

Northern Territory Summer Sale

Industry toolkit



As the Territory moves towards the traditionally low tourist season, the Northern Territory Government will launch for a second year the 'NT Summer Sale' conversion-based tourism campaign, from 1 October 2021 to 31 March 2022.

- Designed to incentivise demand for the NT over the summer period and capitalise on consumer trends showing increased searches for holidays to the NT, the \$5 million NT Summer Sale campaign will partner with Australian travel retailers NT Now/Holidays of Australia and Helloworld to drive sales.
- This year's campaign will offer up to \$1,000 off an NT holiday booking made between 1 October 2021 and 31 March 2022 (with travel also within these dates), for consumers fully vaccinated against COVID-19.
- The sales promotion is based on a set discount of \$200 for every \$1000 spent on an NT booking made through these partners (up to a maximum of \$1000 discount), and will be valid for bookable flights, accommodation, tours and attractions or vehicle hire.
- Fully vaccinated holidaymakers across Australia will be presented with deals that can't be missed. For the NT tourism industry this is a great time to ensure you are packaged with the travel retailers and that you align with the campaign's key messages and highlight your unique summer experience/s.

How to be involved

Use these key messages in your communications:

- The NT Summer Sale is back! But it's a Summer Sale with a difference. This year, to keep visitors and Territorians safe, Australians who are fully vaccinated against COVID-19 can access discounts on their Northern Territory summer holiday.
- Receive \$200 off every \$1000 booking, up to \$1000 discount for a \$5000 booking.
- If you're fully vaccinated, choose from a great selection of NT summer packages PLUS take off an additional \$200 for every \$1000 spent through your favourite travel agent – Helloworld or NT Now/Holidays of Australia.
- Feel free. Enjoy a summer holiday with so much more in the Northern Territory.

Highlight your unique summer experiences, such as:

- Abundant wildlife
- Flowing waterfalls
- Full billabongs and waterholes that provide cooling relief
- Tropical storms and electric atmosphere
- Fantastic colours
- Tropical tastes
- Aboriginal art and culture
- Adventure
- Space and freedom to safely explore
- A **\$million reasons to go on a fishing adventure**
- Less crowds and space and freedom to explore

Different in every sense

northernterritory.com





Use campaign imagery – download [here](#) >

Use the campaign logo on your own marketing channels – download [here](#) >

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Frequently Asked Questions

Q. I'm an NT tourism business, how do I get involved?

A. To be involved in this campaign you must be willing to sell commissionable products. If you are not contracted please contact distribution.tourismnt@nt.gov.au and provide your contact name, contact number, website, net rate, sell rate and product description. A Tourism NT team member will be in contact with you.



Q. I'm an NT tourism business and I am contracted with either NT Now or Helloworld. How can I make sure my product receives the best exposure?

A. Contact the travel agency's product manager and ensure your product listings and details are up to date and any summer specials are included in your listing. In addition:

1. Use your database to send an EDM with a flyer about your product. If possible add an incentive.
2. Get involved in the next product webinar. Please contact kerryn.smith2@nt.gov.au to find out more.
3. Organise your own product update or webinar.
4. Touch base with key contacts either over the phone or where possible in person. Northern Territory based agents are also included in the campaign.



Q. What happens if a Helloworld travel agent contacts me direct?

A. Advise the agent that they can sell your product. The price you advise the travel agent must reflect the price advertised on your website with the relevant commission built into your rate. It is your discretion if you want to offer a further discount. For more information on how to build commission into your rates, please click [here](#)



Q. Is there anything else I can do to ensure my product stands out from the rest?

A. Consumers love chatting to their travel agents, however the majority like to do research online. Ensure the below is up to date:

1. Search Engine Optimisation for your website.
2. Website content, images and videos.
3. Socials such as Facebook and Instagram content images and videos.
4. Use of campaign logos and messaging.



Q. Who can I contact for further advice or information?

A. For further information on how you can get involved with the NT Summer Sale campaign, email distribution.tourismnt@nt.gov.au.

