

2023 Events Campaign Industry Toolkit



*Different in
every sense*



**NORTHERN
TERRITORY**

Marketing campaign



Australia's most unique and unforgettable festivals and events are right here in the Northern Territory, and offer an experience different to anywhere else.

Tourism NT is launching a national 'Events 2023' campaign which will encourage domestic travellers to take a trip to the Territory this year and be a part of these enthralling events.

The objectives of the campaign are to:

- Create awareness for the Northern Territory as a destination for immersive events that are different and make you feel connected to the land.
- Encourage travellers to stay longer and explore a variety of Northern Territory holiday experiences.

The campaign will target 18+ domestic travel intenders and will take a highly personalised approach, targeting consumers based on their individual interests. To help consumers plan their NT event holiday, a variety of itineraries have been created to make sure holidaymakers make the most of their time in the NT.

All NT events relevant to visitors will be promoted in the campaign with a particular focus on some that we know audiences will jump on a plane for, such as Darwin Festival, Parrtjima, Desert Song, BASSINTHEGRASS, Red CentreNATs, fabALICE and Darwin Aboriginal Art Fair (including Country to Couture).

The campaign is in market until 30 June 2023. The key message of the campaign is 'Events that bring the different'. Holidaymakers across Australia will be targeted with inspirational ads and content across outdoor placements, social media, and direct digital advertising on online websites. Anyone who shows an interest in holidaying in Australia will be targeted with planning and booking tools. For the NT tourism industry and event organisers this is a great opportunity to ensure your ATDW listing is up to date to take advantage of all the traffic being driven to www.northernterritory.com/events and align with the campaign's key messages to highlight your tourism product or event.

How to get involved



1. Use the campaign's key messages in your marketing communications and highlight your experience/product:

- Events that bring the different
- Different in every sense
- Events unlike any other
- Stay longer to experience the best of the Northern Territory. Plan your trip with the **NT Festivals and Events Calendar**

2. Add a link to the campaign landing page to your website www.northernterritory.com/things-to-do/festivals-and-events

3. Use the campaign imagery

Or copy and paste this URL into your web browser (<https://imagegallery.tourismnt.com.au/lightbox/list.me?view=62fa8135f6474791811cb8bd105eb590>)

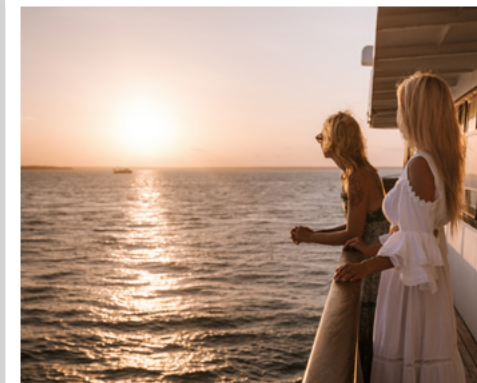
Make sure you're logged into the Tourism NT Image Gallery to view.

4. Use the campaign lockup on your own marketing materials



Campaign lockup

EVENTS
THAT BRING THE
Different



5. Use these stickers on your social media

- Tap 'add to story' on Instagram or Facebook
- Tap 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

6. Create social media advocates

Share the campaign messaging on your social media using the hashtag **#NTAustralia** and tagging **@NTAustralia**. Ask your visitors to do the same.

7. Distribute your product through conversion partners

Contact Tourism NT's Distribution team to leverage potential NT travellers looking to book travel via national retail agencies and discuss ways to align your product with upcoming major events in your region.

Contact
distribution.tourismnt@nt.gov.au.

Visit
www.northernterritory.com/events
for a list of upcoming NT events.

Animated social media stickers

DIFFERENT IN EVERY SENSE.



8. Take advantage of the thousands of visitors that will visit www.northernterritory.com during this campaign period by ensuring your event / product ATDW listing is up to date:

Make sure your images, business description, opening hours / dates and contact details are all up to date.

9. 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.



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If you need more help, contact:

ATDW listings:

Email: ATDW.TourismNT@nt.gov.au

Phone: 08 8999 3900

General marketing campaign queries:

Email: marketing.tourismnt@nt.gov.au

Phone: 08 8999 3900

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**Further information on how to be
involved in the Events campaign**

Email: distribution.tourismnt@nt.gov.au

Phone: 08 8999 3921

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