

# Tourism NT Marketing Update



Tony Quarmby  
Executive General Manager Marketing  
Department of Tourism, Sport and Culture

Darwin 27 March - Alice Springs 29 March 2019



# WHAT I WILL COVER TODAY

- ➔ **What we said we would do this time last year and how have we done....**
- ➔ **A consumer based situational analysis of the tourism market in the NT.....**
- ➔ **An outline of the marketing direction that will be used to take advantage of market opportunities that differentiate us. inspire consumers and motivate them to book their travel as soon as possible.....**

# CURRENT VISITATION RESULTS

## DOMESTIC VISITORS YEAR ENDING SEPTEMBER 2018<sup>1</sup>

**1.55 million**

All-purpose domestic visitation decreased slightly

-0.4%

**\$2.2 billion**

All-purpose domestic spend decreased slightly

-1.5%

**657,000**

Domestic holiday visitation increased

+13%

**\$806 million**

Domestic holiday spend increased

+32%

## INTERNATIONAL VISITORS YEAR ENDING DECEMBER 2018<sup>1</sup>

**298,000**

All-purpose international visitation increased

+1.9%

**\$472 million**

All-purpose international spend increased

+2.0%

**259,000**

International holiday visitation increased

+4.8%

**\$359 million**

International holiday spend increased

+2.6%

## COMBINED RESULTS DOMESTIC AND INTERNATIONAL ENDING SEPTEMBER 2018<sup>1</sup>

**1.84 million**

All-purpose combined visitation decreased slightly

-0.5%

**\$2.33 billion**

All-purpose combined spend decreased

-3.4%

**904,000**

Combined holiday visitation increased

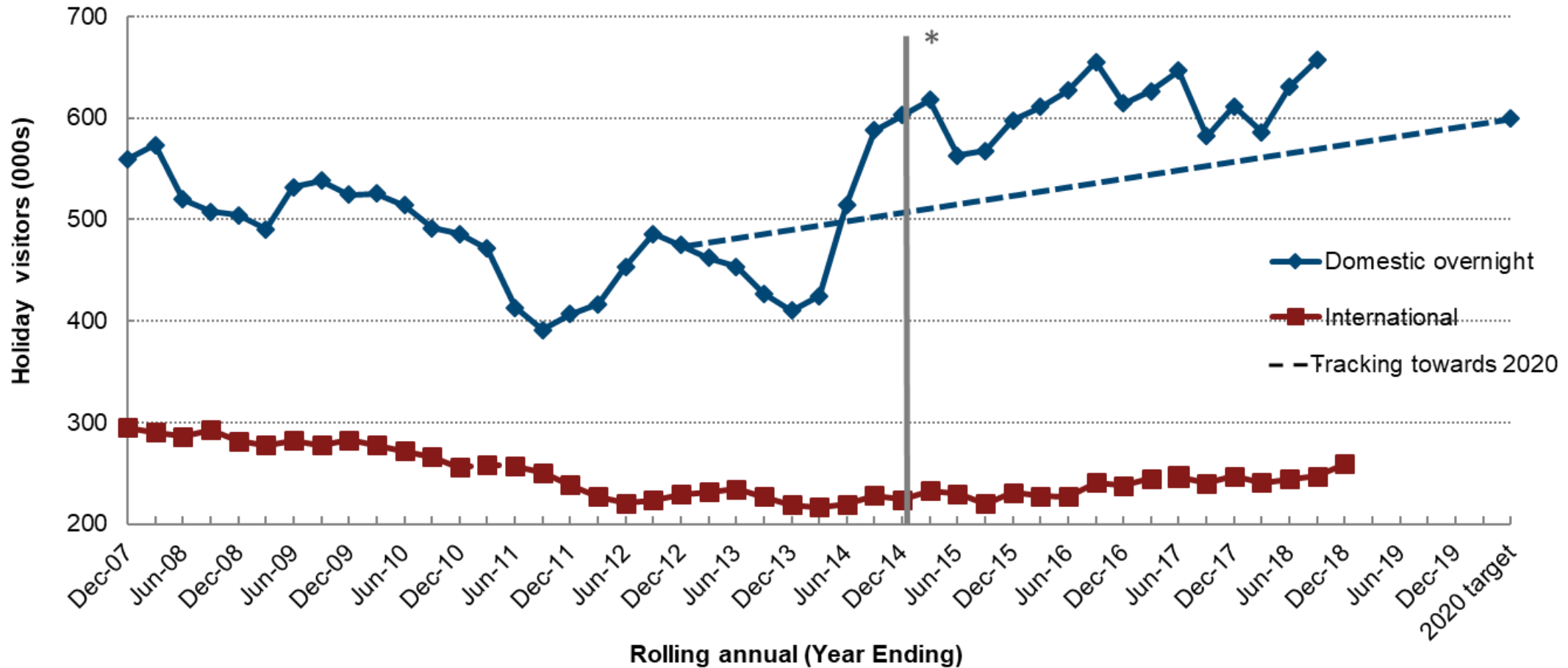
+10%

**\$1.114 billion**

Combined holiday spend increased

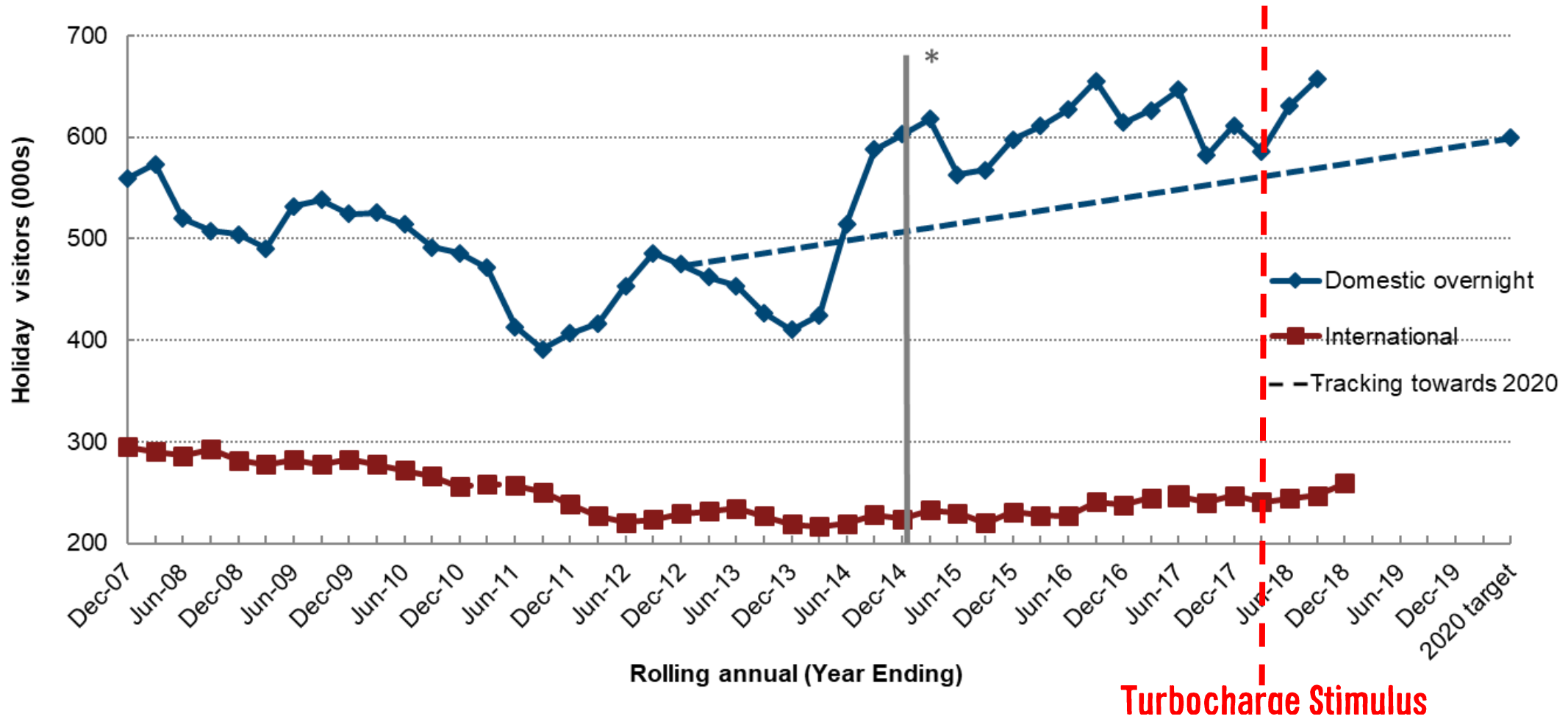
+18%

# NT HOLIDAY VISITORS





# NT HOLIDAY VISITORS

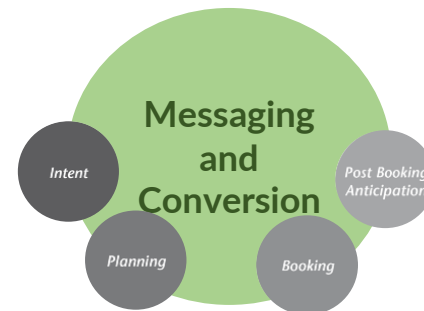
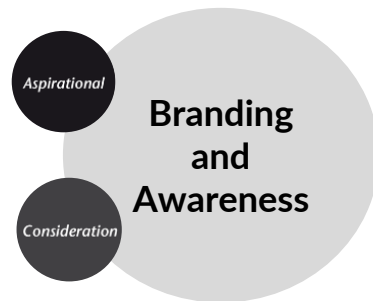
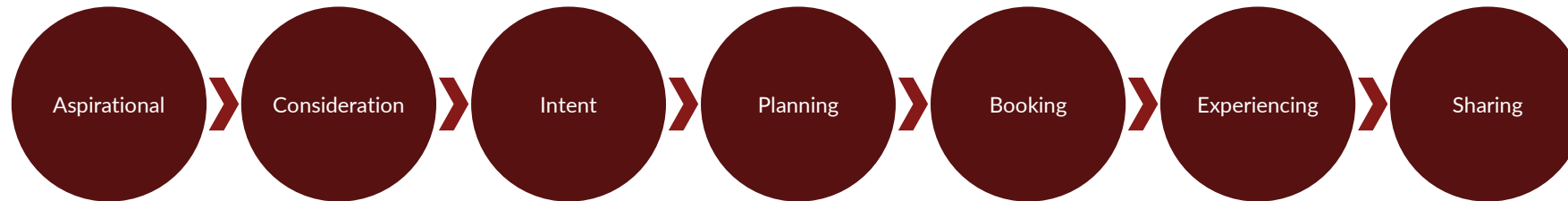




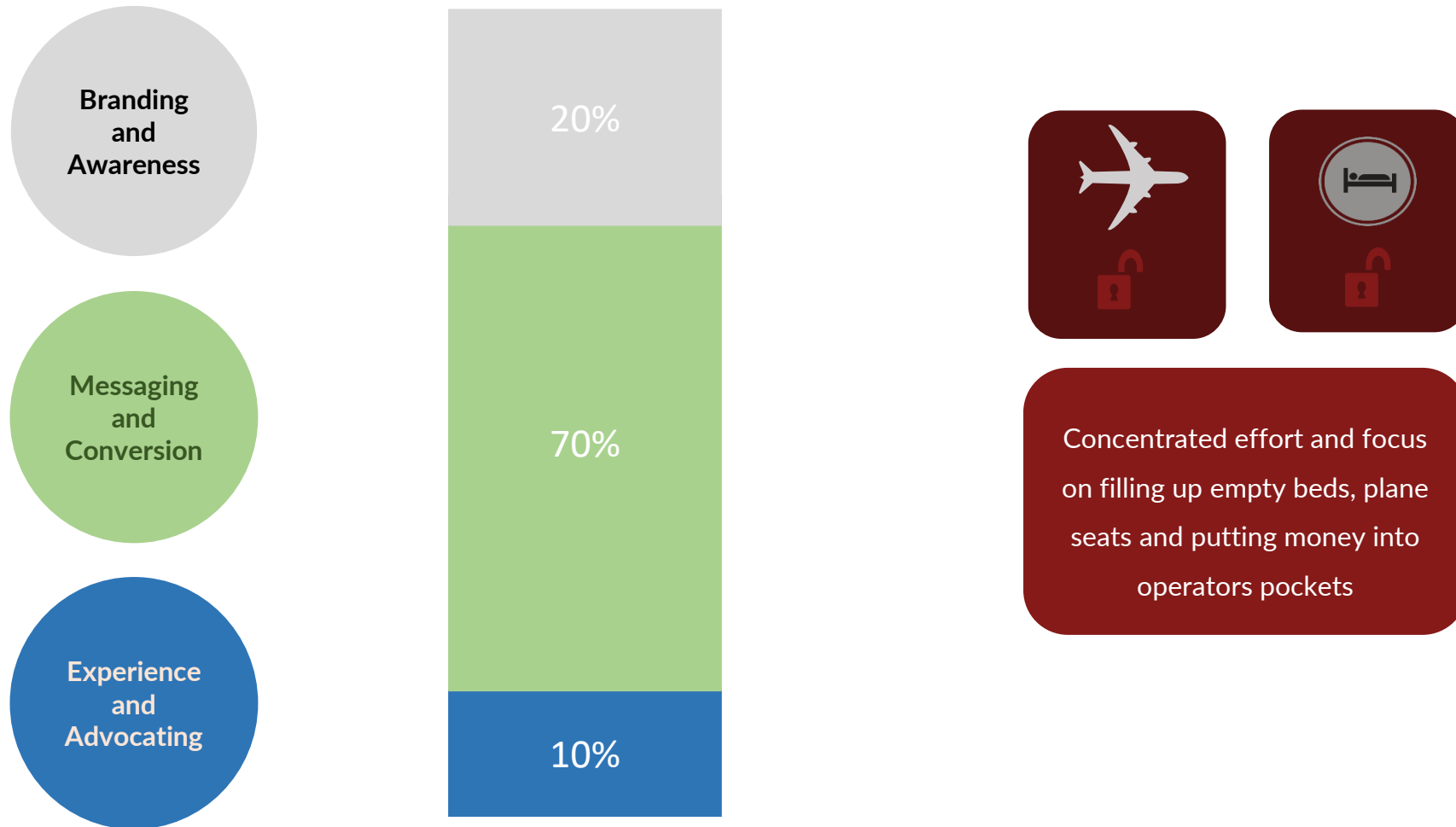
# MARKETING



# CONSUMER PATHWAY TO PURCHASE



# MARKETING ALLOCATION



# TWO REPORTING STREAMS



Darwin 27 March - Alice Springs 29 March 2019





# MARKETING



# Branding and Awareness

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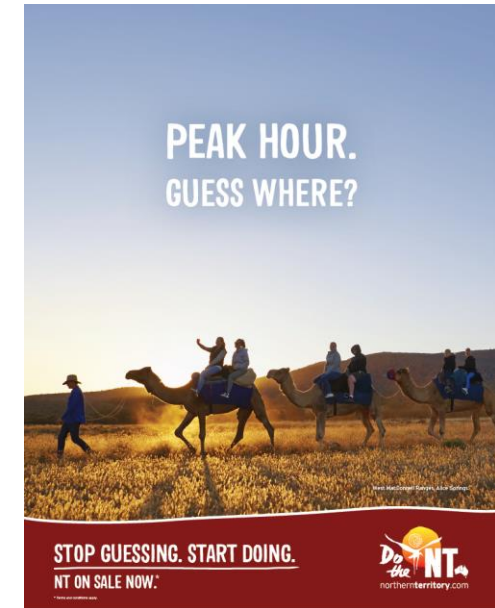
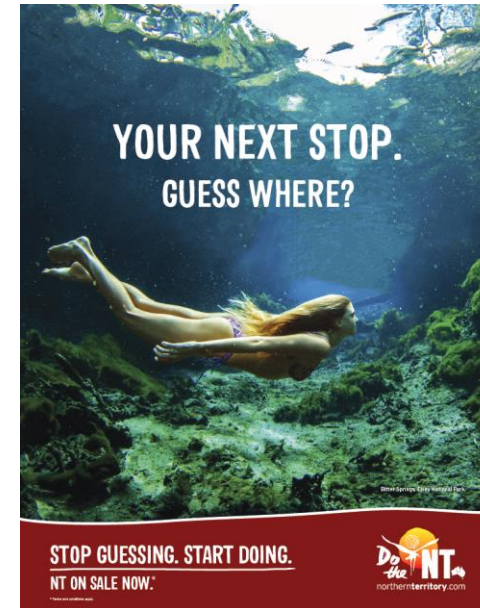




# BRAND AWARENESS - DOMESTIC

Results show the brand campaign rated significantly higher with consumers in these areas:

- Believable
- New news
- Piques interest
- Relevant holiday
- Value for money
- Want to go now
- Stands out
- Informative (to book)





# BRAND AWARENESS - INTERNATIONAL



UnDiscover Australia



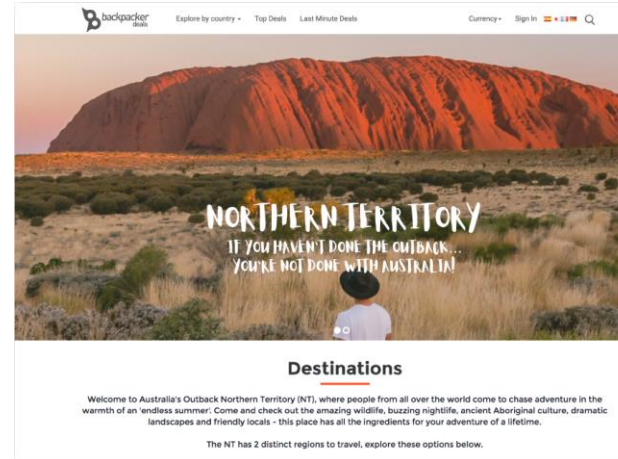
Partner activities including:

Global TripAdvisor

Tourism Australia

- Signature Experiences
- WHM/Backpackers – Buzz feed
- UnDiscover Australia
- 2 Bursts of Crocodile Dundee

# BRAND AWARENESS – CONSUMER & TRADE CAMPAIGNS



International Brand Awareness to consumers and trade in:

China

Singapore / Malaysia

France

Italy

Germany

Scandinavia

Japan

UK

India

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# BRAND AWARENESS - CAMPAIGNS



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# Messaging

Darwin 27 March - Alice Springs 29 March 2019





# PR – ON-TREND & LISTICLES



TOP END  
AUSTRALIA  
An indigenous tourism boom.

Lauryn Ishak for The New York Times

Australia's remote Top End — the northernmost hunk of the Northern Territory — is experiencing an uptick of tourism to its aboriginal communities, the world's oldest civilizations, according to 2017 DNA analysis. The 2017 [Darwin Aboriginal Art Fair](#) saw record crowds, while new camps, tours, and indigenous partnerships are afoot in 2018. [Venture North](#) known for exclusive access tours to Aboriginal Homelands of [Kakadu National Park](#) and Arnhem Land, expands with a second camp dedicated to visitors seeking cultural experiences and indigenous rock art, while Aboriginal-owned [Pudakul Tours](#) opens a six-room camp perched on a crocodile-filled billabong. The region's small cities — Darwin, Palmerston, Katherine — are seeing new markets and indigenous centers, giving visitors hubs to appreciate the vast region's diverse cultures.

— Adam H. Graham



What to do in Top End

[Our reader suggestions on Facebook.](#)

Focus on:

Being on trend through Top Ten Lists and through our unique and competitive differences.

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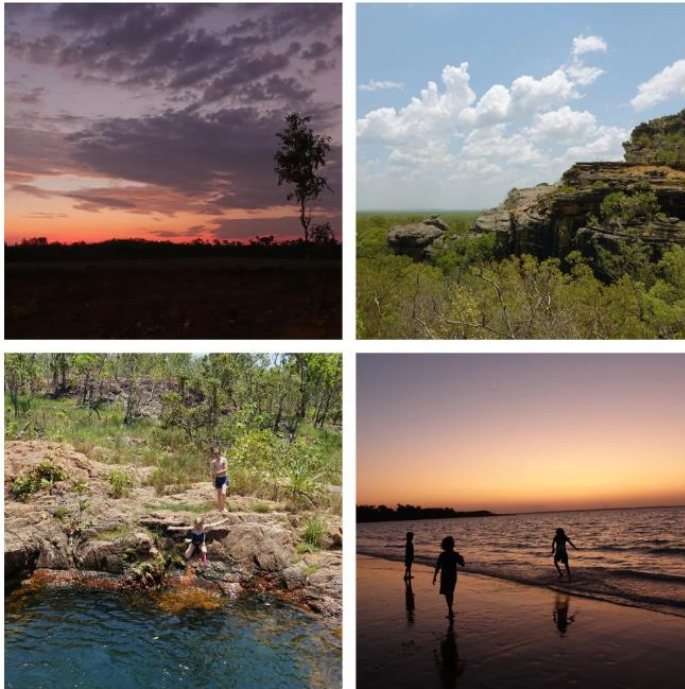




PLACES 42 AND 43

## From Top End to Tasmania: Two Very Different Sides of Australia

New and ancient rock art in the outback, and a bountiful island with a farmer-chic aesthetic.



Clockwise from top left: sunset outside Litchfield National Park; the Burrungkuy, or Nourlangie, rock art site in Kakadu National Park; Mindil Beach in Darwin; and Buley Rockhole in Litchfield National Park. Jada Yuan/The New York Times

# CENTRALIAN Advocate

WE'RE FOR ALICE

FRIDAY, OCTOBER 26, 2018

PHONE (08) 8950 9777

\$1.60\* Incl. GST

## INTERNATIONAL GLORY FOR RED CENTRE

TOP TEN IN LONELY PLANET WORLD DESTINATIONS >> P3



## 5. CAMP FLASH

Going camping in the Northern Territory has just taken on a whole new twist with the introduction of Flash Camp @ Kakadu. This bespoke bell tent accommodation, in the Cooinda Camping Ground in the heart of [Kakadu National Park](#), operates from mid-June to mid-September. Sleep in double or twin tents with spring-foam mattresses, quality bed linen, fresh towels, bamboo furniture and toiletries.



Flash Camp @ Kakadu. Picture: Flash Camp

# 52 reasons to get going.

10 OF 52

## Uluru-Kata Tjuata National Park, Australia



## Northern Territory: One Of 2019's Most On-Trend Travel Destinations

December 13, 2018

0

*Rounding out a busy year, it's fair to say the Northern Territory is shaping up to be one of 2019's most on-trend travel destinations. With global accolades, plenty of new experiences and anniversaries to boot, it's time to start planning your 2019 NT adventure.*

With ancient landscapes and some of Australia's most desirable destinations, it's no wonder this region is being heralded as a 'must-do' travel destinations for the coming year. Global travel brand Fodor's Travel pinned Uluru-Kata Tjuta as the number 10 spot to travel to in the Fodor's Go List 2019, while Experience Oz named Uluru in their '7 Wonders of the Australia' campaign – the only NT destination to feature. Lonely Planet also ranked the Red Centre as number four (and the only Australasian destination) on its hotly contested Best in Travel lists of Top 10 Regions, Countries & Cities for 2019. The Territory's Tropical North also made the cut in Best in Travel with the most visited park in the Top End, Litchfield National Park, included in Lonely Planet's Best New Openings list for 2019.

### RECENT POSTS



Fodor's Go List 2019

Experience Oz – 7 Wonders of the Australia

Lonely Planet – Best in Travel



# PR – COVERING THE ENTIRE NT

**Featuring: Barrow Creek. Karlu Karlu (Devils Marbles). Outback Caravan Park Tennant Creek. Batteru Creek.**



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Featuring: West Macs. Larapinta Trail. Alice Springs and Surrounds

28 ESCAPE

DESTINATION • NORTHERN TERRITORY

SUNDAY OCTOBER 14, 2018 ESCAPE.COM.AU

MACDONNELL RANGES

### ANCIENT STOMPING GROUND

The pumpered hiker's way to do the Larapinta

CELESTE MITCHELL

**T**he Larapinta Trail is a 100km loop that winds through the heart of the Macdonnell Ranges. It's a challenging hike, but the views are incredible. The trail is a mix of dirt, gravel, and sand, and it's a great way to see the beauty of the ranges. The Larapinta Trail is a must-do for anyone visiting the Macdonnell Ranges. It's a beautiful area with amazing views and a rich history. The trail is a mix of dirt, gravel, and sand, and it's a great way to see the beauty of the ranges. The Larapinta Trail is a must-do for anyone visiting the Macdonnell Ranges. It's a beautiful area with amazing views and a rich history. The trail is a mix of dirt, gravel, and sand, and it's a great way to see the beauty of the ranges.

MACDONNELL RANGES

MACDONNELL RANGES

ELIN HELEN GORGE

ELIN HELEN GORGE

ESCAPE.COM.AU • SUNDAY OCTOBER 7, 2018

ESCAPE13

WHAT'S YOUR BUDGET ♦ ALICE SPRINGS

## BED CENTRE

**AFFORDABLE**

**AURORA ALICE SPRINGS**  
**OVERNIGHT RATE**  
FROM \$119 (STANDARD ROOM)

**MID RANGE**

**CROWNE PLAZA ALICE SPRINGS LASSETERS**  
**OVERNIGHT RATE**  
FROM \$150 (KING DELUXE)

**TOP END**

**SQUEAKY WINDMILL**  
**OVERNIGHT RATE**  
FROM \$175 (SAFARI TENT)

You can't get more central than Aurora Alice Springs, sandwiched between Todd Mall and Todd River. Rooms here range from simple motel style with bedding for up to three people to executive style with balconies and king-size beds. A walkway connects you to Red Ochre Grill, open for breakfast, lunch and dinner, available on charge-back to your room, with cafes and Woolworths supermarket a short stroll away. Rooms come with Foxtel, bathroom amenities, mini bar and room service, and complimentary undercover parking is available. There's a communal barbecue area and guest laundry, too. In between exploring, relax around the swimming pool or heated spa, enjoy free Wi-Fi throughout, and chat to staff at the 24-hour reception who can help you to plan and book tours around the region.

ALICESPRINGSAMHORA.COM.AU

Revealing a \$6.25 million refurbishment in April, the Crowne Plaza's 130 rooms feature bold desert-hued carpet, honeycomb-tiled bathrooms, and Indigenous artworks. The hotel adjoins Lasseters casino - well-known for its part in 1994's *Priscilla, Queen of the Desert* - but the centrepiece of the complex is the heated pool and spa with the dramatic backdrop of the Macdonnell Ranges. Dinner in Tail (where a buffet breakfast is also served) is a must while The Goat and Bucket serves up more casual fare alongside craft brews. The juicy Rumourites giant TV with a beer garden for bites between tries, and Splash Poolside Cafe can deliver a protein smoothie (or cocktail) to cap off your laps. There's an on-site fitness centre and spa, and if you're staying post-Larapinta Trail hike, you'll be grateful for the DIY laundry.

ING.COM

It's just 15 minutes out of town but you'll feel worlds away as you open the gate and find your safari tent facing the West Macdonnell Ranges, gloriously golden in the afternoonsun. Spot ghost gums popping from the rocks and wait for the riot of gals at dusk. They might be canvas on the outside but inside no stone is left unturned by owner Michelle, who greets you with a cheese platter and champagne. More hotel room than tent, you'll find a queen bed, TV and books, small kitchenette and ensuite. It's worth buying one of Michelle's barbecue hampers to cook at leisure on your Weber (think butterflied lamb, local sausage, farm-fresh vegies, and Bailey's ice-cream). When the temperature drops, toast marshmallows around the fire or retreat to your heated tent to wrap yourself in the world's cosiest robe.

SQUEAKYWINDMILL.COM

Darwin 27 March - Alice Springs 29 March 2019

NT TOURISM NT

TOP END tourismtopend.com.au

RED CENTRE discovercentralaustralia.com

THE TERRITORY BOUNDLESS POSSIBLE

NORTHERN TERRITORY GOVERNMENT



## Featuring: Watarrka National Park. Kinds Canuon



In the biblical Garden of Eden there were apples, but in the Garden of Eden inside Kings Canyon, everything is oranges. The canyon's iron-stained cliffs glow as brightly as flames, and their reflection is stencilled in orange across the dark pool of water at their base.

It's early morning and I'm halfway around a trail that's often described as one of Australia's best day walks, circuiting the rim of the Northern Territory's Kings Canyon and dipping briefly into this Garden of Eden inside the

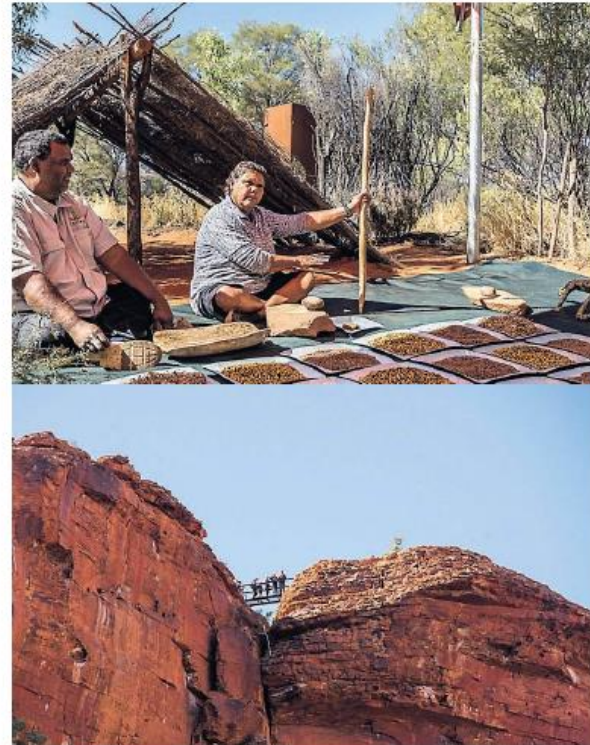
offered by Kings Canyon Resort, which includes charter flights to and from Uluru, a night at the resort, an Aboriginal cultural tour and a guided walk on the canyon rim trail.

From Uluru, it's little more than 30 minutes in a five-seater plane to the dusty airstrip at Kings Creek Station. From 2000 metres above

the desert, the red sands of central Australia are like a dot painting of spinifex rings, and the saltpan of Lake Amadeus, the Northern Territory's largest salt lake, leaks

rock levitating above the desert, but when it does break open, it does so spectacularly, becoming the immense chasm of Kings Canyon.

There are several walks in the vicinity of the canyon, but the rim trail is the headline act. This six-kilometre loop walk begins at the mouth of the canyon, 10 minutes' drive from the resort. In the faint light of approaching dawn, we set out walking alone





## Featuring: Jatbula Trail. Nitmiluk



### Explore | NITMILUK

National Park each year, yet only 15 walkers are allowed on the trail daily and our Eden is shared with just a handful of new friends.

On the trail the next morning Mick asks, "So can you imagine the Jawoyn walking through here over the years?" He suggests I walk alone for a bit and, without distraction, I start to tune in to my surroundings – the call of birds, the gentle rush of a breeze and the stark silence beyond. For a moment I forget what year it is, what era, and it's then that I truly receive a sense of the Jawoyn connection to country.

Since the land was officially handed back to the Jawoyn, they have taken ownership of 100 per cent of the park and its associated hotel and tours. The Jawoyn Association aims to provide training, employment and commercial opportunities for their people, while still caring for country.

The more I walk, the more I too feel bonded with the land. Each afternoon I go exploring clad in a swimsuit, clambering barefoot over hot rocks, sitting in natural spas and drinking water straight from the river. I float on my back past sunbathing water monitors while cockatoos



Mick Jerram of Gecko Canoeing and Trekking helps walkers navigate the rocky terrain.

screech overhead and, at night, the howl of dingoes drifts on the still air under a sweep of sparkling stars. The final mornings are spent in more lush surrounds as the trail crosses grassy plains and bogs, weaving through pandanus palms and along the Edith River to veer west towards our finish.

Nothing in my modern life compares and, as I walk the remaining kilometres towards the crowded car park at Edith Falls, I wish I could stay connected to country.

Laura Waters travelled as a guest of Tourism NT.

#### Travel Info

Jetstar has great low fares to Darwin from across the network.

To book, visit [JETSTAR.COM](http://JETSTAR.COM)

### NITMILUK DESTINATION GUIDE

If you can handle carrying a 13-Megom pack, hiking provides the most secluded and immersive experience. Gecko Canoeing and Trekking ([geckocanoeing.com.au](http://geckocanoeing.com.au)) operates guided tours that include equipment and food.

Nitmiluk Tours ([nitmiluktours.com.au](http://nitmiluktours.com.au)) offers:

**CRUISE** Explore Nitmiluk Gorge by boat, combining towering red cliffs, crocodile spotting and indigenous rock art.

**PADDLE** Take a self-guided canoe journey through the gorge. Tips last from four hours to two days.

**FLY** Helicopter flights offer spectacular aerial views of the gorge system and the Arnhem Land Escarpment.

**GETTING THERE** Gecko provides transfers on Darwin or Katherine to and from the trailhead. Cruise/paddle/fly options depart from Nitmiluk Centre, 20km from Katherine.

**BIRD IS THE WORD** Around 260 species of birds can be found in the region, including kingfishers, parrots and the threatened Gouldian Finch. Keep an eye out around waterholes and rivers, and don't forget to scan the treewops where flowering plants attract nectar and seed eaters. The first few hours after dawn are the best time for sightings.

PHOTOGRAPHY: PETER LEE



### Explore | NITMILUK

The setting sun casts beams of orange light between our tents and illuminates the water from nearby Biddicombe Cascades as it carves through the flat savannah to flow over rocky falls. "What time do we get up tomorrow Mick?"

someone asks our guide. "You'll know it's time when you hear the brown honeyeater start up," he says. It's a moment that encapsulates the essence of our journey – a hike along the 61km Jatbula Trail in Nitmiluk National Park, 330km southeast of Darwin.

“you never really experience something until you walk it

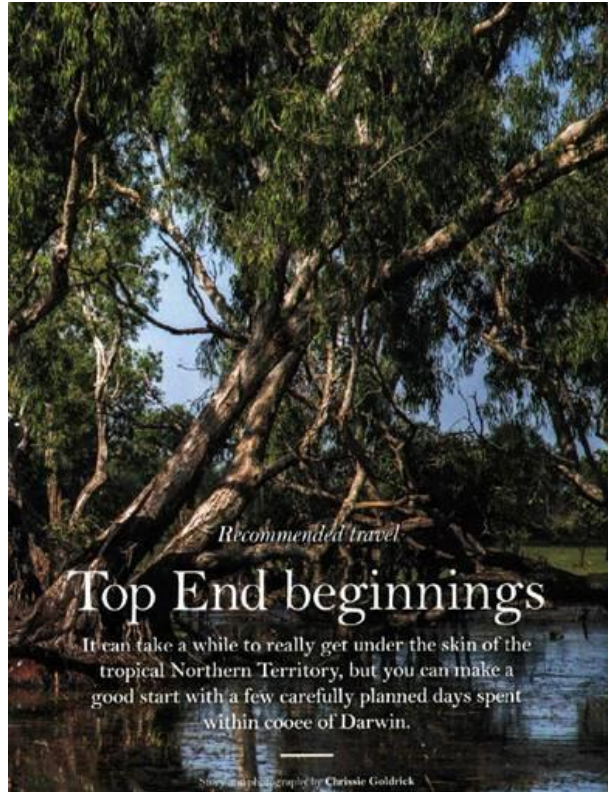
The trail was named after Peter Jatbula, a Jawoyn traditional owner who played a key role in securing land rights for his people in 1989. He also had a dream to share his land and culture with others. "For people to get feet on the ground and feel country was what Peter wanted," Mick says. Most visitors here do a half-day cruise through Nitmiluk Gorge (formerly Katherine Gorge) or a few short ambles nearby – both of which will definitely impress. But Mick Jerram, owner of Gecko Canoeing and Trekking, believes you never really experience

something until you walk it. Over five days we'll travel a route that has been used by the Jawoyn for thousands of years; traditional songlines guiding them as they roamed with the seasons. Evidence of their presence remains, and on our second morning, a tall, rocky outcrop shrouded by fan palms hides rock art between its orange boulders. Mick leads us to an expansive view of Seventeen Mile Valley from the edge of the Arnhem Land Escarpment. This is "stone country", Precambrian sandstone laid between 1.6 and 1.8

PHOTOGRAPHY: PETER LEE



## Featuring: Kakadu. Nitmiluk. Edith. Litchfield



### Recommended travel

The experience is heart-stopping and only goes to increase my admiration for these fearsome creatures.



\* Butley Rockhole in Litchfield NP is a series of freshwater pools and waterfalls where you can cool off in safety. They can be reached by 2WD vehicle.

A 4m female saltwater crocodile wags up, enticed by a morsel of swamp buffalo meat, on the Adelaide River near Fogg Dam, about an hour's drive from Darwin.

**T**HE NEXT DAY WE explore watercourses closer to base, such as the lodge's own Home Billabong. In the down light, Australasian darters dry their wings on bare branches beneath overhanging paperbarks, and black-necked stilts mingle with hundreds of whistling ducks on the muddy banks. Our guides point out a small freshwater crocodile below the surface and we get a close-up sighting of a mid-sized saltie hauled out near the jetty.

Later in the day we explore the Mary River floodplain

stop off to take in a croc-jumping cruise on the Adelaide River. I'm unsure how I feel about this kind of entertainment but the operators assure me that salties naturally jump and are known for snatching calves from steep riverbanks. It's also why we are so often warned to stay 5m back from the edge of any water body; advice I'm happy to take, but which I often see flouted. Many salties swim up to our open-sided steel boat in anticipation of a free meaty snack. They leap up to grab a dangled morsel of swamp buffalo. It's an awesome sight.



INTERNATIONALLY      Featurina: Uluru to Alice Sprinas

DOVE

Mensile  
Data 01-2019  
Pagina 66/78  
Foglio 2 / 12

AI PIEDI  
DEL  
GIGANTE  
ROSSO

di GIADA PASSA DUTTI JOHNSON foto di BLAIRE PROFFER

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.

DOVE

Mensile  
Data 01-2019  
Pagina 66/78  
Foglio 9 / 12

AUSTRALIA

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.

DOVE

Mensile  
Data 01-2019  
Pagina 66/78  
Foglio 11 / 12

Informazioni utili

**Come arrivare**  
In aereo: il volo da Milano a Darwin con Singapore Airlines (singaporeair.com, tel. 02.60.781.20), via Singapore, dura circa 16 ore e parte da 1.035 €.

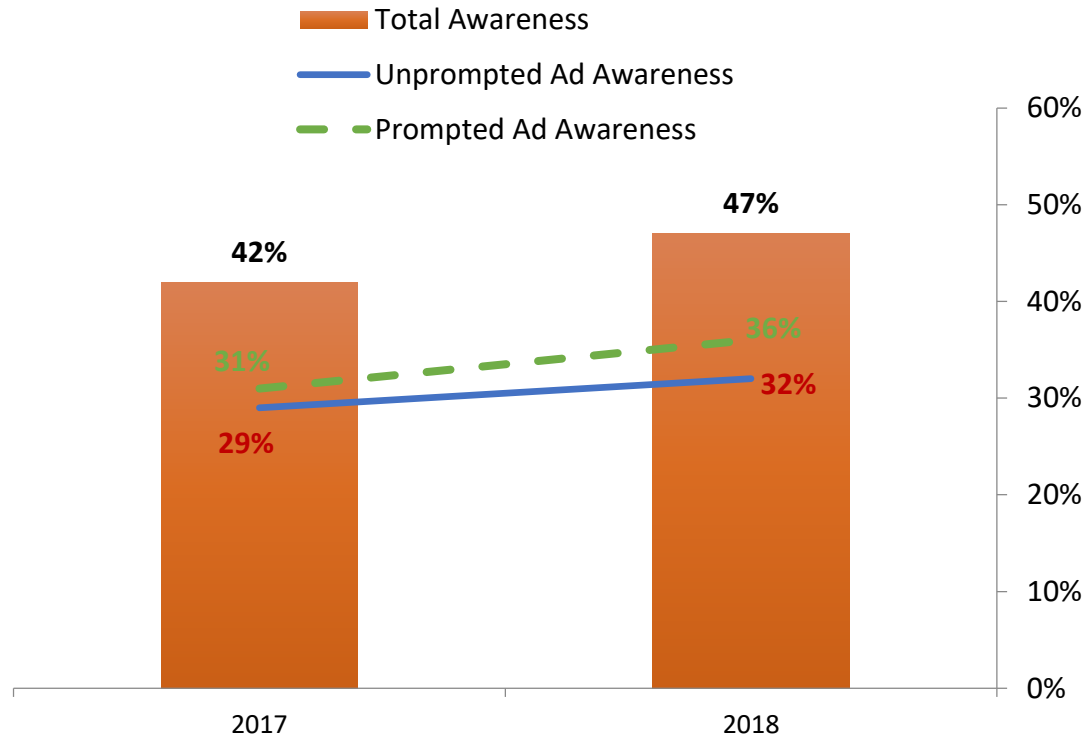
**Da sapere**  
Documenti. Sono necessari il passaporto valido almeno sei mesi dopo la data di partenza e il visto turistico elettronico da richiedere sul sito dell'ambasciata (online.immi.gov.au/usc/egion).  
Norme sanitarie. In Australia non ci sono vaccinazioni obbligatorie. Il servizio locale di assistenza medica è generalmente di ottimo livello e i turisti italiani possono beneficiare dell'assistenza sanitaria di base garantita agli australiani dal sistema pubblico.  
Valuta e pagamenti. La moneta locale è il dollaro australiano (AUD). Un euro vale 1,34 AUD circa.  
Fuso orario. Nel Northern Territory è in vigore il fuso orario della zona centrale (CST) con 8,5 ore in più rispetto all'Italia.  
Clima e abbigliamento. Durante l'inverno australiano, tra maggio e settembre, le temperature diurne sono piacevoli, attorno ai 20 gradi, mentre la sera calano bruscamente fino a sfiorare lo zero. Per le escursioni, indispensabili cappello e scarpe comode, oltre a un giubbotto pesante per le visite all'alba o al tramonto.  
Lingua. Si parla inglese, in una versione piena di slang e con un accento molto tipico, tuttavia comprensibile.  
Come muoversi. Diverse agenzie di bus-servizio fanno la spola tra l'Ayers Rock Resort e il parco di Uluru-Kata Tjuta, con o senza visite guidate. AAT Kings (aetkings.com/tours) e Self Outback Australia (selfoutbackaustralia.com) sono tra le più organizzate. Dal parco ad Alice Springs o altre città australiane conviene usare i treni, con le tratte interne di Qantas (qantas.com).  
Telefoni e connessioni. Rete cellulare e wi-fi sono diffusi ovunque nelle aree urbane, quasi assenti nei parchi naturali.  
Prese elettriche. È necessario un adattatore a tre forche.

**QUANDO ANDARE**  
Da marzo a ottobre  
Temperature ottimali ad aprile e maggio, a ottobre si assiste alla fioritura.

**QUANDO NON ANDARE**  
Da novembre a febbraio  
Il caldo dell'estate australiana è insopportabile, con scioglimento di ghiaccio e qualche pioggia.

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# BRAND AWARENESS & PR - IMPACT



**Total awareness.  
unprompted and prompted  
awareness. has increased  
significantly compared with  
the same period last year.**

**Up 5% across the Australian  
travelling population**

# Conversion

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# COOPERATIVE CAMPAIGNS




**IT'S ABOUT TIME YOU DO THE NT**

Flights to Alice Springs from

**\$269\*** One way Getaway fare, purchased on the internet

**BOOK NOW**

**Do the NT** 

Sale ends 11 Nov 2018 unless sold out prior. Subject to availability. Further conditions apply.

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# COOPERATIVE CAMPAIGNS



Results show the campaign rated significantly higher with consumers in these areas

- Piques interest
- Relevant holiday
- Value for money
- Want to go now
- Stands out

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# COOPERATIVE CAMPAIGNS



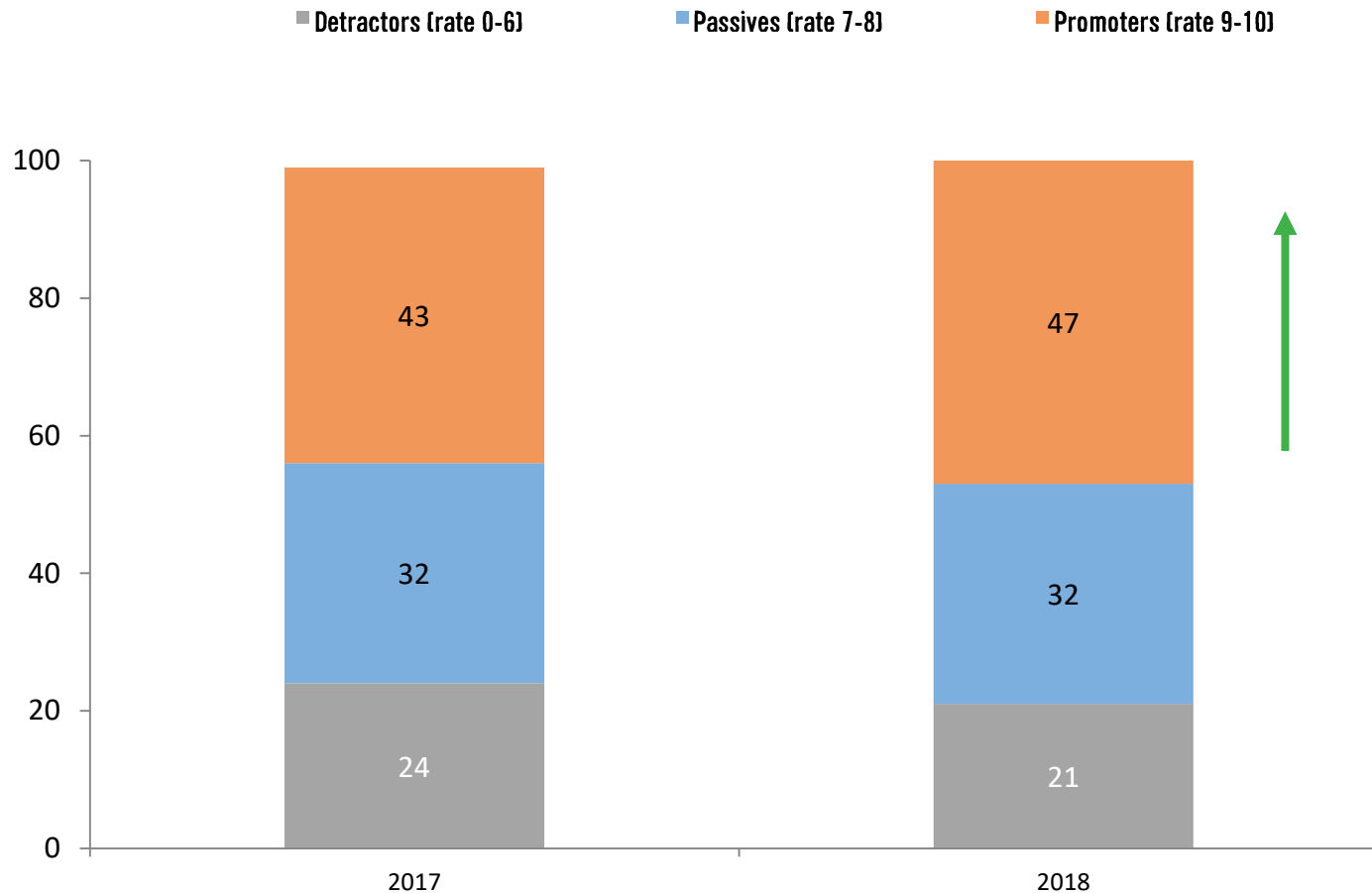
**77%** of all core marketing cooperative campaigns have exceeded the targets set

# Experience and Advocating

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# INFLUENCING



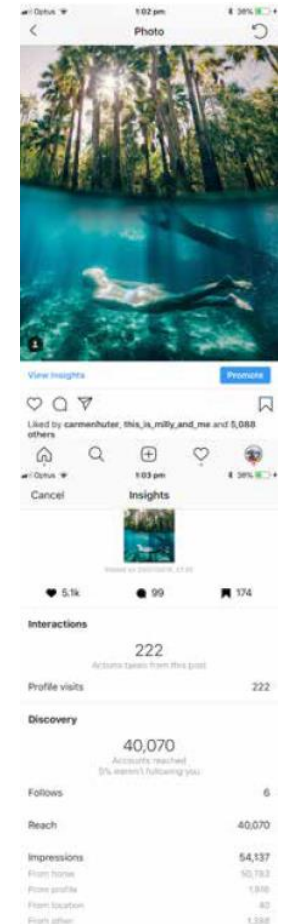
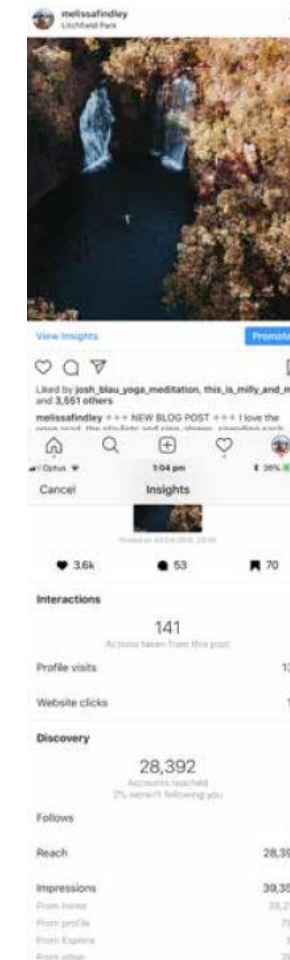
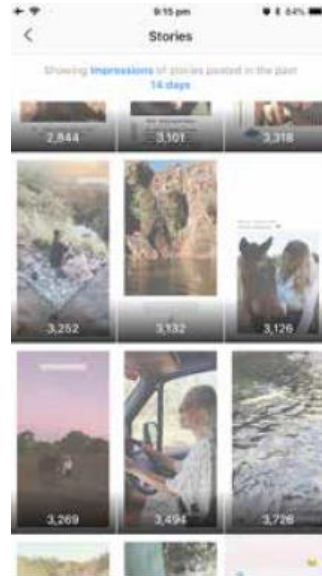
**Net Promoter Score shows the number of NT Promoters (NPS) has risen from 2017 to 2018.**



## INFLUENCING

## Melissa Findleu - NT ROAD TRIP 2018

|                             |                |
|-----------------------------|----------------|
| TOTAL IG FOLLOWERS          | 135.000        |
| TOTAL IMAGE POSTS           | 9              |
| TOTAL IMPRESSIONS           | 378.099        |
| TOTAL REACH                 | 270.767        |
| TOTAL POST ENGAGEMENTS      | 35.932         |
| TOTAL STORY POSTS           | 45             |
| TOTAL STORY IMPRESSIONS     | 178.647        |
| <u>TOTAL IG IMPRESSIONS</u> | <u>556.746</u> |



## Carmen Huter – NT ROAD TRIP 2018

|                         |         |
|-------------------------|---------|
| TOTAL IG FOLLOWERS      | 120.000 |
| TOTAL IMAGE POSTS       | 10      |
| TOTAL IMPRESSIONS       | 450.214 |
| TOTAL REACH             | 360.655 |
| TOTAL POST ENGAGEMENTS  | 52.482  |
| TOTAL STORY POSTS       | 50      |
| TOTAL STORY IMPRESSIONS | 210.089 |
| TOTAL IG IMPRESSIONS    | 660.303 |



Includina Bitter Sprinas post:

Featured on @Instagram. The official account has over 243 million followers

Received over 1.2 million likes and 5,000 comments.

# TURBOCHARGE ACTIVITIES



Darwin 27 March - Alice Springs 29 March 2019







# **TURBOCHARGING TOURISM**

# THE 2018 INVESTMENT TURBOCHARGING TOURISM \$103M



**INCREASE VISITATION THROUGH SMART MARKETING - \$26.57 MILLION BOOST**



**\$10.85<sub>M</sub>**

INCREASE COOPERATIVE SMART MARKETING WITH OUR AIRLINE PARTNERS



**\$3.8<sub>M</sub>**

SMART MARKETING TO DRIVE MORE SALES AND GET PEOPLE TO TRAVEL SOONER



**\$1.6<sub>M</sub>**

PROMOTE THE NT AND ENCOURAGE PEOPLE TO LIVE AND VISIT



**\$2.35<sub>M</sub>**

PROMOTE THE NT INCLUDING NATURAL ENCOUNTERS, FOOD EXPERIENCES AND ADVENTURES



**\$1.9<sub>M</sub>**

PROMOTE THE NT AS THE PILGRIMAGE DESTINATION FOR AUSTRALIAN MILITARY HISTORY



**\$1.63<sub>M</sub>**

PROMOTE AND DEVELOP NT'S RICH ARTS AND CULTURAL ATTRACTIONS AND EXPERIENCES



**\$2.33<sub>M</sub>**

INCREASE NATIONAL AND INTERNATIONAL BUSINESS EVENTS



**\$2.12<sub>M</sub>**

PROMOTE FESTIVALS AND EVENTS TO CREATE IMMEDIACY AND URGENCY IN TRAVEL BOOKINGS



**ENHANCING TOURISM INFRASTRUCTURE (\$56.24 MILLION) DEVELOPING EXPERIENCES (\$20.78 MILLION)**



**\$12.1<sub>M</sub>**

DEVELOP ADVENTURE OPPORTUNITIES IN LITCHFIELD NATIONAL PARK



**\$9.9<sub>M</sub>**

CONSTRUCT A VISITOR AND EVENT CENTRE AT GEORGE BROWN DARWIN BOTANIC GARDENS



**\$5.5<sub>M</sub>**

WORK WITH JAWOYN TRADITIONAL OWNERS ON OPPORTUNITIES



**\$5.5<sub>M</sub>**

REVITALISE AND IMPROVE THE VISITOR EXPERIENCE IN TENNANT CREEK



**\$12<sub>M</sub>**

REINFORCE THE RED CENTRE AS THE GLOBAL MOUNTAIN-BIKING DESTINATION



**\$3<sub>M</sub>**

ESTABLISH THE HERMANNSBURG HISTORICAL PRECINCT AS A MUST-SEE AND DO EXPERIENCE



**\$2.5<sub>M</sub>**

EXPAND PARROTJIMA - A FESTIVAL IN LIGHT IN CENTRAL AUSTRALIA



**\$5.7<sub>M</sub>**

WORK WITH STAKEHOLDERS TO DEVELOP VISITOR ATTRACTIONS WITHIN OUR PARKS



**\$12.1<sub>M</sub>**

ENHANCE EXISTING AND DEVELOP NEW FESTIVALS AND EVENTS



**\$3<sub>M</sub>**

ESTABLISH AN INDUSTRY DEVELOPMENT FUND TO SUPPORT IMPROVED VISITOR EXPERIENCES



**\$4.5<sub>M</sub>**

MAINTAIN THE PARK PRODUCT AND VISITOR AMENITY TO ENSURE A POSITIVE VISITOR EXPERIENCE



**\$1.16<sub>M</sub>**

GRANTS TO IMPROVE VISITOR EXPERIENCE AND SAFETY AT SUPERCARS AND RED CENTRE EVENTS



**INDUSTRY DEVELOPMENT**



FAST-TRACK TOURISM MARKETING



CO-DEVELOP, WITH INDUSTRY, A TOURISM INDUSTRY DEVELOPMENT STRATEGY - NT TOURISM 2030 - THAT OUTLINES GOVERNMENT AND INDUSTRY RESPONSIBILITIES AND ACTIONS OVER THE NEXT TEN YEARS

# THE 2018 INVESTMENT TURBOCHARGING TOURISM \$103M



**INCREASE VISITATION THROUGH SMART  
MARKETING - \$26.57 MILLION BOOST**



**\$10.85<sub>M</sub>**

INCREASE COOPERATIVE  
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PROMOTE FESTIVALS AND  
EVENTS TO CREATE IMMEDIACY  
AND URGENCY IN TRAVEL  
BOOKINGS

Darwin 27 March - Alice Springs 29 March 2019





# OPPORTUNITY TO INCREASE HOLIDAY VISITATION



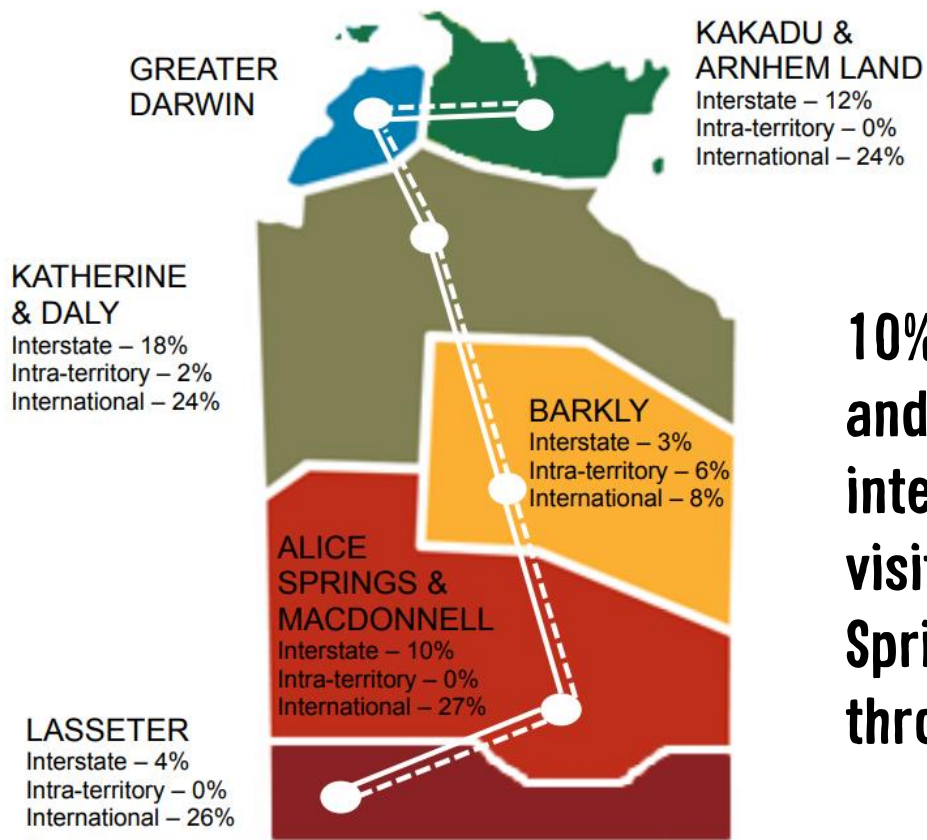
A drop in fly-in fly-out workers will potentially lead to more plane seats and opportunity to work with airlines over increasing the Leisure, VFR and business consumer



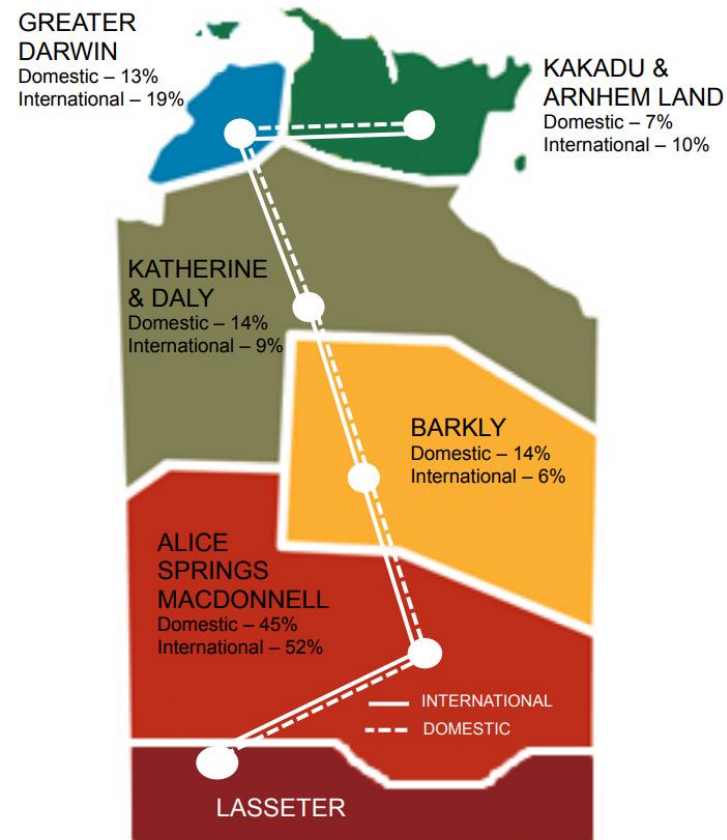
Approximately 1,000 extra rooms will become vacant again increasing the opportunity to work with booking distributors around packaging increasing the Leisure, VFR and business consumer



# MESSAGING – ACCESS HUBS



**10% of domestic  
and 27% of  
international  
visitors to Alice  
Springs come  
through Darwin**



**45% of domestic  
and 52% of  
international Alice  
Springs visitors  
come through  
Yulara**

# INCREASE VISITATION THROUGH SMART MARKETING

 **\$10.85M** TOWARDS COOPERATIVE MARKETING WITH KEY DOMESTIC AND INTERNATIONAL AIRLINES

**Delivered over 35**  
**more airline cooperative**  
**campaigns over 18/19**



Social - KOL Campaign - Hong Kong  
Media event - Beijing, Guangzhou, Shanghai  
DZ - Comfort Tourism Group Campaign - phase 1  
Joint Campaign with Kuoni  
DZ Gongbei China Travel Co-op  
DZ Xinhua Travel Co-op  
DZ Swallow Holidays Co-op  
Dundee TripAdvisor Extension USA  
Outback Payback USA  
Fly Free to the Outback USA  
Tasman Expedia with Tourism Australia USA  
GOWAY Campaign USA/CA  
Always On Digital + Dundee up weight USA  
TripAdvisor Backpacker Campaign  
TripAdvisor Singapore Campaign  
Virgin Coop Campaign

Webjet Coop  
Adventure NT Sales Mission in Singapore  
Co-operative campaigns with Kuoni  
Corroboree Asia - 1 x Top End and 1 x Red Centre  
India Travel Mission  
Luxe Trade Famil  
Travel Trade Campaign - learn about the NT  
Travel trade training NT destination seminar  
Donghai Airlines aviation co-op campaign  
SQ Aviation co-op campaign  
SQ/MI aviation co-op campaign (print & digital)  
Tourism Australia's Airline Marketplace - India  
Virgin Hong Kong Red Centre Famil  
Tourism Australia's Airline Marketplace - Malaysia  
Tourism Australia's Airline Marketplace - Singapore  
Cooperative marketing campaign with Visit Victoria, Trailfinders and Qantas Airways

# INCREASE VISITATION THROUGH SMART MARKETING



\$3.8M

TOWARDS COOPERATIVE MARKETING PACKAGES THAT WILL DRIVE SALES AND GET PEOPLE HERE SOONER

**NT Now**  
CRACKING GOOD HOLIDAY DEALS TO THE NT

**CUT LOOSE IN DARWIN**

AND WE'LL CUT 38% OFF!

**\$758** FOR 2 PEOPLE  
WORTH AT \$1206

4 DAYS  
BOOK NOW  
14 DEC 2018

BOOK ONLINE NOW or call 1800 054 897

**ntnow.com.au**

**BY GORGE, THAT'S IT!**  
**\$430 OFF**  
DARWIN, NITMILUK GORGE & LITCHFIELD NATIONAL PARK

**BOOK NOW** **NT Now**

**NT Now**  
CRACKING GOOD HOLIDAY DEALS TO THE NT

**SAVE OVER \$480 OFF ALICE SPRINGS**  
Get in before the balloon goes up

**\$1758** FOR 2 PEOPLE  
WORTH AT \$2242

4 DAYS  
BOOK NOW  
14 DEC 2018

BOOK ONLINE NOW or call 1800 054 897

**ntnow.com.au**



## Cooperative marketing campaigns

NT Now  
Jetstar MasterChef  
Jetstar Bachelorette  
Trip Advisor Domestic Onaoia  
World Expeditions Coop  
Backpacker Hidden Summer Partu  
Hotels.com  
Expedia Australia  
Wotif Australia  
Flight Centre

Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING



\$3.8M

TOWARDS COOPERATIVE MARKETING PACKAGES THAT WILL DRIVE SALES AND GET PEOPLE HERE SOONER

AUSTRALIAN  
**TRAVELLER**  
HONESTLY AUSTRALIAN

AUSTRALIAN  
**TRAVELLER**



We heard you're keen to travel to  
the NT in 2019...

Over the last couple of months we've noticed you've clicked on a Northern Territory deal on  
either our website or in one of our email newsletters.  
We'd love to know if you book & come this further down the line if you haven't we've got some  
cracking fresh offers!



Have you already booked your  
Northern Territory escape?



I've already booked!  
Show me the perfect landscape and travel  
guides for the Top End and Red Centre.

Not yet...  
I'm waiting on that incredible travel deal.  
Show me what you've got!

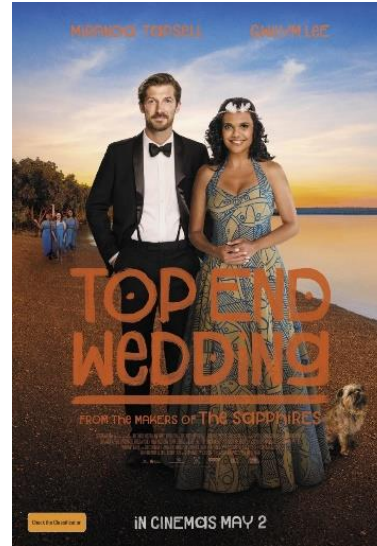
Choose an option above and let us help you plan a  
getaway to remember!

## AUSTRALIAN TRAVELLER

Understand **what content**, in **what format**, delivered at **what time** in consumer journey will motivate consumers to move closer to booking a holiday

Identify travellers who are **close** to booking an NT holiday. SMART marketing approach will **retarget** with holiday packages over a 12 month period until October 2019.

## 17,243 LEADS TO OPERATORS



## TOP END WEDDING

- Win a Wedding Competition launched 11<sup>th</sup> Feb in-studio on **TODAY** Show.
- **TODAY** Show weather crosses in Darwin and Kakadu on 19<sup>th</sup> and 20<sup>th</sup> Feb
- Winning couple to get married LIVE on TODAY Show 6<sup>th</sup> Mar



Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING



\$3.8M

TOWARDS COOPERATIVE MARKETING PACKAGES THAT WILL DRIVE SALES AND GET PEOPLE HERE SOONER

## Top End Wedding Location Scouts



## LOCATION SCOUTS

- 6 stand alone web episodes
- Launch 5<sup>th</sup> March
- **Nine Network** and across digital media buu targetina females. and 18-30's

Darwin 27 March - Alice Springs 29 March 2019



# INCREASE VISITATION THROUGH SMART MARKETING



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TOWARDS COOPERATIVE MARKETING PACKAGES THAT WILL DRIVE SALES AND GET PEOPLE HERE SOONER



Darwin 27 March - Alice Springs 29 March 2019



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Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING

 **\$2.35M** TO PROMOTE OUR UNIQUE ATTRIBUTES INCLUDING NATURAL ENCOUNTERS

## ADVENTURE

**Hiking** — Kakadu. Jatbula. Larapinta



**Bondi Rescue** special episode, which is a destination-driven spin-off of the Bondi Rescue series. featured **adventure tourism activities** in and around Alice Springs including **mountain biking, hiking and unique running events.**

Darwin 27 March - Alice Springs 29 March 2019



# INCREASE VISITATION THROUGH SMART MARKETING

 **\$2.35M** TO PROMOTE OUR UNIQUE ATTRIBUTES INCLUDING NATURAL ENCOUNTERS



## MTB campaign started 1<sup>st</sup> March



Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING

 **\$2.35M** TO PROMOTE OUR UNIQUE ATTRIBUTES INCLUDING NATURAL ENCOUNTERS

## FOOD & BEVERAGE EXPERIENCES

**The New York Times**

### From Peppers to Pork Pies, the Most Interesting Food Festivals of the Year

Events include a chocolate festival in Italy, a pepper celebration in France and a chef showcase in the Caribbean.

Australia has no shortage of food festivals, but the second annual [Taste of Kakadu](#) (May 18 to 27), in Kakadu National Park in the Northern Territory, may be the most adventurous. Festivalgoers can discover the bush cuisine that the aboriginal people have eaten for more than 65,000 years — there's emu, chorizo, barramundi, magpie goose and more. The scheduled group bush walks are the ideal antidote to all the eating.

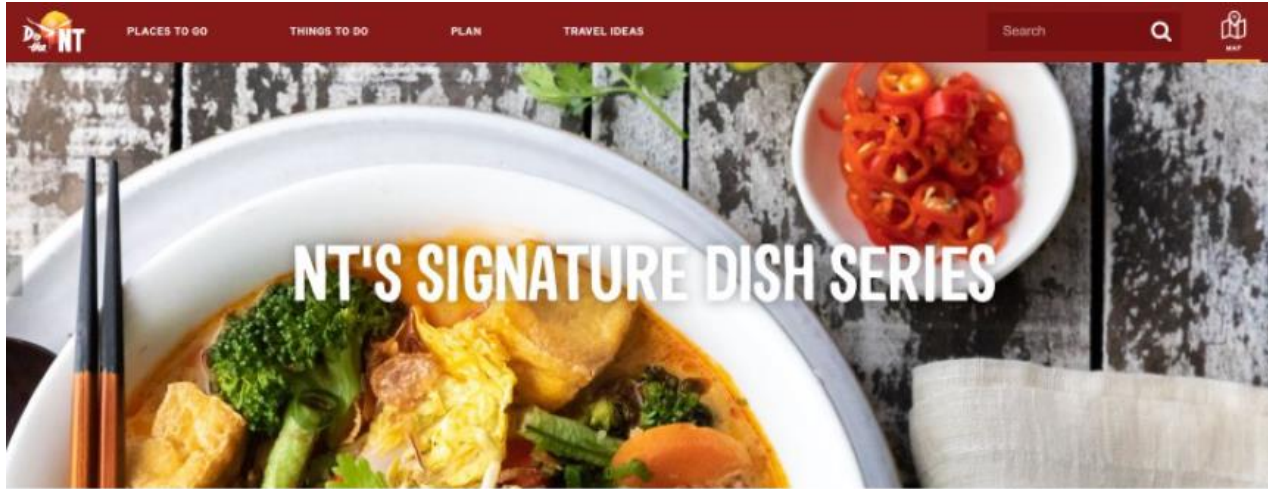
Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING

 **\$2.35M** TO PROMOTE OUR UNIQUE ATTRIBUTES INCLUDING NATURAL ENCOUNTERS



Who doesn't love eating their way through a holiday? We've got the most drool-worthy food trail for a ravenous Territory traveller.

For the first time, Hospitality NT partnered with Tourism NT to launch a 'Signature Dish Series' – a Territory wide promotion of great dishes in our venues that showcase local produce and talent.

An army of anonymous judges have quietly been dining out enjoying some of the best venues across the Territory to bring you the Top 20 Signature Dishes from around the NT.

So get ready to eat your way to happiness! Here they are...

Dish: Pan seared Humpy Doo Barramundi  
Venue: [Fork and Dagger Bar & Grill](#)



Fork and Dagger Bar & Grill



Signature Dish



Tails - Lacosters



Signature Dish

Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING

 **\$1.63M** TO DEVELOP AND PROMOTE OUR ARTS AND CULTURAL ATTRACTIONS AND EXPERIENCES

## TERRITORY ARTS TRAIL

A new Tourism campaign was launched in February 2019 to position the Territory as the premier global destination for Australian Aboriginal art and culture.

The NT will be promoted as 'The world's biggest art gallery' targeting a niche audience of 684,000 people aged between 35-49.

Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING

 **\$1.63M** TO DEVELOP AND PROMOTE OUR ARTS AND CULTURAL ATTRACTIONS AND EXPERIENCES

The world's biggest  
art gallery isn't in NYC.  
It's the NT.



**THE TERRITORY ARTS TRAIL**  
Field of Lights, Uluru  
[territoryartstrail.com.au](http://territoryartstrail.com.au)




A 1.2 million square  
kilometre canvas where  
art comes to life.




**THE TERRITORY ARTS TRAIL**  
Tjanpi Desert Weavers, Central Australia  
[territoryartstrail.com.au](http://territoryartstrail.com.au)



In the world's  
biggest art gallery,  
history is made daily.



**THE TERRITORY ARTS TRAIL**  
Darwin Festival  
[territoryartstrail.com.au](http://territoryartstrail.com.au)



Discover  
living  
art and  
culture



The  
Territory  
Arts Trail



**EXPLORE  
NOW**

Darwin 27 March - Alice Springs 29 March 2019



# INCREASE VISITATION THROUGH SMART MARKETING



**\$1.9M**

TO MAKE DARWIN AND THE NT THE PILGRIMAGE DESTINATION FOR AUSTRALIAN MILITARY HISTORY

## HEATHER D BROWN AUSTRALIAN CROCODILE PRODUCTS

“It is an amazing programme and stretching over 9 weeks in our shoulder season is wonderful. Not to mention capitalising on market demand for Military Tourism, which was the feedback from tourism operators as of three years ago or so.”



9-week long major military event  
series 2019

**15 000** visitor target

**3300** interstate visitors

**\$4M** estimated visitor  
spend for year one

Darwin 27 March - Alice Springs 29 March 2019





# INCREASE VISITATION THROUGH SMART MARKETING

 **\$1.6M** TO BOOST OUR DOMESTIC AND GLOBAL APPEAL THROUGH DESTINATION MARKETING

## THE TERRITORY BOUNDLESS POSSIBLE

ALIGNMENT  
&  
REVIEW



Darwin 27 March - Alice Springs 29 March 2019



# INCREASE VISITATION THROUGH SMART MARKETING



**\$1.6M**

TO BOOST OUR DOMESTIC AND GLOBAL APPEAL THROUGH DESTINATION MARKETING

## Emotional Connection

Simple, clear, unique and compelling emotional connection with the destination

## Travel trigger

Bringing the emotional connection into a time sensitive rational reason to book travel

**Positioning that in the minds of the consumer creates:**



## Delivery on the promise

Alignment from communication to what is experienced

## Advocacy

Active recommendation that reinforces the emotional connection and continues the cycle

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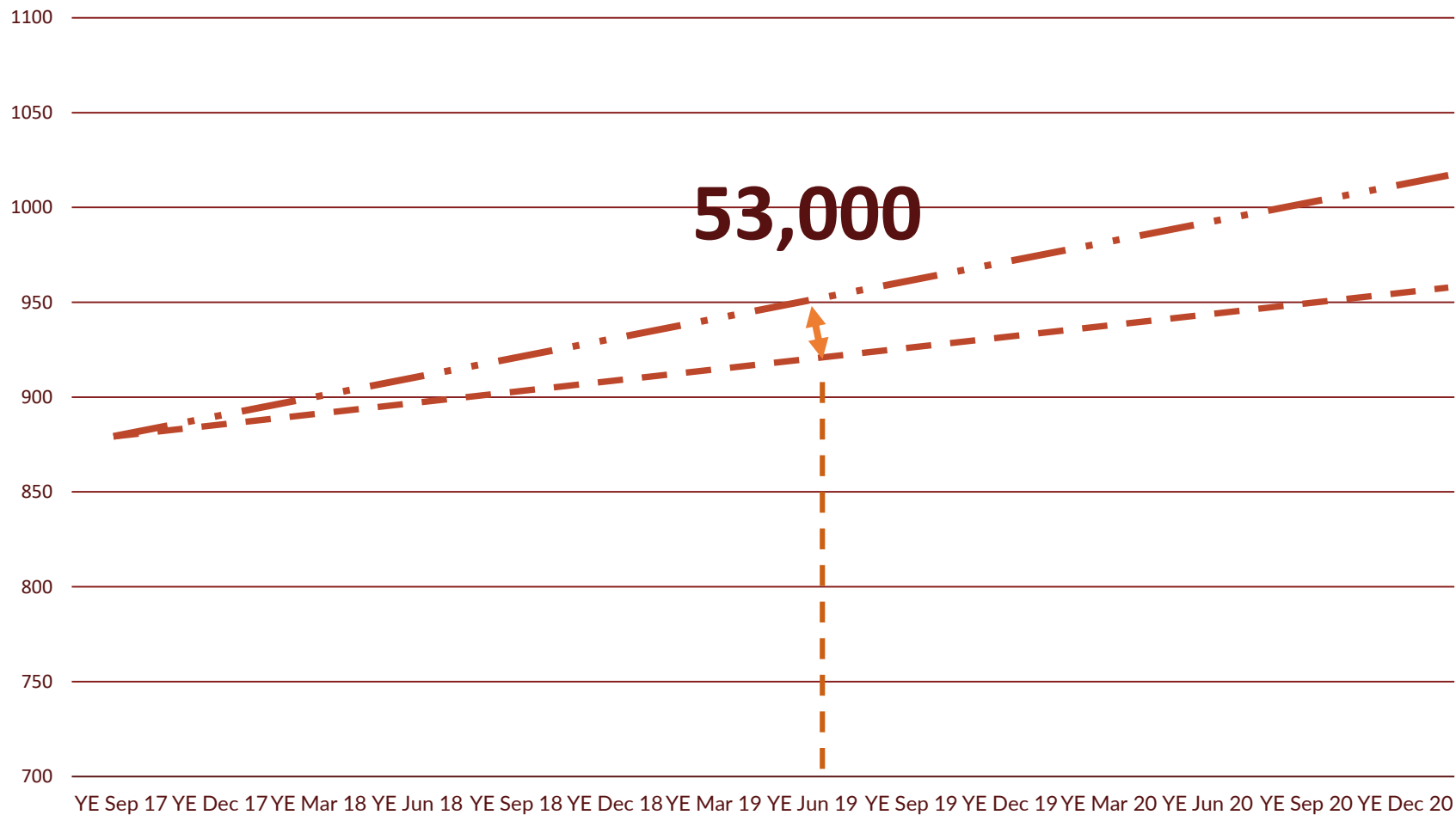


**\$2.12<sub>M</sub>**

PROMOTE FESTIVALS AND  
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AND URGENCY IN TRAVEL  
BOOKINGS

## SO WHAT ARE THE RESULTS ?

# TURBOCHARGE COOPERATIVE CAMPAIGNS



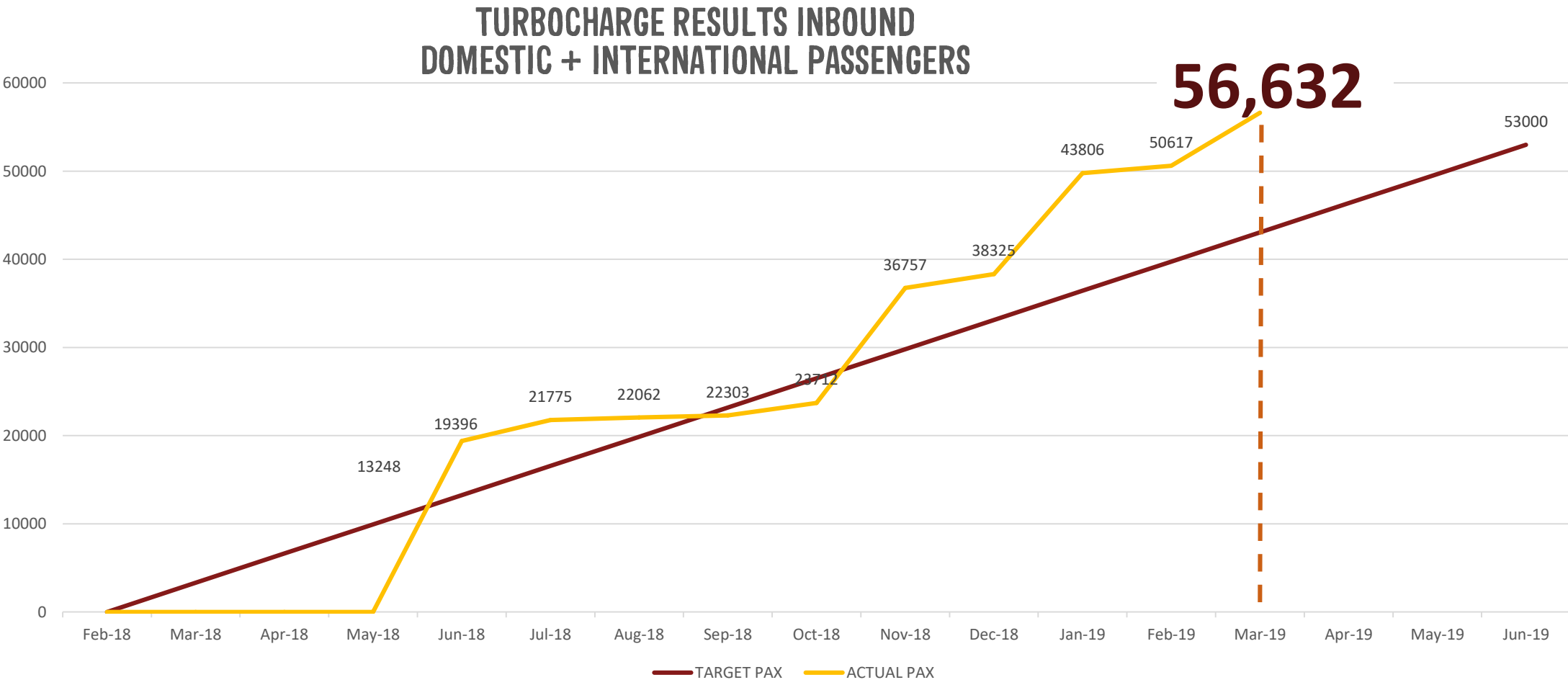
6% increase  
in holiday  
visitors by  
June 30  
2019

Darwin 27 March - Alice Springs 29 March 2019





# TURBOCHARGE COOPERATIVE CAMPAIGNS



Darwin 27 March - Alice Springs 29 March 2019



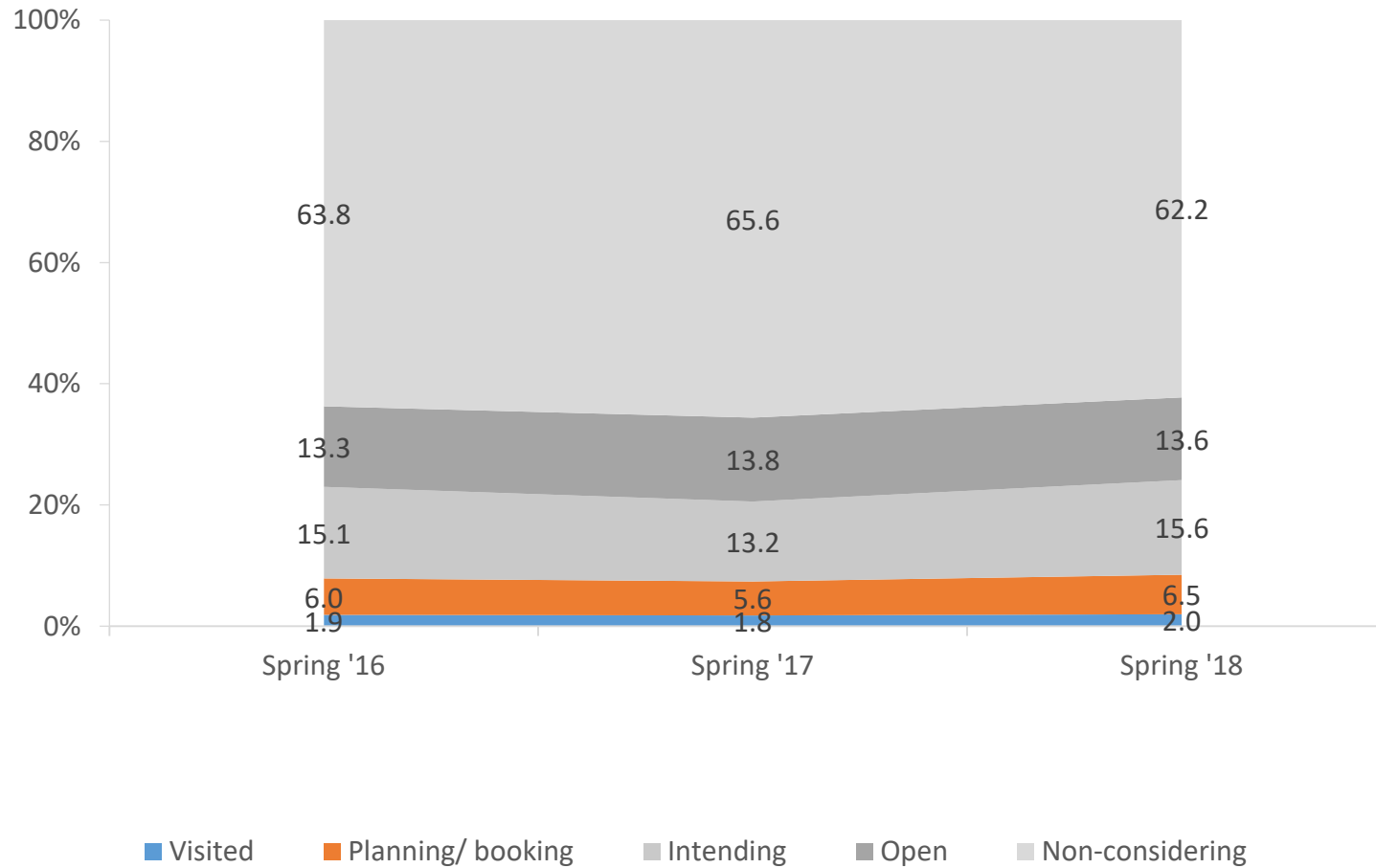
# MEDIA RESULTS & CONSUMER INSIGHTS



Darwin 27 March - Alice Springs 29 March 2019



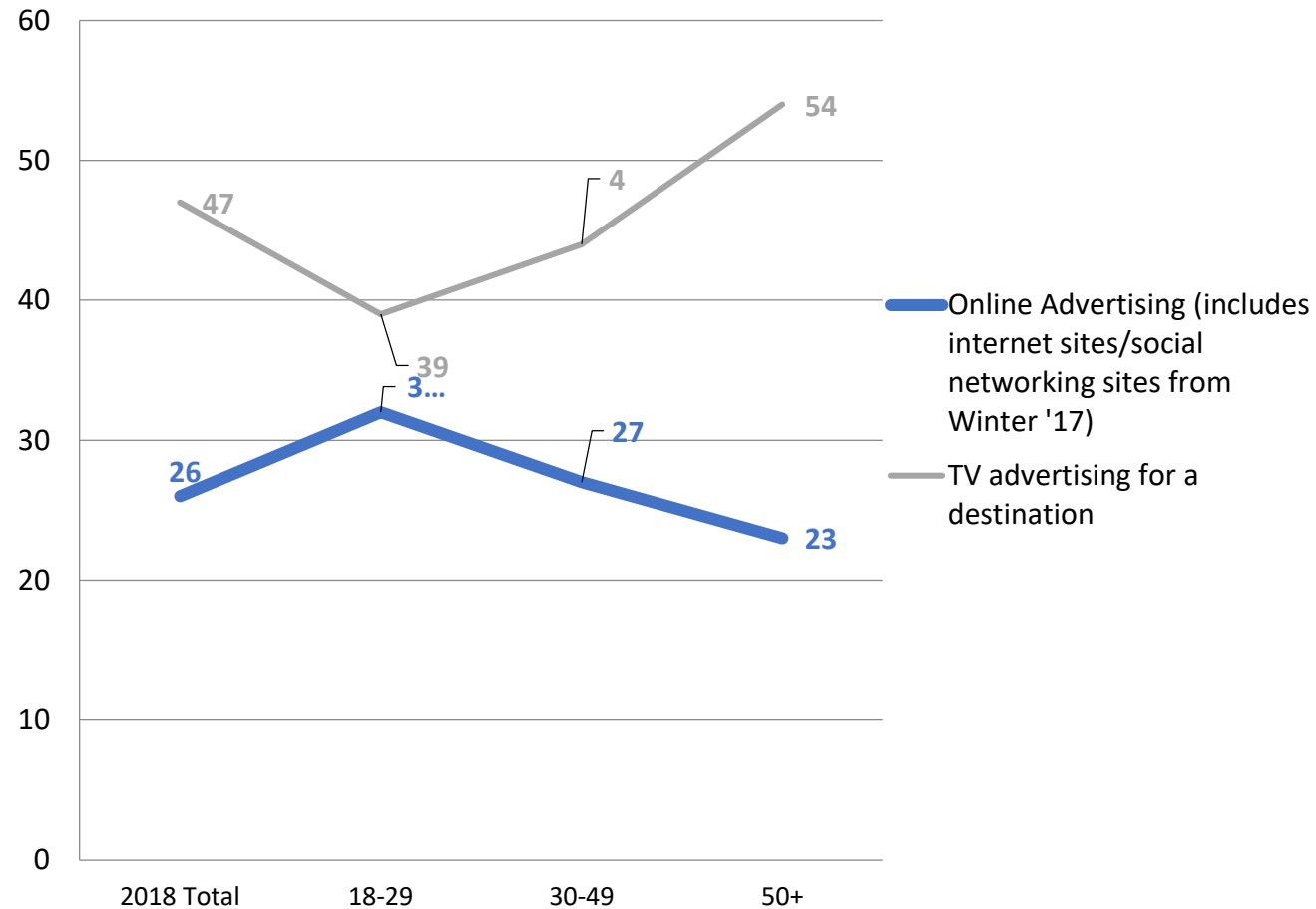
# AUSTRALIAN CONSUMERS



**More consumers are  
intending, planning and  
booking on coming to  
the NT**



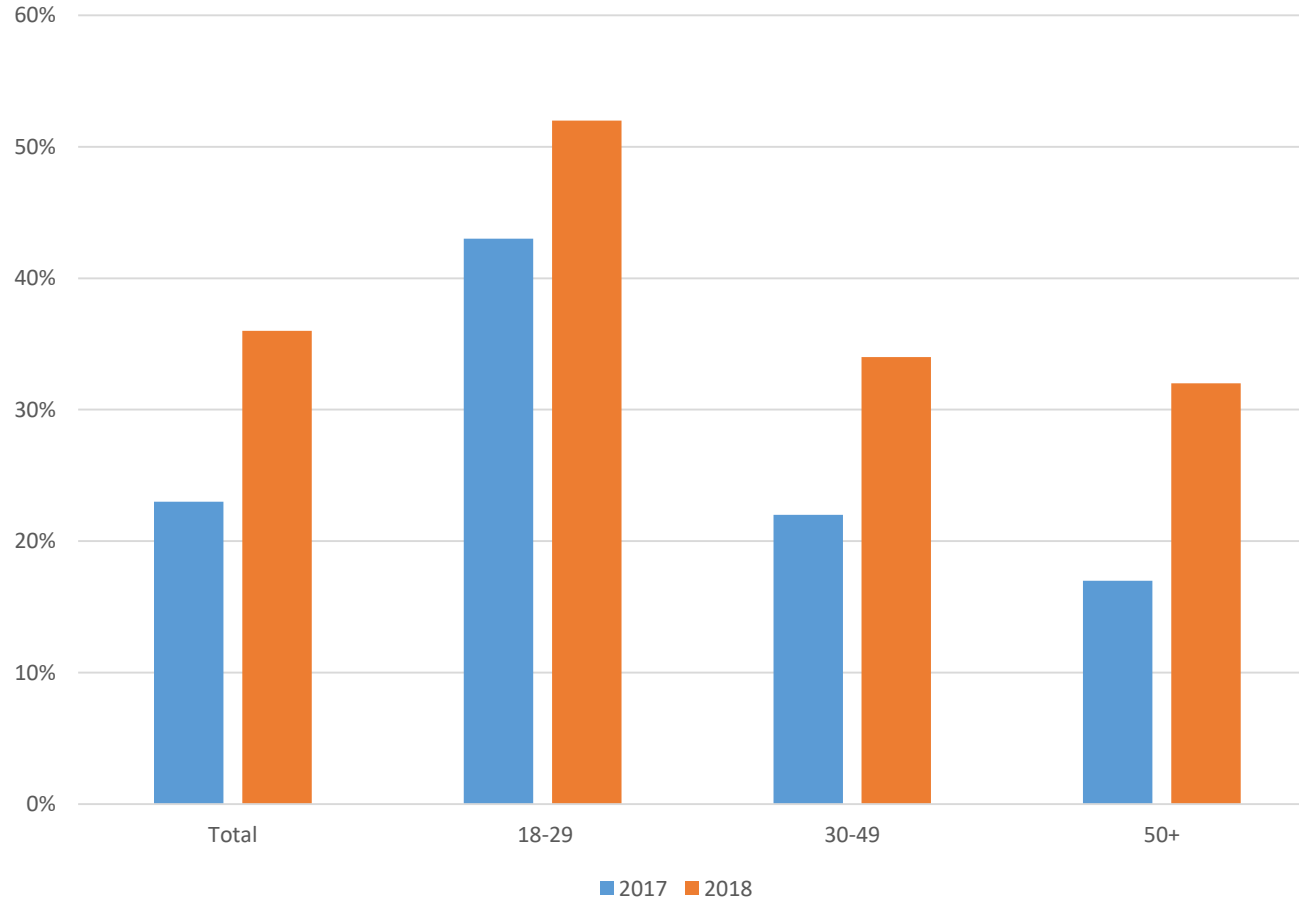
# AUSTRALIAN CONSUMERS



**The combination of TV and digital is the best formula to ensure all consumers are impacted through the campaign media**

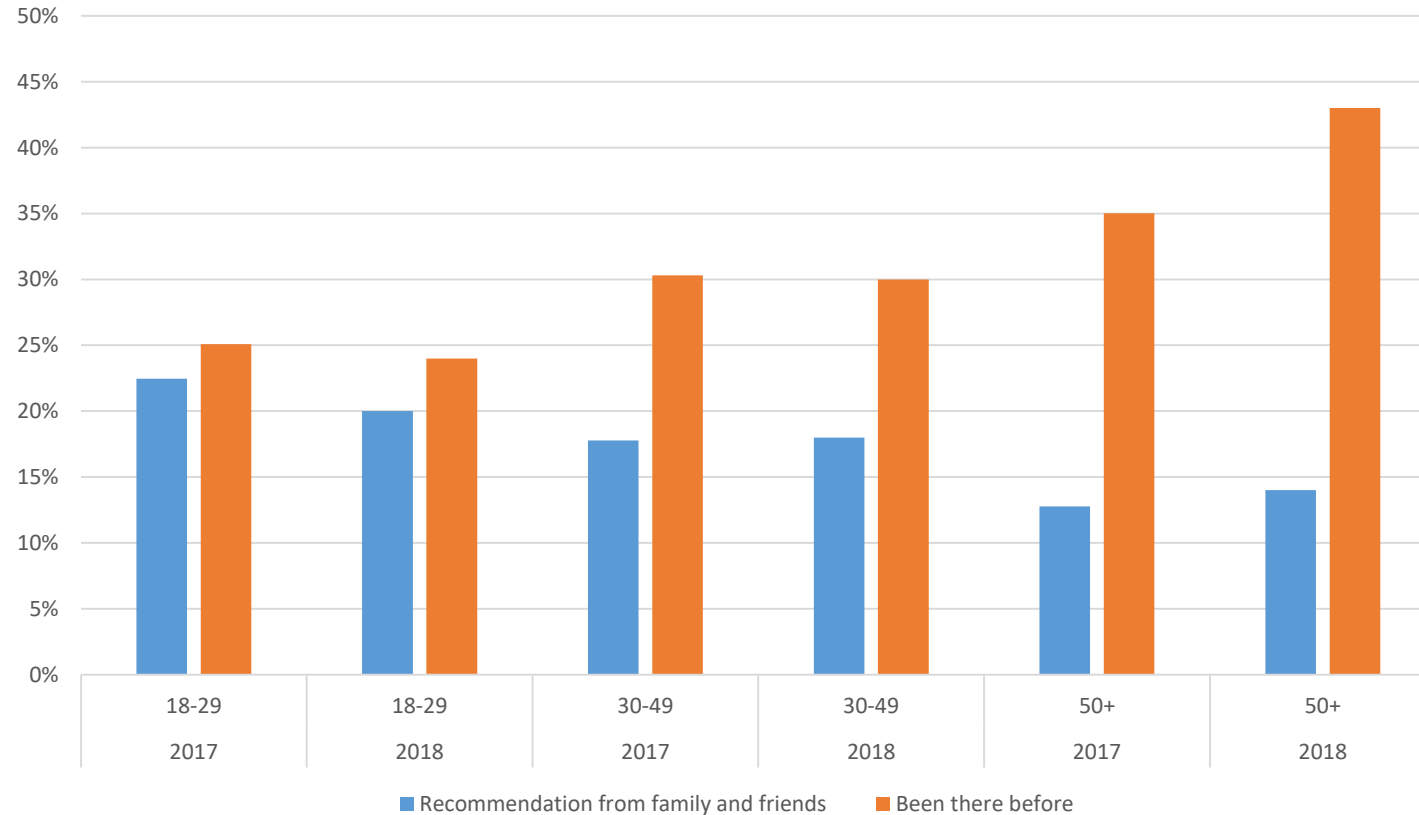
# AUSTRALIAN CONSUMERS

## Prompted Awareness



**The combination of TV and digital is being seen by more 18-29ers but there is growth across all demographics**

# AUSTRALIAN CONSUMERS



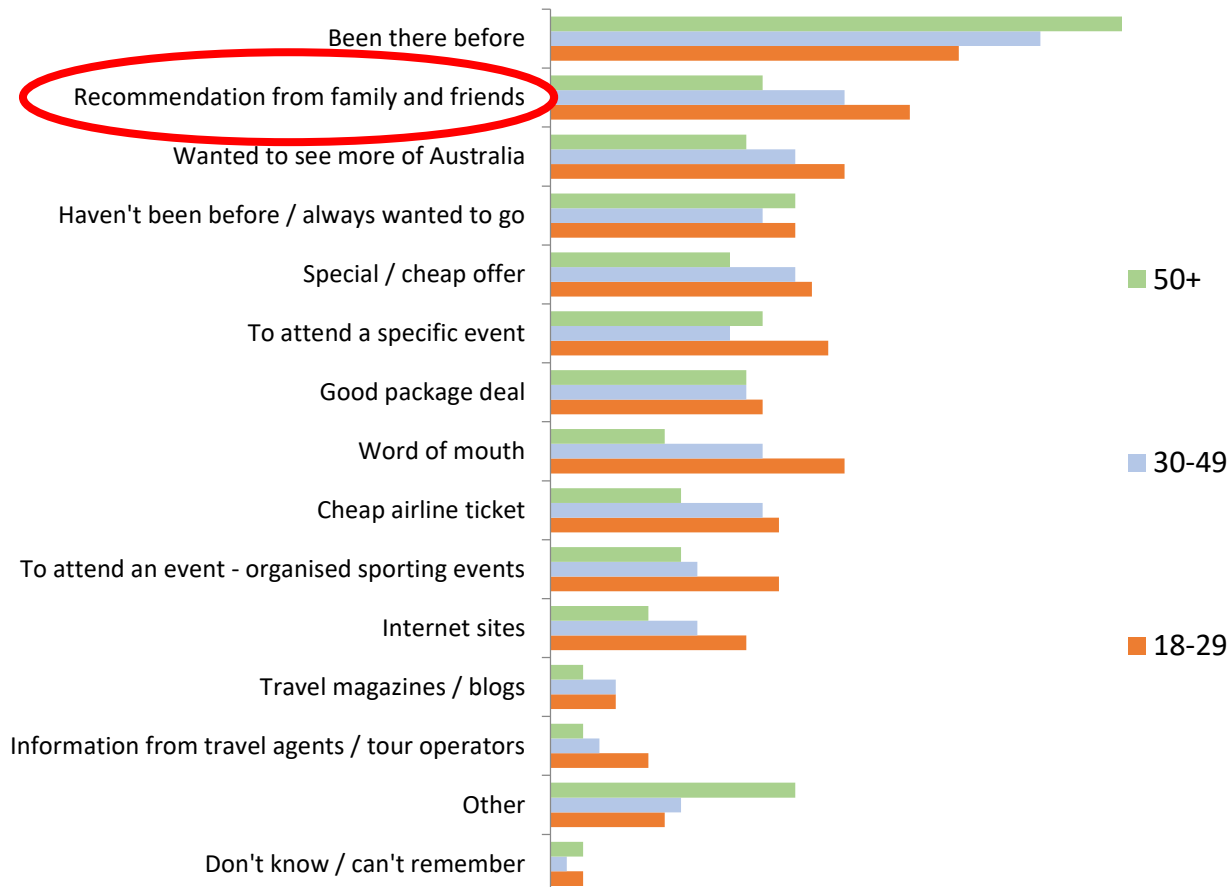
**The motivation for older travelers to visit places they have been before is diminishing**

**This will result in them being more open to new places**



# AUSTRALIAN CONSUMERS

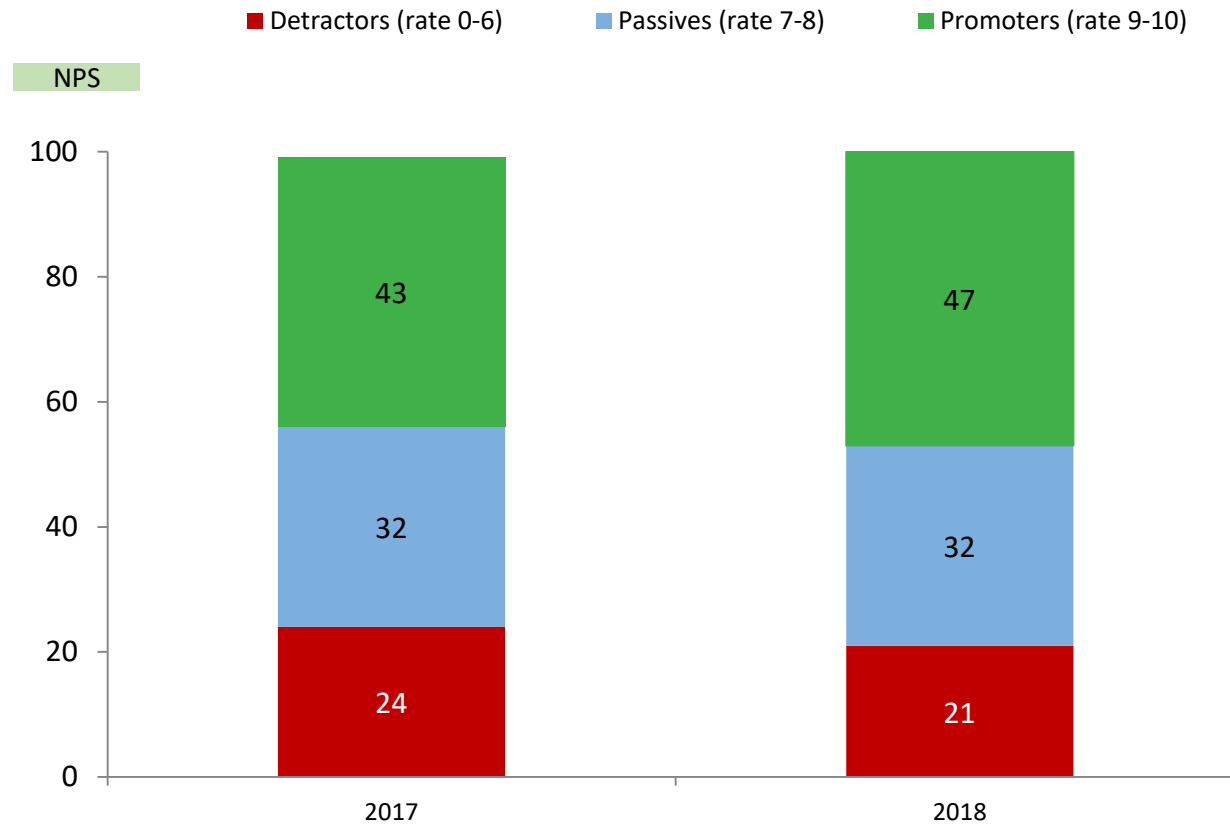
## Main inspiration for choosing most recent destination



**Recommendation from family and friends has moved from the 3<sup>rd</sup> motivating factor to the 2<sup>nd</sup>**

**Especially amongst 18-29ur olds**

# AUSTRALIAN CONSUMERS

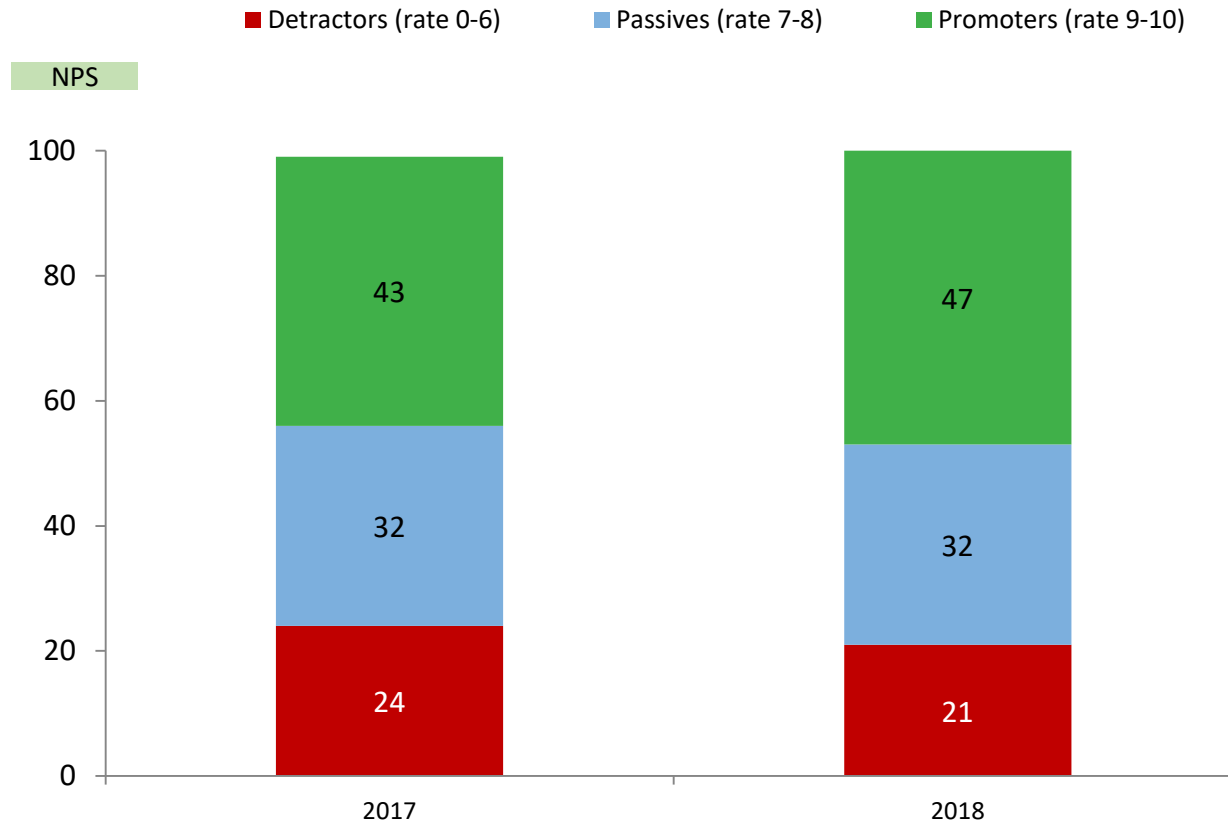


**Base:** NT visitors, n=150. Includes visitor booster sample. Unweighted data used.

**Source:** C14. How likely are you to recommend the NT as a place to holiday?

| Millennials |      |      |      |   |
|-------------|------|------|------|---|
|             | 2016 | 2017 | 2018 |   |
| Promoter    | 27   | 24   | 21   | ↓ |
| Passive     | 45   | 46   | 40   | ↓ |
| Detractor   | 28   | 31   | 38   | ↑ |
| NPS         | -1   | -7   | -17  | ↓ |
| n=          | 60   | 68   | 42   |   |
| Families    |      |      |      |   |
|             | 2016 | 2017 | 2018 |   |
| Promoter    | 50   | 54   | 56   | ↑ |
| Passive     | 33   | 14   | 28   | ↑ |
| Detractor   | 17   | 32   | 17   | ↓ |
| NPS         | 33   | 22   | 39   |   |
| n=          | 48   | 28   | 54   |   |
| Over 50's   |      |      |      |   |
|             | 2016 | 2017 | 2018 |   |
| Promoter    | 59   | 61   | 59   | ↓ |
| Passive     | 30   | 26   | 30   | ↑ |
| Detractor   | 11   | 13   | 11   | ↓ |
| NPS         | 48   | 48   | 48   |   |
| n=          | 46   | 61   | 54   |   |

# AUSTRALIAN CONSUMERS



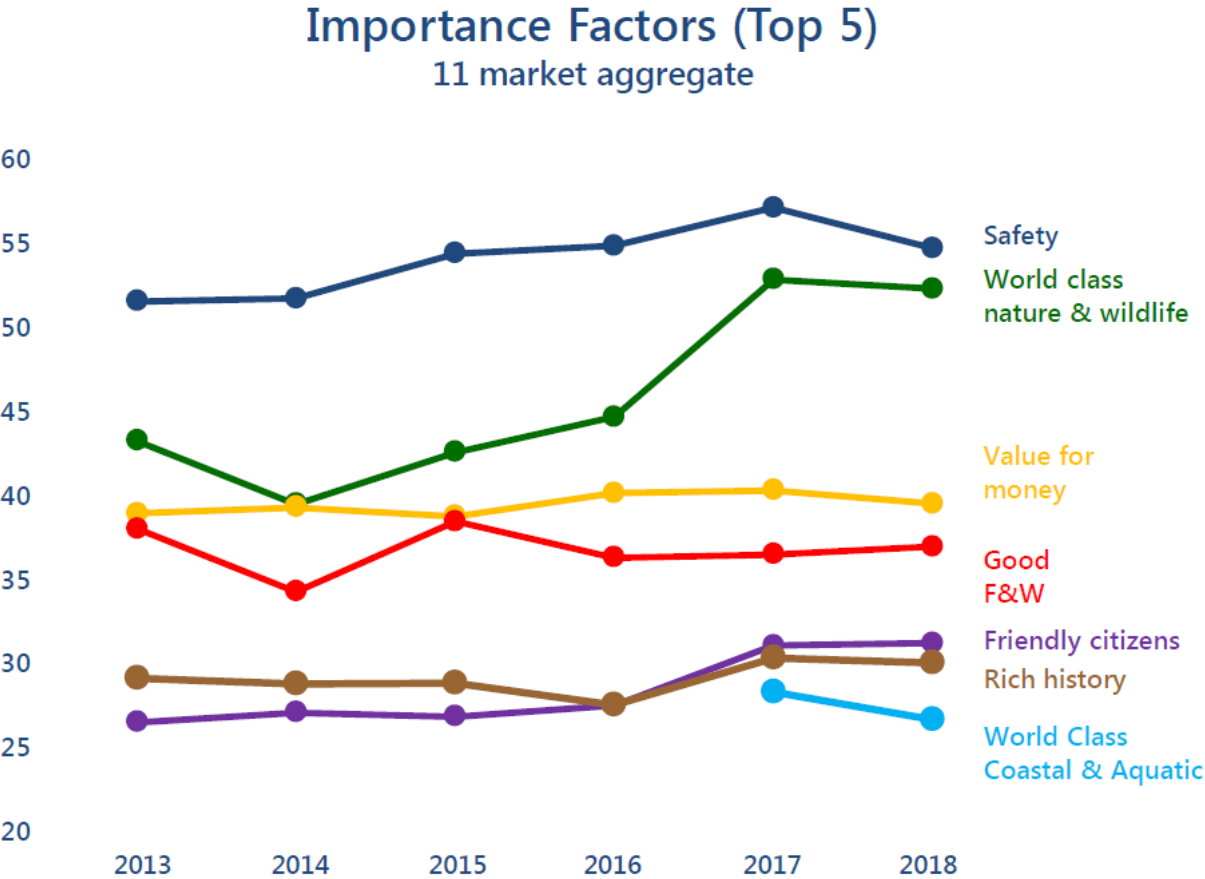
**Base:** NT visitors, n=150. Includes visitor booster sample. Unweighted data used.

**Source:** C14. How likely are you to recommend the NT as a place to holiday?

Although the overall Net promoter Score indicates less people are detracting others from coming to the NT this has mainly stemmed from the 30-49 family. our smallest demographic market in terms of visitation.

18-29 market has seen a constant decline resulting in younger consumers increasingly detracting others from travelling.

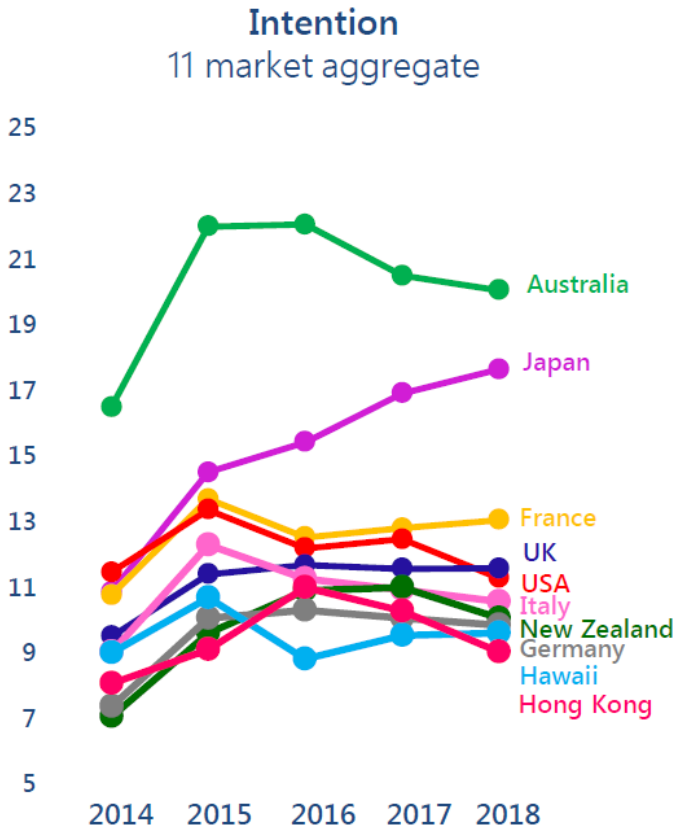
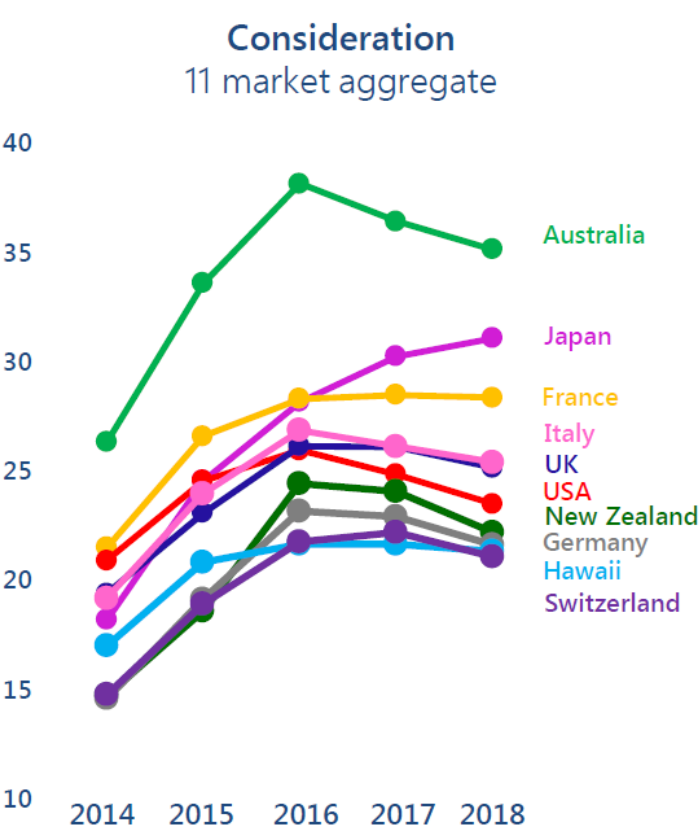
# INTERNATIONAL CONSUMERS



Safetu is still the number 1 important factor in regards to international travel but world class nature and wildlife still consistently at the top



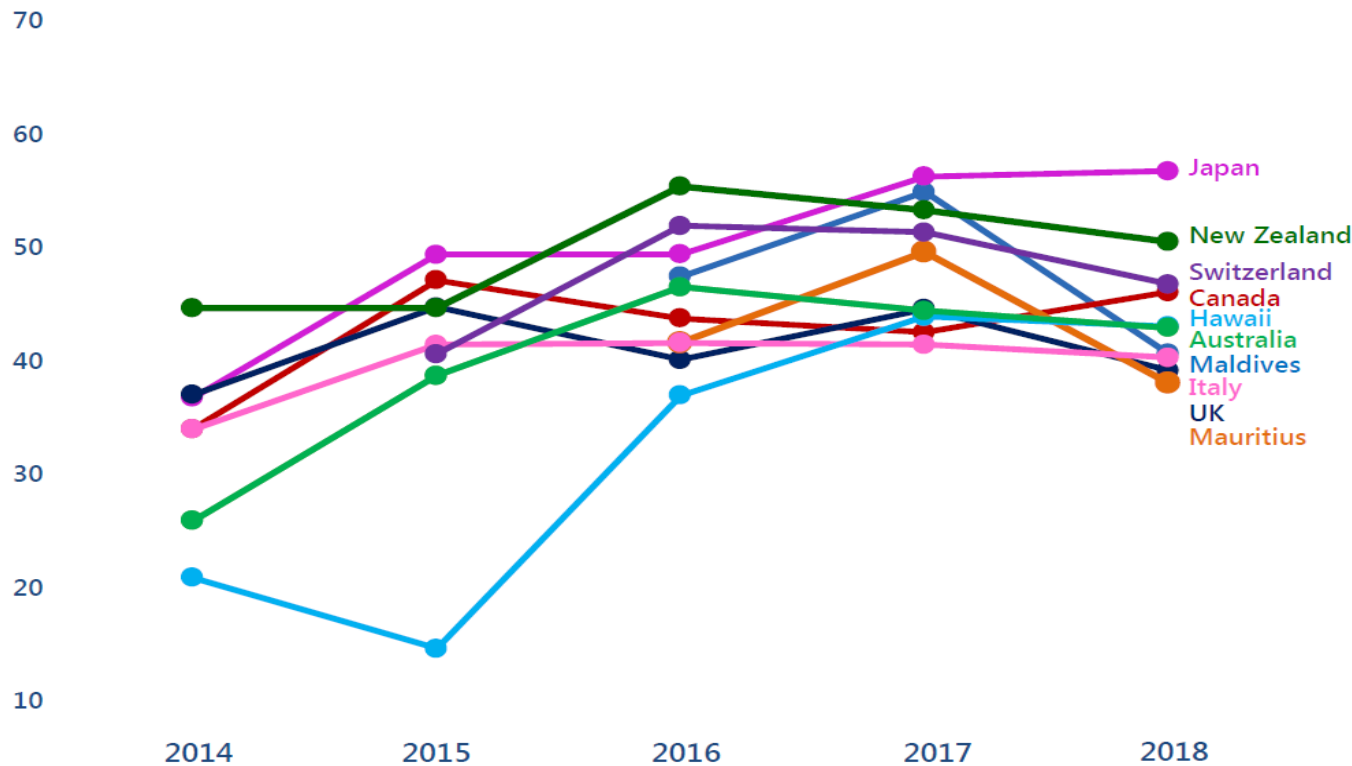
# INTERNATIONAL CONSUMERS



Australia is declining in both consideration and intention to travel with Japan fast moving up the lists

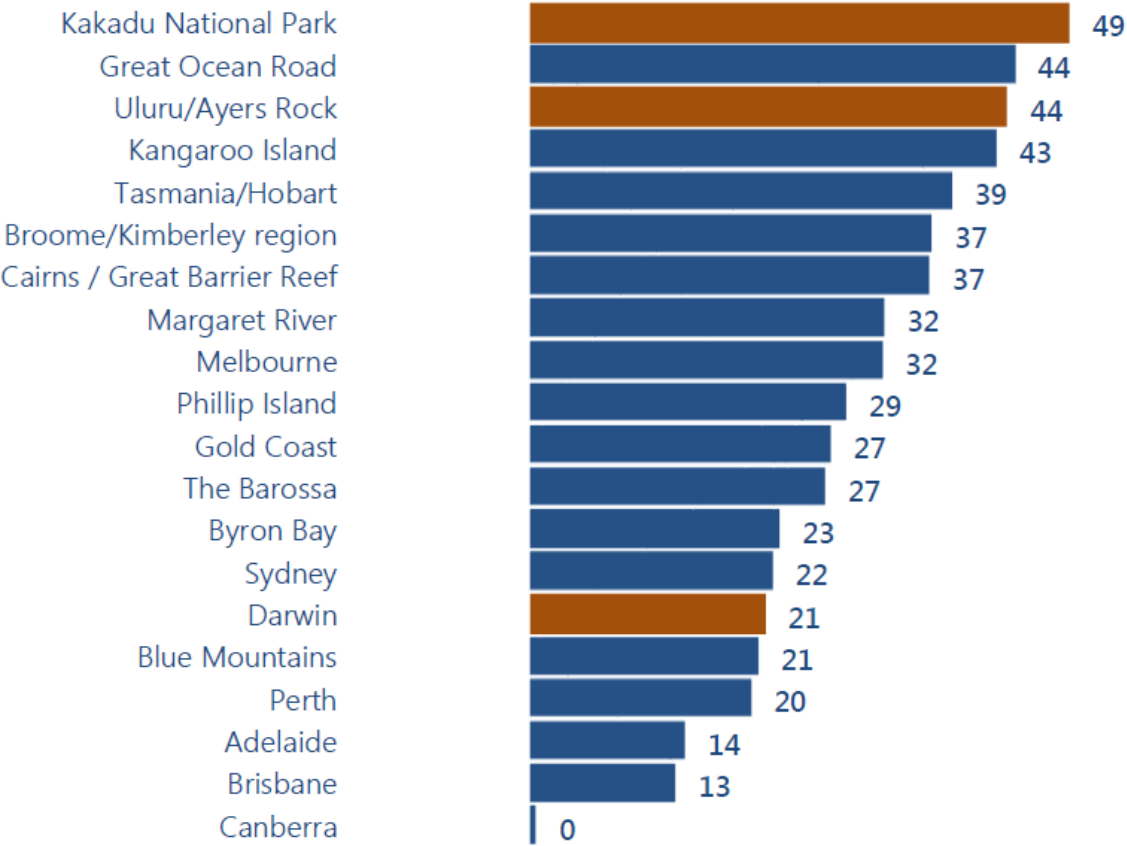
# INTERNATIONAL CONSUMERS

Top 10 Destination Promoter Scores  
11 market aggregate



**Australia is 6<sup>th</sup> on the list when it comes to NPS with Japan at the top demonstrating that consideration and intention to travel increases when consumers recommend and positively review the destination**

## Australian Destinations NPS Scores

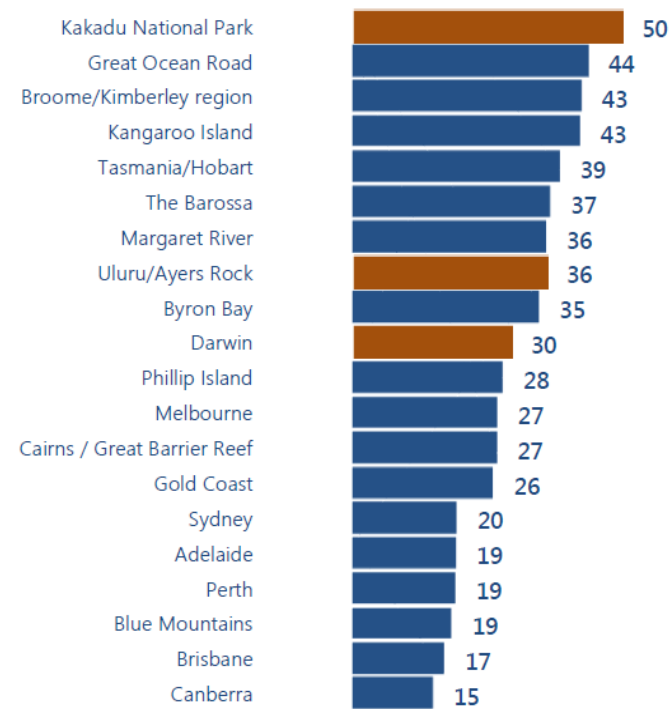


**Kakadu is still the most  
advocated Australian  
destination amongst those  
who have visited.**

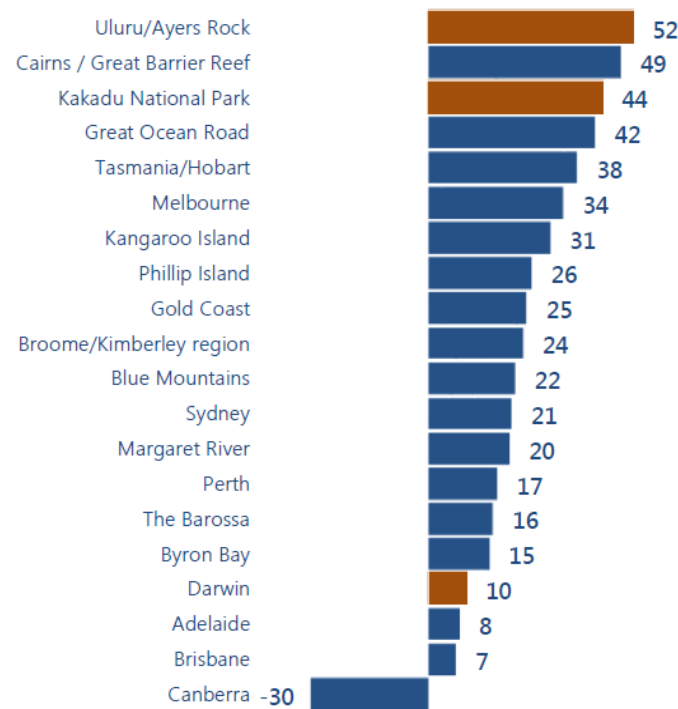
**Uluru moves up to third from  
4<sup>th</sup> last year**

## Australian Destinations NPS Scores

NPS for each region for visitors from Eastern Markets



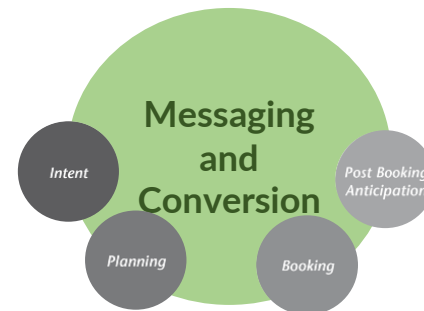
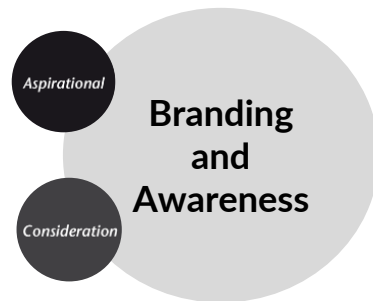
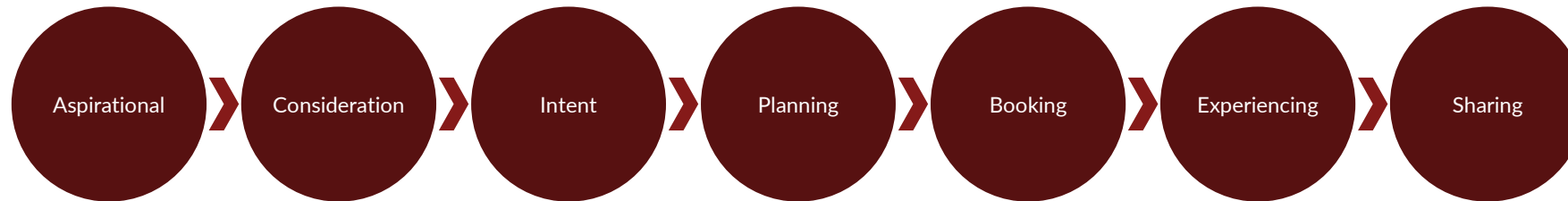
NPS for each region for visitors from Western Markets



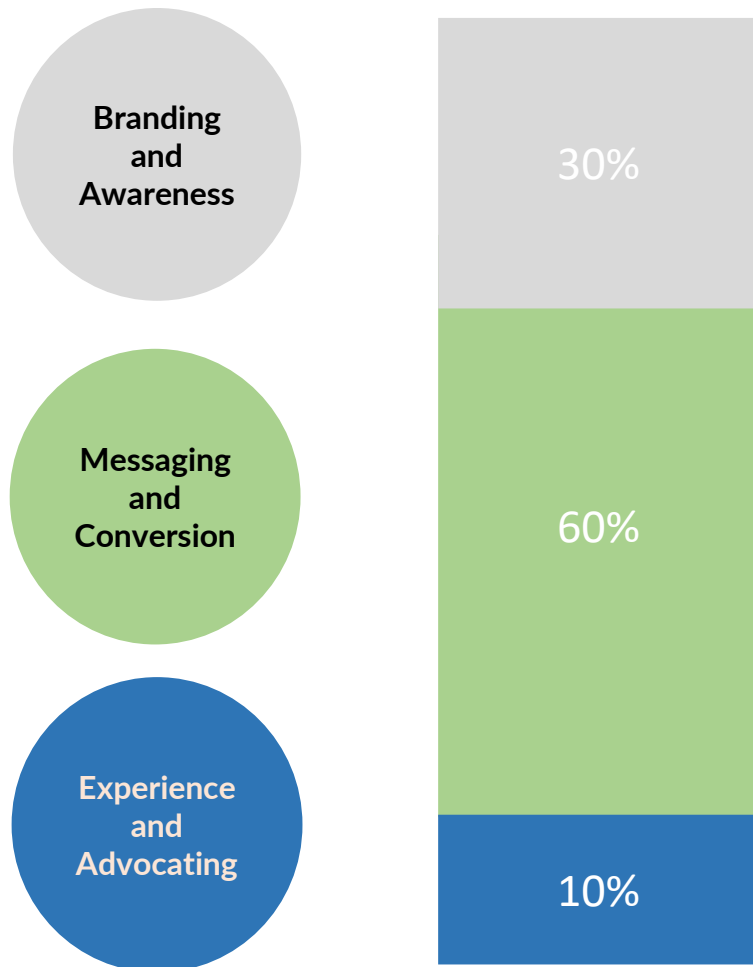
Kakadu tops the chart with the Eastern markets and Uluru with the western markets. although westerners also like Kakadu nearly as much.



# 2019 – 2020 MARKETING ACTIVITY FOCUS



# 2019 – 2020 MARKETING ACTIVITY FOCUS



- All activities will be aligned to meet the 2030 strategic direction
- Focus will be on the top 70% of 'winners' in terms of activities that met or exceeded targets in 2018-19
- The NT brand and messaging will be further integrated into conversion activities
- The core messaging in terms of Nature & Wildlife and Aboriginal Culture will remain and, budget depending, Events, NT history, food & beverage and adventure will be core features
- The drive market will be reviewed and re-energised
- Domestically the over 50's will be the priority with 18-29yr olds a focus but only where we can guarantee on ground expectations can be met
- Internationally each market will be reviewed based on access, product alignment and growth expectations

## Branding and Awareness

# BRANDING & AWARENESS



**RUSH HOUR**  
GUESS WHERE?

FLY TO DARWIN  
FROM  
**\$259\***

**STOP GUESSING.  
START DOING.**

**BOOK NOW** - virginaustralia.com/nt

**IT'S ABOUT  
TIME YOU  
DO THE NT**

Flights to Alice Springs from  
**\$269\***

**BOOK NOW**

**Do the NT**  
australia

\*One way Getaway fare, purchased on the internet. Sale ends 11 Nov 2018 unless sold out prior. Subject to availability. Further conditions apply.

The Creative portion of the Brand review is planned to be completed over the next few months with a new **Consumer Campaign** planned to be in market **Aug/Sept 2019** with corresponding Youth campaign to follow

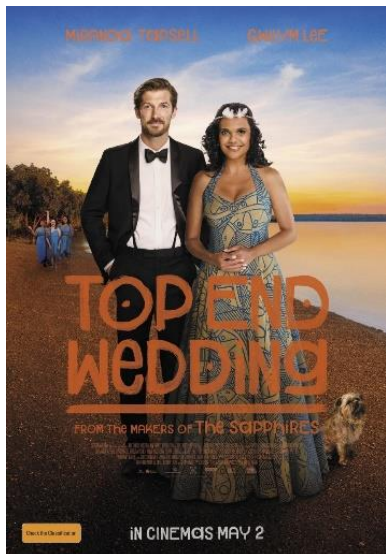
We are also aiming at some further large awareness campaigns in partnership with conversions partners

Darwin 27 March - Alice Springs 29 March 2019





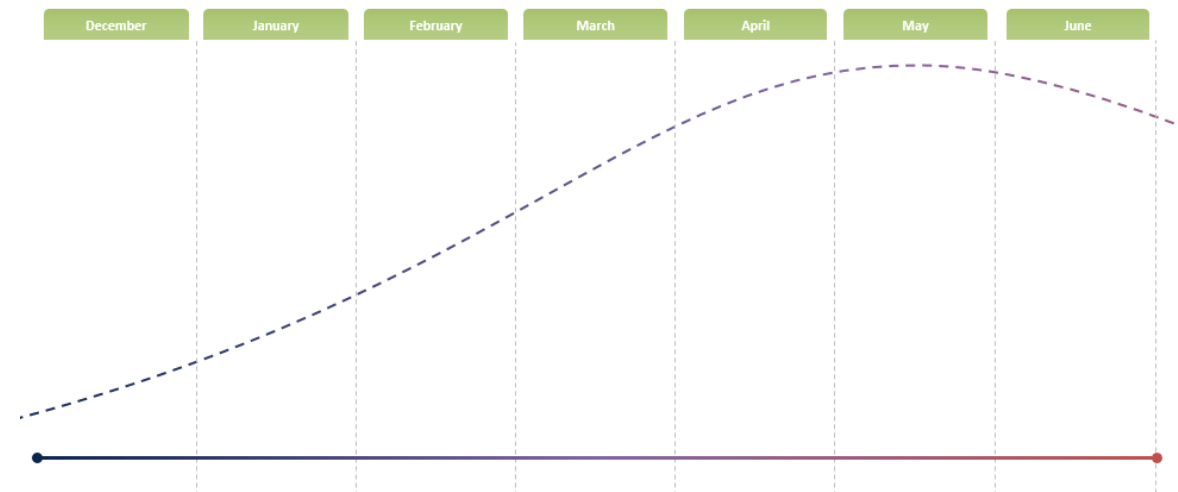
# Branding & Awareness



## TOP END WEDDING

Global cinematic release and leveraging will commence in key international markets and:

Domestic long tail to leverage



Darwin 27 March - Alice Springs 29 March 2019



# Branding & Awareness



Global distribution in  
key international  
markets for  
**Australia's Wild North**  
& Abbeu Holmes  
Living the Dream NT  
road trip

Darwin 27 March - Alice Springs 29 March 2019



Messaging






+



# BEST IN TRAVEL 2019

or six hours. We pair it  
ed in two ways: qabuli,  
red in meaty broth, and  
ed in a vegetable brew.  
basket is a symbol of the  
formed this country's  
ains khobose rakhal,  
read; muradhaf, the  
bread that is a fusion  
Omani food; chapatti,  
om the subcontinent;  
ad called mandazi, all  
ne island of Zanzibar.  
zi attests to Oman's  
th the island lying off  
st Africa. Strategically  
he trade route – and  
of spices – Zanzibar  
y Oman and became  
ne 17th century (later  
of Taizaula). It was su  
that at one stage the  
at actually shifted to  
e Town. The influence  
the other can still be  
o visit them.  
illed with the tastes of  
untry, but of course  
huban to go. Among  
ets – including halwa

trawl these waters in their white-and-blue fishing boats so that they return laden each morning. The catch of the day is slapped onto the counters at Muscat's Muttrah Fish Market.  
Meanwhile, behind the market, men untangle small silver fish from their nets. Inside, a fishmonger slices a whole yellowfin tuna with astounding

to set – is still infused with its rich, mysterious and omnipresent scent. 

#### VISIT MINDFOOD.COM

From lively bazaars to magnificent mosques to vast desert dunes, Oman is the jewel in the Middle East's crown. Discover three more reasons to visit this fascinating nation. [mindfood.com/visit-oman](http://mindfood.com/visit-oman)



#### TIWI TERRIFIC

*Catch a unique combination of football and indigenous art.*

Australian Rules Football was first introduced to the Tiwi Islands by Christian missionaries in the 1940s, and the sport's popularity is evident each March when up to 3000 spectators turn out to watch the Tiwi Islands Football League grand final. The 17 March match on Bathurst Island coincides with the Tiwi Islands' Annual Art Sale, which offers unique Tiwi art and crafts to the public. The biggest event on the Tiwi Islands' calendar, it combines sport and culture all on the one fabulous weekend. [northernterritory.com](http://northernterritory.com)

[mindfood.com](http://mindfood.com) | 083

## See the best of AUSTRALIA IN 2019



For many, a holiday means driving to the airport and hopping on a plane. Four billion of us around the world took a flight in 2017, more than ever before. But here in Australia, we are the lucky ones; we don't need to fly away, writes **Caroline Berdon**

**PLEDGE** to spend your dollars at home in 2019, and do your bit to reduce the carbon footprint of long-haul air travel.

Here are the hotspots recommended by our state tourism boards for 2019. You may just discover a new favourite place in your own backyard.

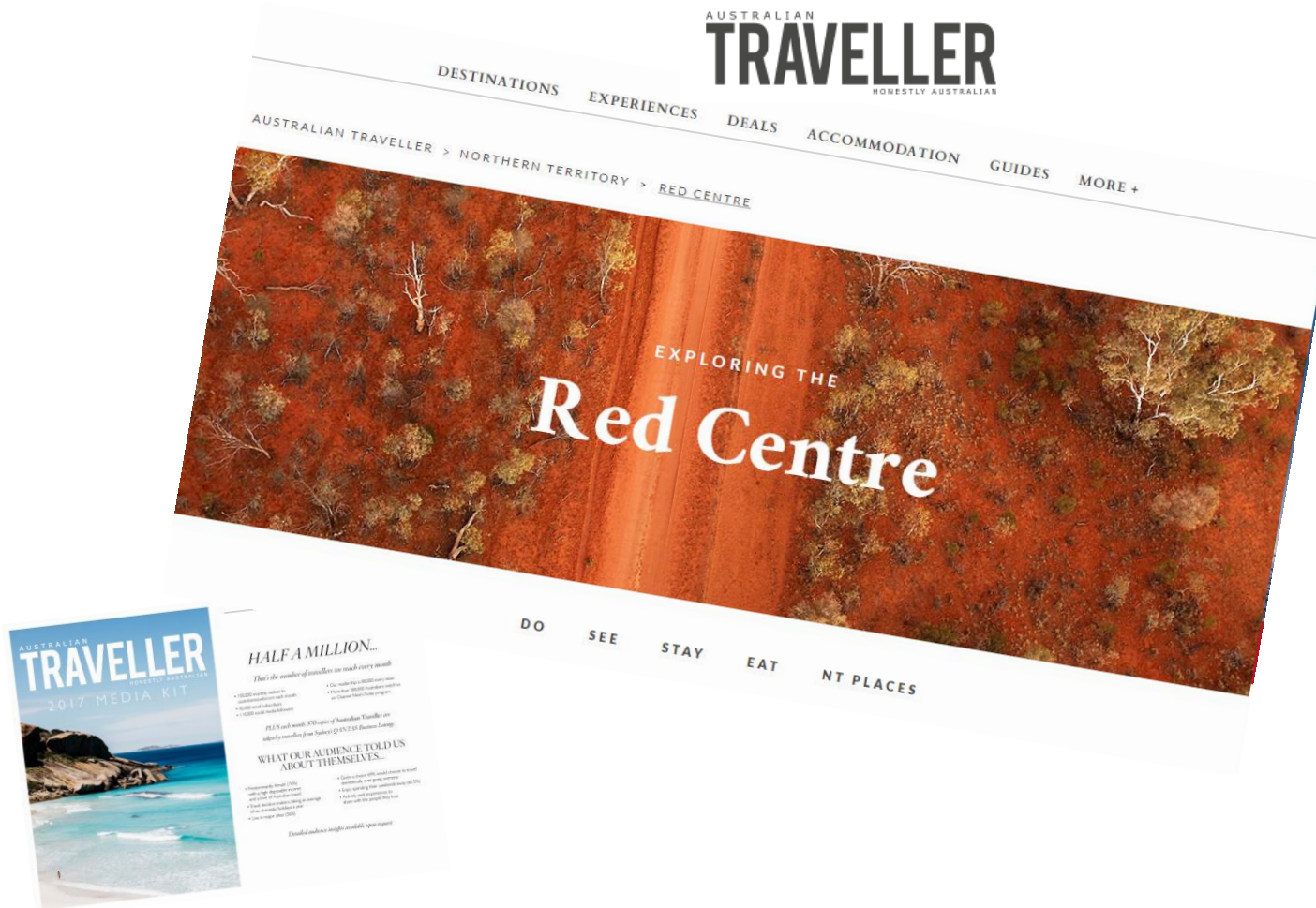
**NSW - THE CENTRAL COAST**  
If you haven't visited the Central Coast in a while, you're in for a shock. Beloved institutions have undergone a revamp, with the area attracting celebrities and Sydney sea-changers in droves.  
With gorgeous beaches, pretty waterways

Darwin 27 March - Alice Springs 29 March 2019





# MESSAGING



## AUSTRALIAN TRAVELLER PARTNERSHIP PHASE 2

Understand **what content**, in **what format**, delivered at **what time** in consumer journey will motivate consumers to move closer to booking a holiday

Identify travellers who are **close** to booking an NT holiday. SMART marketing approach will **retarget** with holiday packages over a 12 month period until October 2019.

Darwin 27 March - Alice Springs 29 March 2019



# MESSAGING - DRIVE

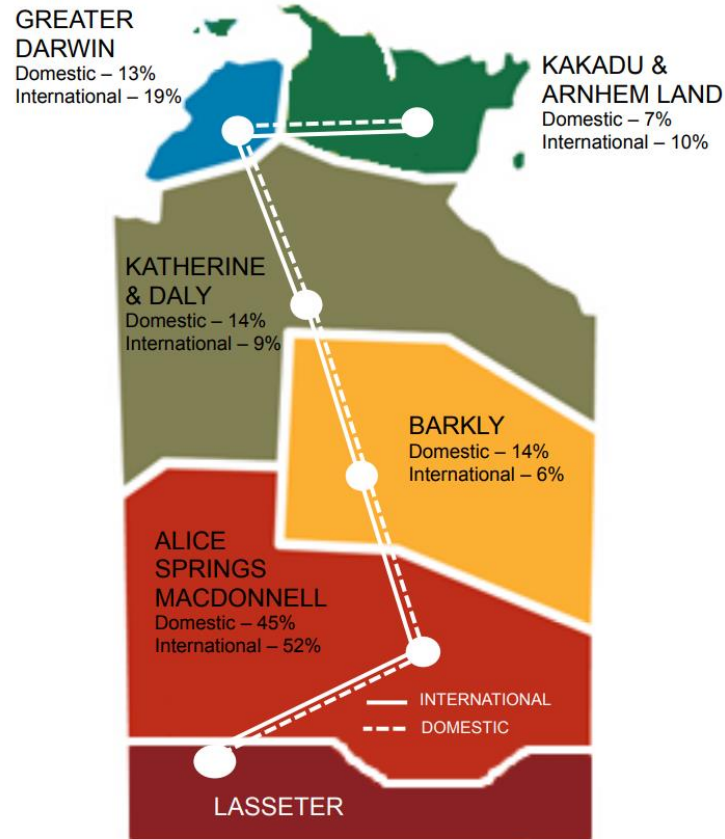


**DRIVE YOURSELF SPEECHLESS**

**NT ROAD TRIP! 20%\* OFF**  
20% OFF THE DAILY RENTAL RATE WITH APOLLO MOTORHOME HOLIDAYS, PLUS FREE HIRE OF 1 X TABLE AND 2 X CHAIRS.  
\*T&C and travel dates apply, visit website for details.

**BOOK NOW. DISCOVER WOW.**  
[apollocamper.com.au/NTdrive](http://apollocamper.com.au/NTdrive)

apollo | Do the NT



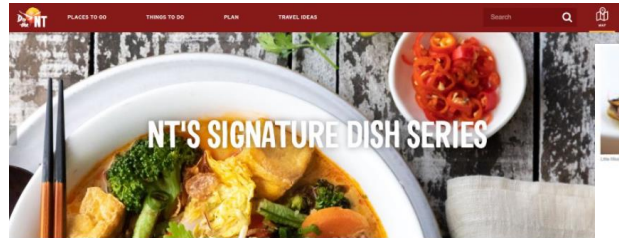
**Renewed focus on drive under the new brand creative direction to ensure dispersal and to boost visitation to mitigate shifts in Airline route changes**



# MESSAGING - FOOD & BEVERAGES



Dish: Crispy Barramundi  
Venue: [Doo](#)



Who doesn't love eating their way through a holiday? We've got the most drool-worthy food trail for a ravenous Territory traveller.

For the first time, Hospitality NT partnered with Tourism NT to launch a 'Signature Dish Series' - a Territory wide promotion of great dishes in our venues that showcase local produce and talent.

An army of anonymous judges have quietly been dining out enjoying some of the best venues across the Territory to bring you the Top 20 Signature Dishes from around the NT.

So get ready to eat your way to happiness! Here they are...

Dish: Crispy Skin Humpty Doo Barramundi

Venue: [Wharf One Food & Wine](#)



Dish: Crispy Skin  
Venue: [Doo](#)



Wharf One



Signature Dish

Continue to build on the NT experience through unique Food and Beverage offerings

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# MESSAGING - ADVENTURE



Build on our Competitive  
Unique differences through  
global partners across  
activities such as **Walking.**  
**Hiking. MTB. Birding.**  
**Fishing and 4x4 driving**



# 2019 – 2020 MARKETING ACTIVITY FOCUS



Conversion

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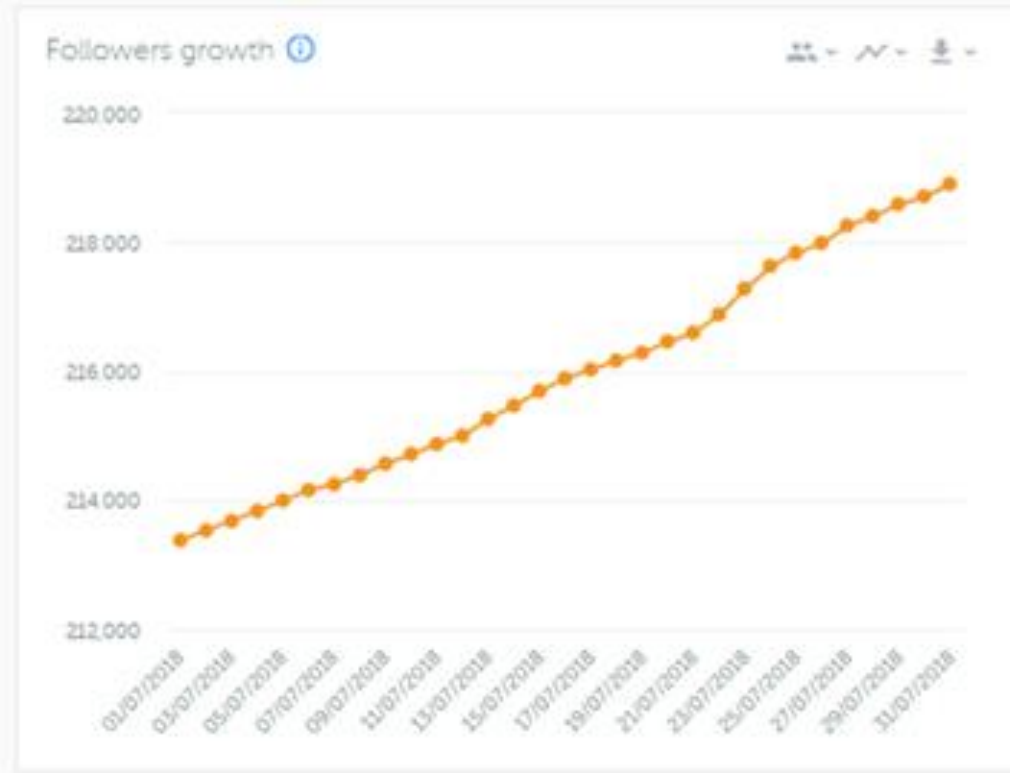
# CONVERSION



Ruthless in identifying and working with those partners who measured up in terms of **ROI** in 2018-19 and drive **more contribution** to the bottom line to increase **Brand Aligned** market presence

## Experience and Advocating

# EXPERIENCE & ADVOCACY



Darwin 27 March - Alice Springs 29 March 2019





# 2019 – 2020 MARKETING ACTIVITY FOCUS

## Resources are available:

- Checklists
- Factsheets
- How-To Guides
- Case Study Videos
- Industry Events Calendar
- Latest visitor data
- Accommodation
- Industry sentiment
- Topical Research
- Regional profiles
- Tourism Economy
- Itineraries
- Journeys
- Maps
- Videos
- Images

## Trade resources:

- Trade fact sheets
- Darwin and surrounds
- Kakadu and surrounds
- Arnhem Land
- Katherine
- Tennant Creek & Barkly
- Alice Springs and surrounds
- Uluru and surrounds

## RTO'S & NT visitor information centres

- Tourism Top End
- Tourism Central Australia
- Katherine Visitor and Information Centre
- Barkly Tourism

To receive regular consumer media updates, subscribe to our monthly e-newsletter by emailing [Media.TourismNT@nt.gov.au](mailto:Media.TourismNT@nt.gov.au)

# THANK YOU

Manu Tourism NT staff around today if you want more detail. including:

- Simonne Shepherd
- Andrew Hopper
- Scott Lovett
- Valerie Smith. Mark Crummu. John Di Maria
- and myself

**OR CONTACT US ANYTIME**

**Phone: +61 8 8999 3900**

**Fax: +61 8 8999 3920**

**Email: [generalservices.tourismnt@nt.gov.au](mailto:generalservices.tourismnt@nt.gov.au)**