

Getting involved in the intra-Territory campaign

Campaign overview

"Never have I ever..." – we are all guilty of not doing things in our own backyard, so why not join in the fun, and let Territorians experience what you have to offer. As restrictions have been easing, we have seen how much Territorians love to get out and about. Now they have had a taste of it, they are hungry for more, so the Northern Territory Government is offering Territorians an incentive to experience some of the Territory's most iconic tours, attractions and accommodation products, to support the tourism industry.

From 1 July 2020, Territory residents aged 18+ can apply for the Territory Tourism Voucher worth up to \$200 with a matched dollar for dollar co-contribution. Vouchers must be booked within 30 days, with travel to be completed by 31 October 2020.

There will be over 26,000 Territory Tourism Vouchers available, injecting the local economy with up to \$5.2 million. The voucher can be used for touring, accommodation, attraction or car hire.

Voucher holders will be able to book online, over the phone or in person through the four main visitor information centres (Darwin, Katherine, Tennant Creek and Alice Springs) on any NT based tour, accommodation, attraction, hire service or package available.

**If you are not a financial member of Tourism Top End or Tourism Central Australia you can contact your local regional tourism organisation and fill in their EOI form to apply to be a campaign partner.*

The Territory Tourism Voucher will be supported by a marketing campaign 'Never have I ever...', which encourages Territorians to think about tourism experiences they hear and see tourists doing day in and day out, but have never got around to experiencing for themselves.

Tourism NT will be actively promoting the campaign through local media including newspapers, TV, radio and social media.

This stimulus for locals to experience the Territory's tourism products is an incentive to spend money with operators to sustain local businesses until borders re-open and interstate tourists can visit.

As a valued tourism industry member we encourage you to get involved:

- Ensure you have saleable and available product loaded onto the Bookeasy reservations system with Tourism Top End or Tourism Central Australia
- Update your ATDW listing on northernterritory.com ([find out how](#))
- Update your own website with your available products and services for the campaign
- Ensure the respective Visitor Information Centres travel consultants are up to date with your tourism product
- Package your product to include other experiences (to reach the value of the voucher)
- Download the campaign creative assets from 22 June 2020 and add these to your website
- Share the campaign creative and messaging on your social platforms and don't forget to tag **#NeverHaveEverNT**, **@NTAustralia**, **#NTAustralia**, **@tourismtopend**, **@discoverCA** and your respective regional and business hashtags and handles



SAVE UP TO \$200

