnt.com.au/lightbox/list.me?view=6759ff5f91ea9546b8a6d75a3925f422>

Make sure you're logged into the Tourism NT image gallery to view.



# How to get involved



- Use the 'Summer done differently' campaign lockup on your own marketing materials:

[Click here](#)

- Add the campaign landing page to your website:  
<https://northernterritory.com/promotions/summer>

*The new 2023 campaign page will be live from 4 July 2023.*

- Use the NT summer deals badge on your own marketing materials:

[Click here](#)



PRE-SEPTEMBER VERSION



POST SEPTEMBER VERSION



- Use stickers on your social media:

- click 'add to story' on Instagram or Facebook
- click on the GIF feature and type 'ntaustralia' in the search bar
- tap on the sticker you like and use it on your image or video



- Create NT summer social media advocates:

Share the campaign messaging on your social media using the hashtag #NTAustralia and tagging @NTAustralia or ask your visitors to use the hashtag.



# How to get involved



- Take advantage of the 90,000+ visitors that will visit [www.northernterritory.com](http://www.northernterritory.com) during this campaign period by ensuring 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. You can even add your own NT summer early bird deal in ATDW. If you don't have an ATDW listing, it's easy to register:

- go to [www.atdw-online.com.au](http://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](mailto:ATDW.TourismNT@nt.gov.au)  
Phone: 08 8999 3900

## **Distribute your product through conversion partners:**

Take advantage of the potential NT travellers looking to book summer travel via Expedia Group, Travello, Tripadvisor/ Viator, NT Now/Holidays of Australia, Tourism Top End and Tourism Central Australia.

## **For distribution assistance, contact [distribution.tourismnt@nt.gov.au](mailto:distribution.tourismnt@nt.gov.au)**

If you are already contracted with these partners contact your product manager and ensure your product listings, images and details are up to date.





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