

Reconnect in the Territory marketing campaign



There's nothing like the excitement of an upcoming holiday, and for Australians, there are plenty of spectacular places competing to be the destination of choice for 2022. Most of us have been locked down, cooped up in our own homes dreaming of travel again. Lucky for the NT, we are in the ideal 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 2022.

The campaign is in market until 31 March 2022 and will target all domestic travel intenders who are eager to explore their own backyard this year.

The key message of the campaign is to 'Reconnect somewhere different this year... catch up in the Territory' encouraging all Australians who've been affected by multiple lockdowns and travel restrictions to finally get out there and do something different with their loved ones. The campaign will also use existing 'Seek Different' brand messaging.

Holidaymakers across Australia will be targeted with inspirational ads and content, across television, cinemas, social media, and online sites. Anyone who shows an interest in holidaying in Australia will be targeted with can't be missed 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 and align with the campaign's key messages to highlight your tourism product.

Different in every sense



How to get involved

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

- Reconnect somewhere different this year. Catch up in the Territory.
- Reunite with family and friends in the NT. Different in every sense.
- 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.

Use campaign imagery:

<https://imagegallery.tourismnt.com.au/lightbox/list.me?share=b3edbe26d2b0c4df4bbe5f1295ff4260>

Use social media templates:

<https://drive.google.com/drive/folders/1ISNwgDZVJt-M2pyg32vqH-knyrsaHOE3H?usp=sharing>

Use these 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

Watch the campaign videos here:

<https://youtu.be/hbLJJhslask>
https://youtu.be/oS2lrq_pvtg
https://youtu.be/LcBtoo_8FDc

Ensure your ATDW listing is up to date:

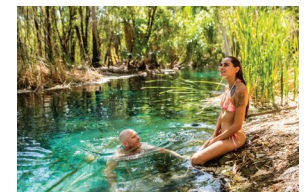
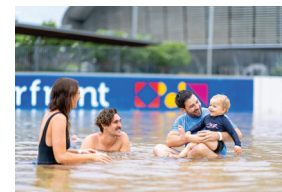
Make sure your images, product description, opening hours and contact details are all fresh and up to date. If you don't have an ATDW listing, it's easy to register:

- 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



Animated social media stickers



Frequently asked questions

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

A. To be involved in this campaign you must have tourism product /experiences packaged individually or accessible through a travel retailer. If you aren't 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 a NT Tourism Business and I am contracted with a travel retailer. 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](#) and tagging [@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 Reconnect in the Territory campaign, email distribution.tourismnt@nt.gov.au

