



Northern Territory Tourism on ground marketing opportunities

The top line Tourism NT Industry report based
on 12 months of visitor research & flow tracking

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The key questions:

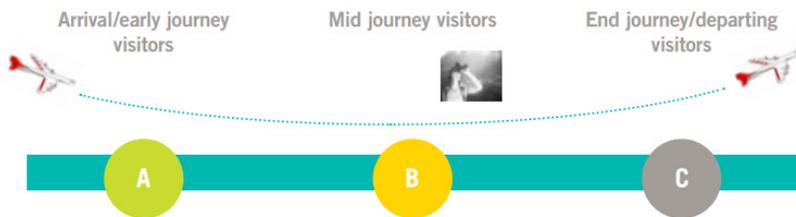
1. Is there the opportunity for industry to generate incremental income once the visitor has arrived?
2. How could we capitalise on this opportunity if it exists?

The research approach:

1. Visitor tourism info touch point review

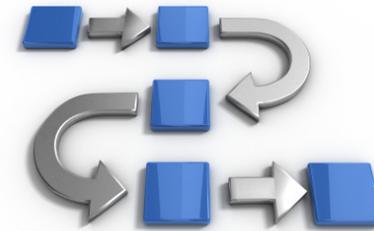


2. Visitor flow tracking review



Face to face interviews were completed to understand if there is an opportunity.

[View the Executive Summary Report Online](#)



Mobile phone "flow trackers" installed across 60+ locations to understand where & how to capitalise on the highlighted opportunities over a period of 3 quarters.

Summary of touch point review showed:

“There are multiple opportunities to increase spend once the visitor has arrived.”

TABLE 2: MAJOR TOUCH POINTS AND THEIR RATED USEFULNESS*

DARWIN		% used	% useful*	ALICE SPRINGS		% used	% useful*
ACCOMMODATION							
Website of provider		32	41	Face-to-face travel agent		27	65
Face-to-face travel agent		20	51	Online travel agent		23	66
Online travel agent		14	46	Website of provider		19	55
FOOD/DINING							
Walk around town		70	47	Walk around town		64	47
Recommendation from other travellers or local		11	67	Recommendation from local business e.g. concierge, guide		24	66
				Recommendation from other travellers or local		16	70
				Face-to-face travel agent		15	85
TRANSPORT							
Website of provider		26	59	Face-to-face travel agent		29	77
Walked around town		25	61	Walk around town		21	67
Face-to-face travel agent		17	59	Recommendation from local business e.g. concierge, guide		15	86
				Online travel agent		15	67
ACTIVITIES/EXPERIENCES							
Walked around town		37	64	Face-to-face travel agent		32	75
Brochures picked up at businesses e.g. hotel		15	32	Walk around town		32	64
				Online travel agent		20	73
				Recommendation from local business e.g. concierge, guide		13	79

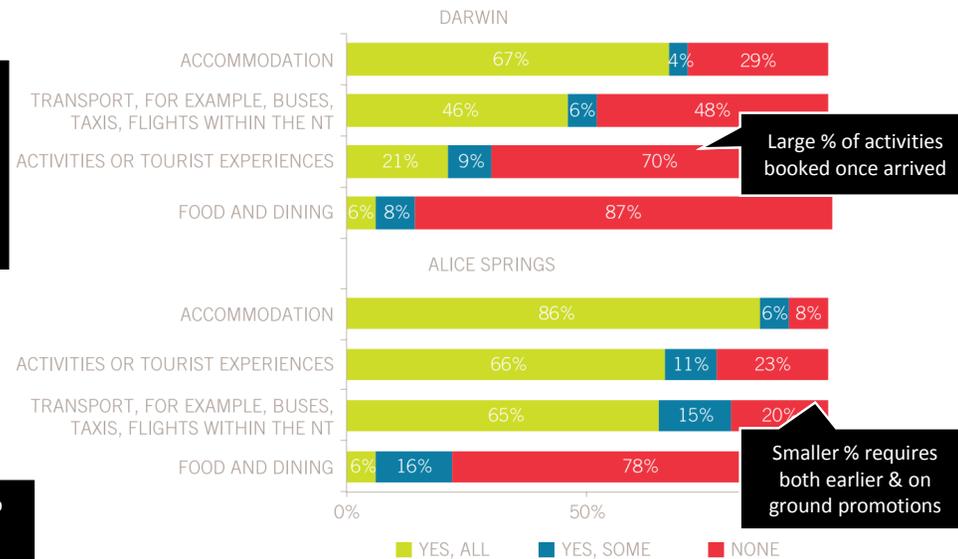
* % rating 9-10 (top 2 box)

For operators outside of main “walking area” different advertising methods are required

Walking around to explore creates a mobile / digital opportunity

Opportunities to drive more visitors through highly useful channels

FIGURE 4: PROPORTION OF TOURISM CATEGORIES PLANNED OR BOOKED BEFORE ARRIVAL



Large % of activities booked once arrived

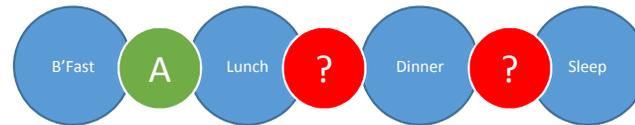
Smaller % requires both earlier & on ground promotions



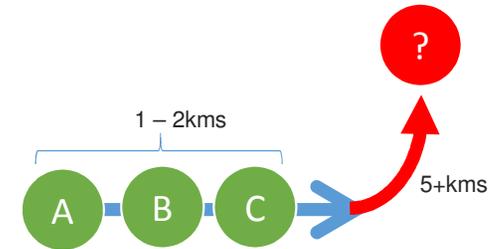
Summary of visitor flow review showed:



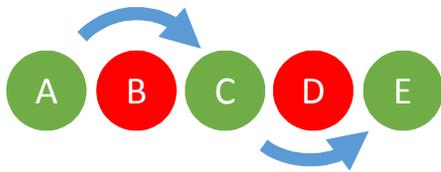
There is a high number of “drop offs” / exclusivity of visitors between operators.



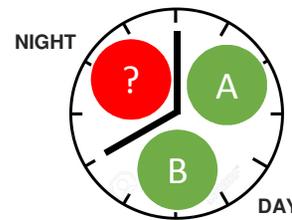
There could be more activities being completed across 24 hours.



Tourism attractions outside of walking distance or without an easy / affordable access solution weren't as popular.



Trails are evident and provide opportunities to disrupt / capitalise on them.



After / outside of hours visitation to attractions could be stronger

Summary of all marketing opportunities:

1. Conversion of Walkby traffic into VIC's (visitor information centres) / Into operator premise for a sale
2. Operator brochuring & marketing at the VIC
3. Improved self servicing at the VIC
4. Create a stronger network of visitor info outside of VIC
5. After hours servicing and information provision
6. Digital servicing & geo locational information
7. Incremental operator visits through trails
8. Limited time operator promotions
9. Complimentary network and "Where to Next" approach
10. New "access" solutions

1. Conversion of Walkby traffic:

OPPORTUNITY:

There are more walk-bys than walk-ins

SOLUTION:

Highlight **real time** promotional offers / key info rather than generic pictures or branding

EXAMPLES:



1. Use new Facebook neighbourhood ads to target popular cafes / restaurants nearby where potential visitors can receive your message



2. Generate content that allows promotion for VIC walk by's NOT just walk ins



3. Utilise your shop front and other assets to highlight what would make a walk in / call now in context to the time, day, weather and other elements

2. Operator brochure & marketing at the VIC



OPPORTUNITY:

Different times of the year / day require differing messages

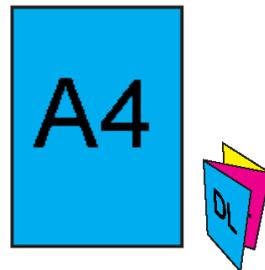
SOLUTION EXAMPLES:

1. Improve your share of voice at VIC



- Front of shop posters
- Video displays
- Ask the VIC for more options

2. Improve your brochure messaging



- Consider Sizing Options
- Look at one off “specials” brochure for certain times of year

3. Combo up with other operators



- Create cost efficient one off brochures in language, or low season etc etc
- Create timed brochures showing – eg: 9am, 1pm & 6pm day long itinerary

4. Innovate brochure solutions



- Give away “Virtual Tour Guides” to guide visitors to your business
- For more detailed businesses that need a bigger sell
- Great for highlighting multiple destinations or value add info

3. Improved self servicing at key info touch points

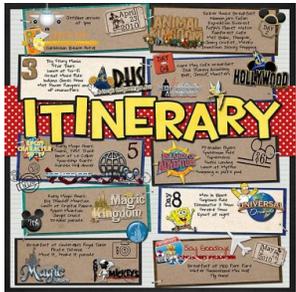


OPPORTUNITY:

Generate more sales and leads for visitors who don't interact with people

SOLUTION EXAMPLES:

1. Prescribed solution handouts



- Backpacker version
- Family version
- Choose your own adventure
- Celebrity version
- What's open today version
- What's on tonight version
- Travelling with a car version
- Travelling by foot version

2. Video based Q&A



- More personalised approach
- Covers top questions
- Utilise "Local Champions"
- Change the footage with season

3. Digital Directories



- Create a network across the NT
- Movement sensed
- Time sensed

4. Scan for brochure racks



- Eliminate printing costs
- Allows for remote promotion
- Means brochures easily changed

5. Tourism Vending



- Allow for Tourism Gift Certificates
- Provide specific brochure packs

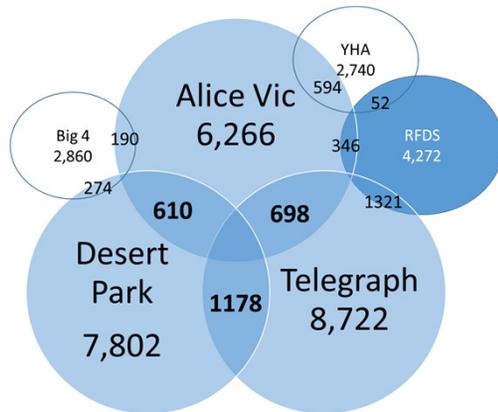
4. Stronger visitor info needed outside of VIC:



OPPORTUNITY:

Find ways to build out relevant visitor info beyond the VIC

EXAMPLE OF TRACKED VISITOR FLOW CROSS OVER'S



How can we create complimentary links between tourism attractions?

SOLUTION EXAMPLES:

1. Utilise popular gateways



- Think roadhouses, food stops
- Key campgrounds
- Added messages on popular maps or handouts

2. Promote in key pathways



- Utilise TV / Radio for drive market before arrival
- Utilise Digital video on relevant searches in youtube
- Create mapping & content to show your business on the pathway
- Utilise visitor centre ambassadors to promote what's nearby at key times

5. After hours servicing and information provision:

OPPORTUNITY:

Incremental revenue for evenings missing due to lack of knowledge of what's open / happening tonight.

SOLUTION EXAMPLES:

1. What's open tonight
brochuring & digital advertising



2. Connecting to
café's & restaurants



3. Utilising "closed"
spaces better



6. Digital servicing & geo locational information:

OPPORTUNITY:

Talk to customers at the right time, right place with right message



SOLUTION EXAMPLES:

1. Target by area



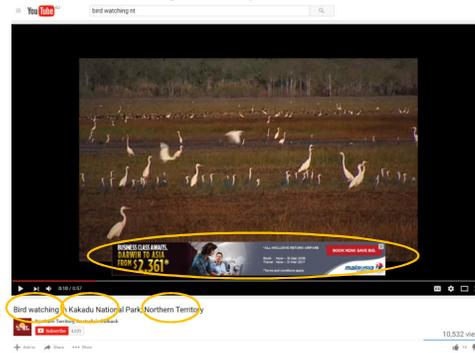
- Facebook allows for geo targeted ads, by time, by customer type
- Target people who are searching for a specific location through google with your "nearby ads"

2. Target by context



- Utilise google adwords, tripadvisor, social hashtags and google display to communicate people by family, luxury, value, events etc tags & searches

3. Target by interest



- Use youtube and other video searches to place ads relevant to the video being watched

4. Target by transport type



- Change your message for someone you know can easily get to your product

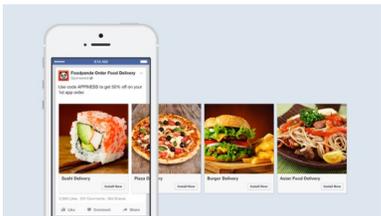
7. Incremental operator visits through trails:

OPPORTUNITY:

Further highlight complimentary trails as well as additional product ideas.

SOLUTION EXAMPLES:

1. Facebook carousel / canvas ads



- Join forces with other operators to promote mini trails or complimentary itineraries

2. TNT / RTO Collections pages



- Update your ATDW / Book Easy listings to ensure you are being featured on the relevant tourist info websites

3. Combo Passes / Tourism Gift Cards



- Look for incremental customers at key times of the year by combining attractions under one banner (Sentosa Island Example)

4. Collective Brochuring / Apps



- Join the dots for visitors
- Create hotspots by collecting content together



8. Limited visitor time promotions:

OPPORTUNITY:

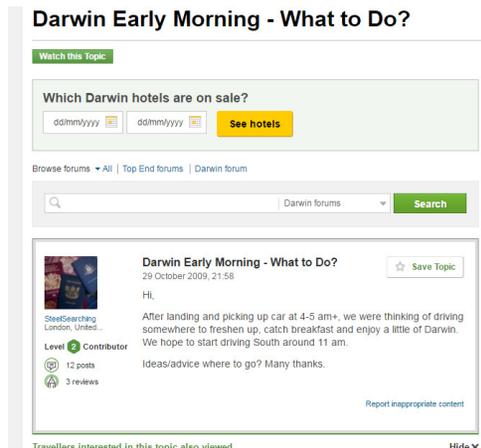
Better promote the “dead time” due to late night flights or long travel time that could be utilised.

SOLUTION EXAMPLES:

1. Brochures / ads organised by TIME



2. Connect on forums to help visitors questions



3. Long Drive “Stops” maps



4. Creating late night airport shuttle runs



9. “Where to Next” program to reduce drop offs:

OPPORTUNITY:

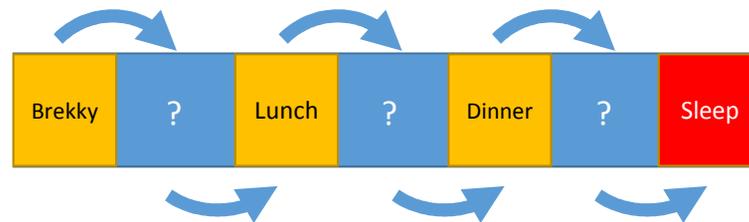
Provide people with more relevant material on exit / dwell of popular places.

SOLUTION EXAMPLES:

1. Consistent singular focused signage on exit.

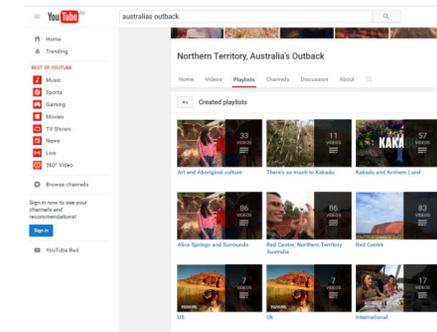


2. Focus on promotions during “down time” to show – Where to next?



- Create partnerships with nearby or complimentary products to create more flow between products

3. Staff training programs



- Create youtube playlists of informational videos that can help train staff about nearby products

10. New “Access” solutions

OPPORTUNITY:

No affordable options for customers to visit operators who are not in easy access zones

SOLUTION EXAMPLES:

1. Shuttle Bus / Tour Bus
additional extended runs



- Create options to extend to further away products at least twice a day

2. Flat rate Taxi
Tourism Zones



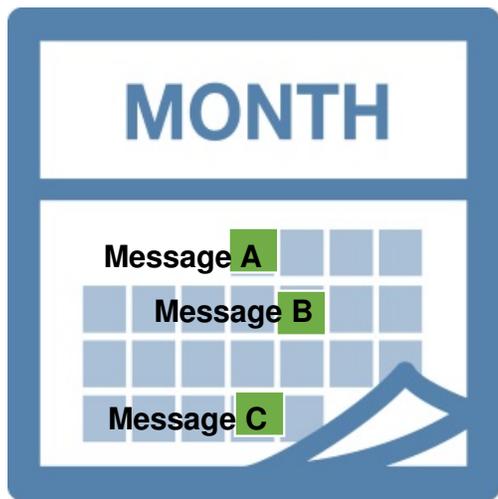
- Offer options from City to key Tourism Hot Spots at flat rates

3. By the hour
car hire rates



- Create options around pay as you go car hire or car sharing services

SUMMARY OF KEY ACTIONS & OPPORUNITIES:



Create stronger relevance in messaging in regards to time of year, season, special event days and customer types through relevant communications channels



Create a collective approach between operators to make a seamless and complimentary approach to the visitor's experience



Utilise a mix of media & technology to reach the right target at the right time and place



For further questions, please contact
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