

THIS LAND. IS WORTH. A VISIT.

TERRITORY FOR REAL



Industry Toolkit





Netflix's Territory

'**Territory**' is a new Netflix show, streaming from 24 October 2024. Dubbed "Yellowstone in an Akubra", the show was filmed in the Top End and is the largest production the Northern Territory's ever seen.

As the Territory prepares to capture global attention with the launch of series, Tourism NT will activate the **Territory - For Real** campaign from 24 October to 30 November 2024.

The campaign invites audiences to go beyond the screen and experience The Territory - For Real, showcasing the authentic adventures that await in the Northern Territory.

We're not just taking inspiration from the show, we're sponsoring it directly – so make sure you're subscribed to Netflix's ad tier!

The campaign highlights the uniqueness of the NT as a travel destination, where the landscapes, wildlife and cultural experiences are even more incredible in person. We've partnered with key travel retailers including AAT Kings, Luxury Escapes and Northern Territory tourism operators, to offer exclusive deals designed to make the NT more accessible for visitors. These special offers will be promoted through a dedicated landing page at www.northernterritory.com/territory.

Audiences across Australia will be targeted with ads and content across streaming platforms, outdoor advertising, social media, news placements, and digital media. Anyone showing interest in visiting the NT will be prompted with attractive deals from our travel partners.

For the NT tourism industry, this is a prime opportunity to collaborate with travel retailers, leverage the significant traffic driven to www.northernterritory.com/territory, and align your product offerings with the campaign's key messages, ensuring your business is part of this major promotional push.

[Watch the Netflix Trailer →](#)

[Watch the NT Tourism Trailer →](#)

How to get involved



➤ Use 'Territory' key messages in your communications

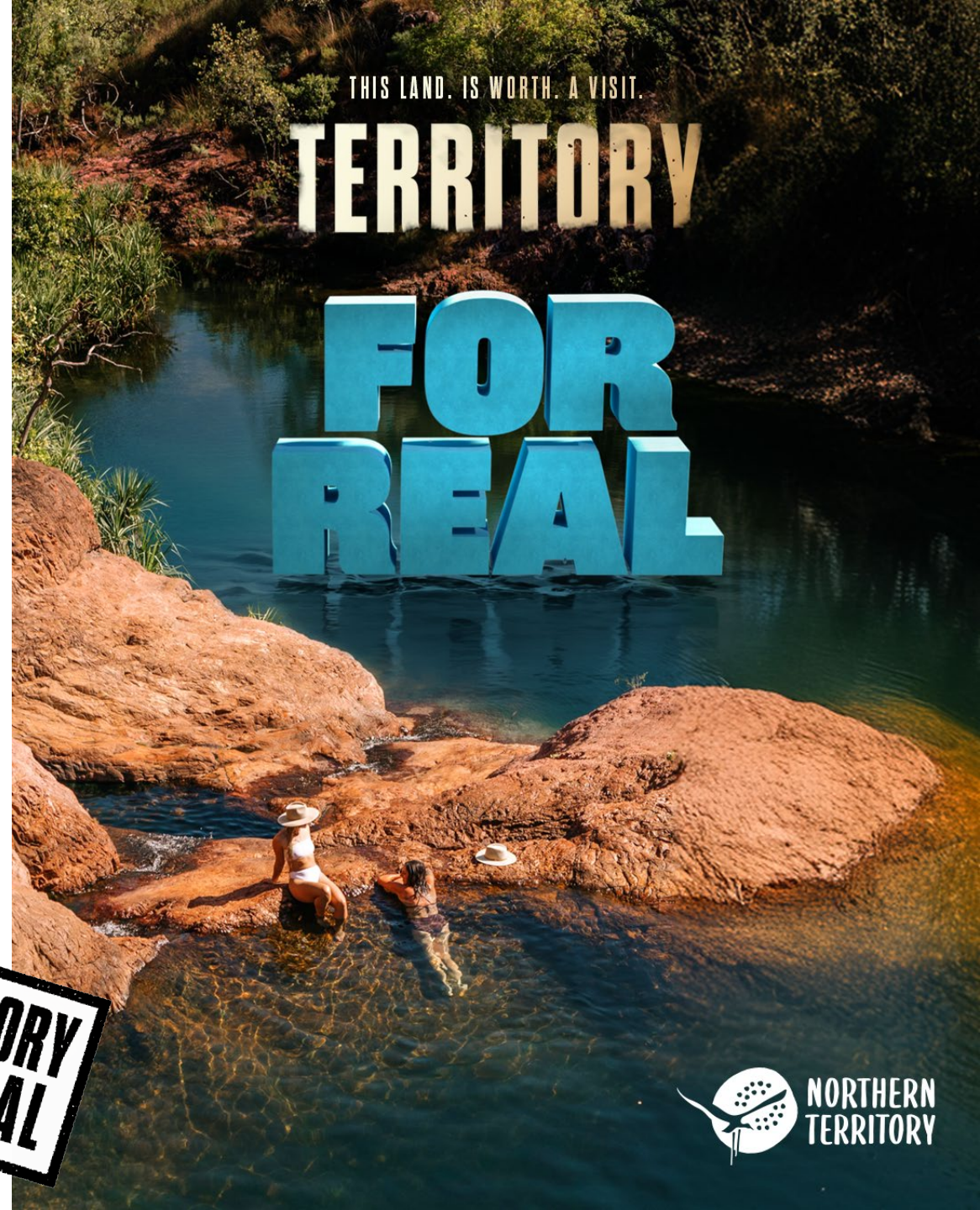
- Experience the Territory. For Real.
- Go behind the scenes
- Step on set in the Territory. For Real.
- Wrangle your own Territory adventure

➤ Use the 'Territory For Real' badge on your own marketing

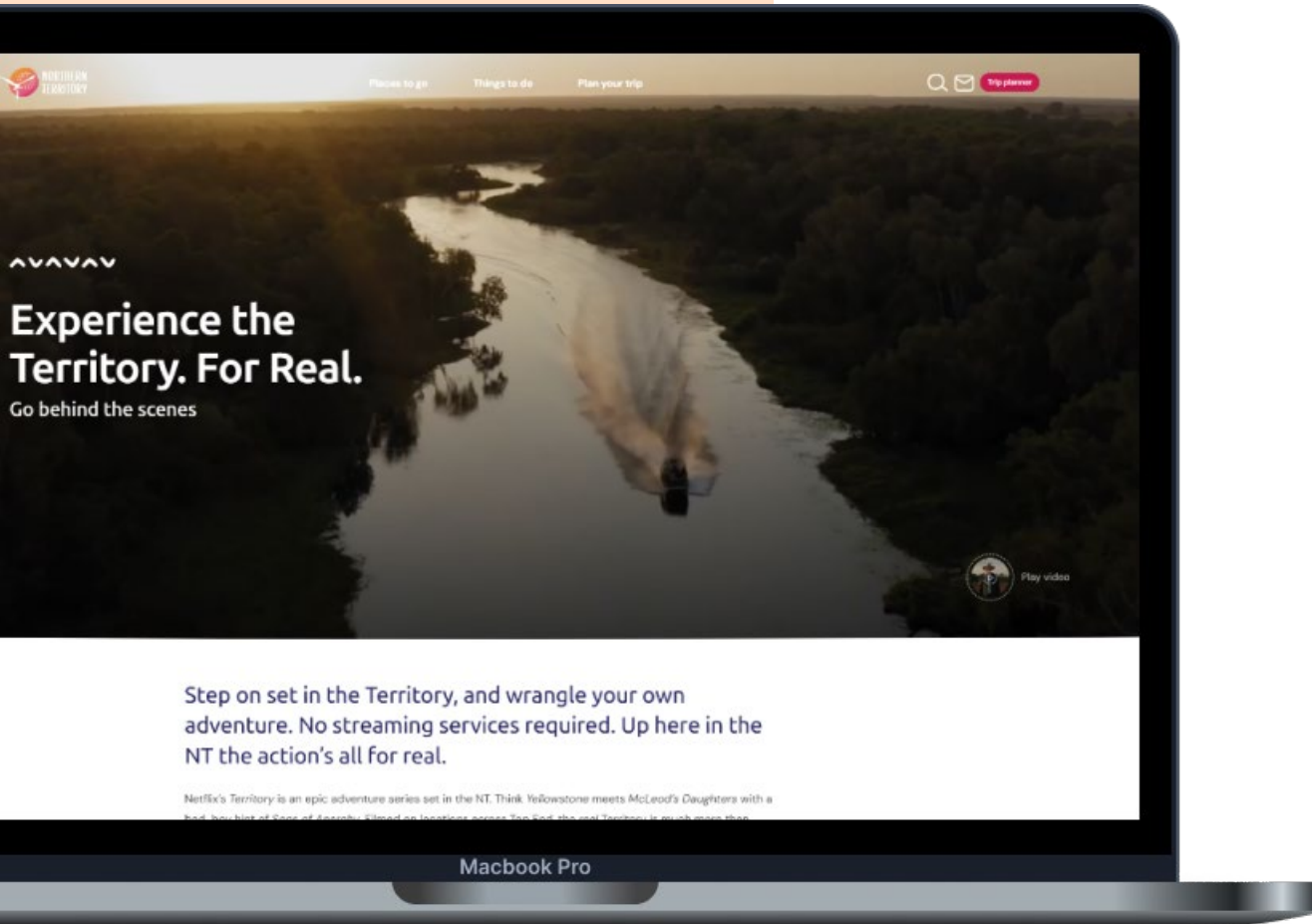
[Click here to download](#)

➤ Get social and celebrate the launch of 'Territory' on Netflix by sharing your Territory content and using #NTAustralia or tagging @NTAustralia in your posts.

If we like it, we'll re-share it!



How to get involved



- Add the campaign landing page to your website. We're live at www.northernterritory.com/territory
- Get your ATDW listing included on our Territory campaign page!
 - If you have a product or experience that aligns with Netflix's Territory (think outback, adventure, dramatic landscapes and stations stays or experiences) – get your listing on the campaign page.
 - Email support@atdw.com.au advising you would like to be included and they will ensure your ATDW listing is featured on the campaign landing page.
- Distribute your product through conversion partners:
 - Take advantage of potential NT travellers looking to book outback experiences via Luxury Escapes and AAT Kings.
 - For distribution assistance get in touch at distribution.tourismnt@nt.gov.au

For any questions on Territory For Real activity please reach out to marketing.tourismnt@nt.gov.au