



Turn **UP** in the
NT this spring.

Industry Toolkit



NORTHERN
TERRITORY

Campaign Narrative



When you turn up in spring in the Territory, it's different. Different to anywhere else in Australia. When it's still chilly down South, it's already summer in the NT, but the warm and welcoming climate is just for starters.

Turning up here also means diving into our one-of-kind experiences with all your senses engaged. Turn up the colour with stunning landscapes and brilliant sunsets. Turn up the connection with profound cultural experiences amidst local communities. Turn up the sound with the unique calls of wildlife and the hum of vibrant markets. Turn up the emotion as you connect to ancient lands and to yourself. Or just turn up and cool down at a gorgeous outback beach. This is where your senses get turned up in every possible way, where every experience is amplified and more vibrant than the last.

Plus, turning up in spring means you'll beat the crowds. Whether it's an immersive cultural experience, a sunset harbour cruise, a breathtaking scenic flight or just escaping into nature, you'll have more room to breathe. You'll also turn up to more affordable experiences and great deals on travel and accommodation, giving you more chances to indulge yourself in everything that's different.

So turn up for an early summer, this spring, in the Northern Territory. Different in every sense.



Marketing Campaign



Different in every sense

As the Territory moves towards its traditional shoulder season, Tourism NT is excited to launch the 'Turn up' campaign from 22 July to 31 October 2024.

The campaign invites Australians to turn up in the Northern Territory during the spring shoulder season, to experience an early summer and turn up their senses by discovering the Northern Territory's vibrant spring experiences.

The 'Turn up' campaign highlights the benefits of travelling during this time, including fewer crowds and more deals, showcasing how the NT's weather, adventure, natural beauty, colours, connections, and overall experiences are amplified or 'turned up' in the springtime.

We've partnered with leading travel retailers and partners including Jetstar, Virgin, Webjet, Tripadvisor/ Viator, NT Now/Holidays of Australia, and Northern Territory tourism operators.

Consumers can enjoy 'turned up' deals on their spring holiday via the mentioned partners during the campaign period. Travel dates are 1 August 2023 to 30 November 2024.

Holidaymakers across Australia will be targeted with inspirational ads and content across television, outdoor placements, social media, news partnerships, and digital media buys. Anyone who shows an interest in holidaying in the Northern Territory during the campaign period will be targeted with incredible deals from airline, tour, and experience partners.

For the NT tourism industry, this is a great opportunity for you to package with travel retailers, take advantage of all the traffic being driven to www.northernterritory.com/spring and www.northernterritory.com/deals and align with the campaign's key messages to highlight your tourism product.



How to get involved



► Use these key campaign messages in your communications and highlight your Northern Territory spring experience/product:

- Turn up for an early summer this year.
- Turn up for a different holiday this spring.
- Turn up for fewer crowds this spring.
- Turn up for spring deals in the Northern Territory.



How to get involved



► Use campaign imagery:

1. Visit www.imagegallery.tourismnt.com.au.
2. Login or create an account using the prompts.
3. [Click here](#) to access Tourism NT's shoulder season campaign imagery or copy and paste this link into your web browser:
<https://imagegallery.tourismnt.com.au/lightbox/list.me?view=865719d707c145d2cbba8ddda6b18ae9>

Or alternatively, explore Tourism NT's full range of videos and photographs to download relevant content for your tourism business.



How to get involved



- Use the spring deals badge on your own marketing materials:

[Click here to download](#)



- Add the campaign landing page to your website:

www.northernterritory.com/spring

- Use 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



- Create NT spring social media advocates:

Share the campaign messaging on your social media using the hashtag **#NTAustralia** and tagging **@NTAustralia** or ask your visitors to use the hashtag.

How to get involved



- Take advantage of the thousands of visitors that will come to www.northernterritory.com during this campaign period by ensuring your ATDW listing is up to date and by adding a spring deal:

Make sure your images, product description, opening hours and contact details are all fresh and up to date.

We also encourage you to add a compelling spring deal, valid from 1 August to 31 October 2024. Ensure your deal is sharp and concise and is accompanied by a high-quality image suitable for marketing purposes. [Click here](#) to view a tutorial from ATDW on how to load a spring deal.

The minimum criteria for a deal to be featured in the campaign is:

- 10% off tourism offering, or equivalent RRP value through an added incentive.
- Deals needs to be in market from 1 August to 31 October 2024.
 - While the deal will be promoted on www.northernterritory.com/deals from 1 August, you can choose to have travel dates associated with the deal, i.e. Buy now, travel between September and November 2024.
- Imagery used on the ATDW listing should demonstrate the experience you offer and be relevant to the deal being promoted.
- You can also insert a UTM link on your listing to track leads directly from northernterritory.com.

The campaign is forecast to achieve over 4 million impressions and 86,000 total clicks to www.northernterritory.com/deals.

Note: The Territory Government announced on 11 July 2024 that a Territory Tourism Discount scheme will soon be launched. The scheme will offer a discount off NT tourism experiences when purchasing through any of the NT Visitor Information Centres, with a focus on incentivising intra-Territory travel. The 'Turn up in the NT this Spring' activity, is targeting interstate travellers and incentivising them to book NT accommodation and tourism experiences before they arrive in the Territory.

For questions regarding the scheme, please contact Marketing.TourismNT@nt.gov.au.

- 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: support@atdw.com.au

Phone: 1300 137 225

How to get involved



› Distribute your product through conversion partners:

Take advantage of the potential NT travellers looking to book summer travel via Webjet, Jetstar, Virgin, Tripadvisor/Viator and NT Now/Holidays of Australia.

For distribution assistance, contact distribution.

tourismnt@nt.gov.au

If you are already contracted with these partners contact your product manager and ensure your product listings, images and details are up to date.





Different in every sense

