



# Tourism Resilience Plan 2020

## Operator advertising opportunities





Street food, Nightcliff Foreshore. Tourism NT/Greg Elms

Cover images:

- Aboriginal basket weaving demonstration. Tourism NT/Shanaa McNaught
- Nitmiluk Cruise. Tourism NT/James Fisher
- Camel Tour, Uluru. Tourism NT/Henry Brydon



# Overview

**As part of Tourism NT's Resilience Plan we are pleased to present the following operator advertising opportunities.**

These advertising opportunities have been created for all operators to buy-in directly alongside the Tourism NT marketing program.

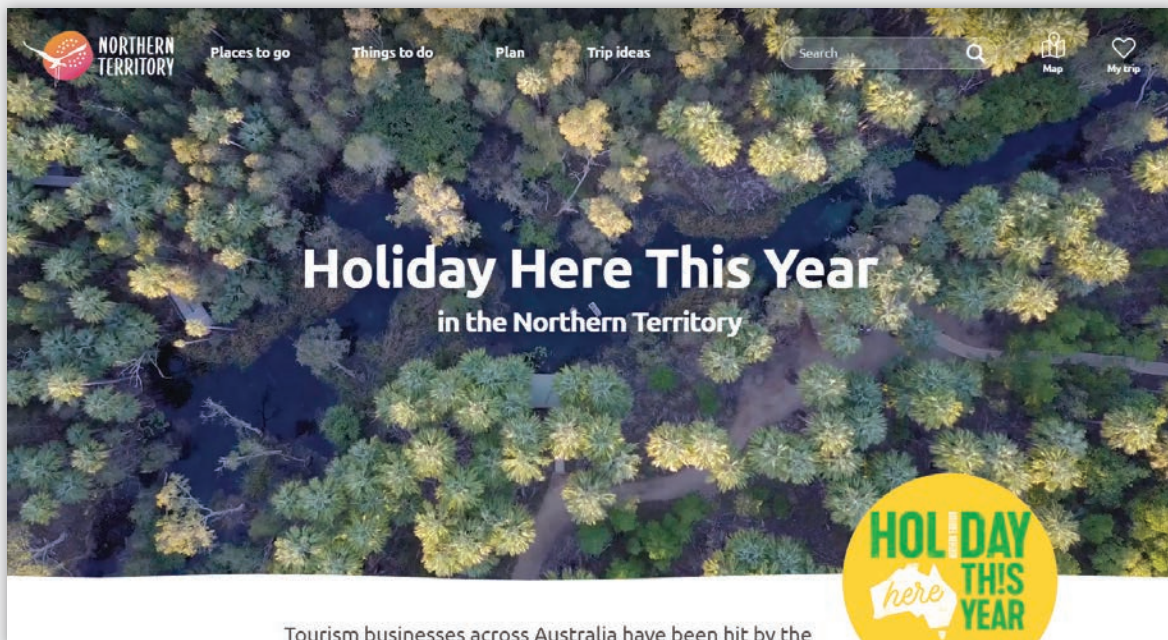
We know the best tourism marketing approach to create immediate holiday visitation is to inspire interest to travel to the Northern Territory through great content and then immediately offer great deals and easy ways to book your next holiday. These opportunities have been carefully designed to ensure that we do just this.

A range of opportunities have been provided, with significant advertising discounts giving everyone the opportunity to be a part of the program and to help minimize the impacts of the Australian bushfires and the Coronavirus on the Territory.

We look forward to working with you.

# northernterritory.com

- WHAT:** A *Holiday Here This Year* landing page on northernterritory.com has been created and a homepage takeover will run throughout the duration of the campaign. This page will receive traffic from Tourism Australia's *Holiday Here This Year* page and is estimated to receive another 50,000 visitors from Tourism NT's *Holiday Here This Year* specific marketing activity. In addition, Tourism NT's website northernterritory.com receives an average of 75,000 visits per week with approximately 1000 clicks on deal banners each week.
- WHEN:** 13 February – 30 June 2020.
- OPPORTUNITY:** Take advantage of the estimated 100,000 people who will be visiting the web page.
- COST:** \$0 participation fee.
- HOW:** Contact [Caitlin.ebel@nt.gov.au](mailto:Caitlin.ebel@nt.gov.au)  
You must supply a deal with a minimum 20% discount or value add. You will need to supply a high res image, copy and terms and conditions.  
On receipt of all appropriate assets, your deal will be loaded onto the site within 3 business days.



# NT Now

- WHAT:** Tourism NT is partnering with Holidays of Australia to create NT Now packages throughout the year. NT Now packages are promoted nationally via newspapers and online. From February, NT Now packages have been promoted as part of the Holiday Here this Year program.
- WHEN:** 1 February – 30 June 2020.
- OPPORTUNITY:** Be promoted nationally by being part of the marketing program.
- COST:** \$0 participation fee.
- HOW:** Contact [danip@holidaysofaustralia.com.au](mailto:danip@holidaysofaustralia.com.au) to provide your discount deal.

**NT Now**  
CRACKING GOOD HOLIDAY DEALS TO THE NT

*unbeatable!*  
**TOP END 4 FREE**  
5 NIGHT STAY IN DARWIN, OVERNIGHT IN KAKADU  
+ FREE TOURING, MEALS & MORE!

**HOLIDAY HERE THIS YEAR**

<b>LUXURIOUS DOUBLE TREE HILTON</b>	<b>BEALS MILMBOO TROPICAL LAGOON</b>	<b>KAKADU NATIONAL PARK</b>	<b>LITCHFIELD NATIONAL PARK</b>
<b>FREE</b>	<b>FREE</b>	<b>FREE</b>	<b>FREE</b>

**DARWIN, LITCHFIELD & KAKADU COMPLETE**

**YOUR 6 NIGHT PACKAGE INCLUDES**

- 5 night stay in Darwin at the DoubleTree by Hilton Hotel Esplanade in a guest room.
- Overnight Kakadu National Park sightseeing tour including lunch & accommodation at the Mercure Kakadu Crocodile Hotel.

**FREE BONUS**

- FREE** Litchfield National Park Waterfalls sightseeing tour including lunch, dinner & drink at the iconic Hotel Darwin.
- FREE** Daily buffet breakfast, WiFi, parking & late checkout.
- FREE** Darwin Airport return transfers.

**BOOKED AT \$1618 PER PERSON** FROM **\$1209** PER PERSON TWIN SHARE

BOOK BY 16 Mar 2020 TRAVEL until 31 Mar 2021

BOOK ONLINE NOW or call 1800 854 897  
**ntnow.com.au**

NORTHERN TERRITORY  
Holidays of Australia

**Red Centre**  
**5 nights + free touring & more!**  
**from \$859\***

**NT Now**  
Book now

\*Price is per person twin share. See website for full terms & conditions.

**Darwin & Kakadu**  
**6 nights + free touring, meals & more!**  
**from \$1209\***

**NT Now**  
Book now

\*Price is per person twin share. See website for full terms & conditions.

# Australian Traveller

- WHAT:** Tourism NT is partnering with Australian Traveller to generate leads to products by connecting them with relevant NT content on [australiantraveller.com](http://australiantraveller.com). Products listed by Australian Traveller are promoted via email newsletters, social media and digital advertising. Australian Traveller is supporting the *Holiday Here This Year* messaging across all their platforms and content.
- WHEN:** 1 February – 30 June 2020.
- OPPORTUNITY:** Have 2 offers/deals promoted nationally as a stand alone promotion or take a package that also includes custom content.
- COST:** \$2,880 for stand alone lead generation package  
 \$5,790 for lead generation + custom content package  
**27% discount on media value**
- HOW:** Contact [tdehann@australiantraveller.com](mailto:tdehann@australiantraveller.com)



# TripAdvisor - Australia

## WHAT:

Tourism NT is partnering with TripAdvisor to build awareness of the Northern Territory with the *Holiday Here This Year* messaging. Once awareness and interest has been created, a month long tactical burst of activity will be live to convert interest to bookings.

It is estimated the *Holiday Here This Year* in the Top End and *Holiday Here This Year* in the Red Centre pages will be viewed 770,000 times throughout the month long tactical burst.

## WHEN:

1 – 30 April 2020.

## OPPORTUNITY:

Be part of the sale from 1-30 April to take advantage of the estimated 7.5 million interested Australians who visit TripAdvisor across desktop and mobile each month.

## COST:

\$0 participation fee \*commissions apply.

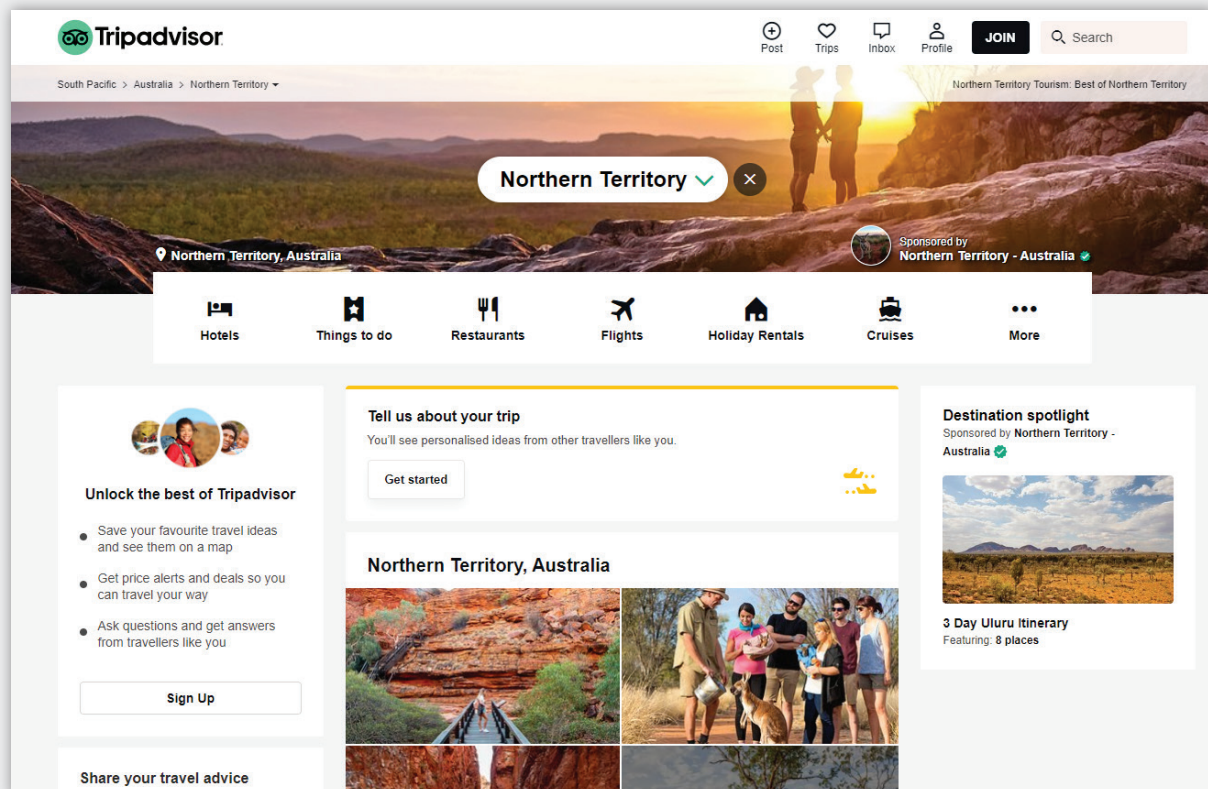
## HOW:

Contact [ckhan@tripadvisor.com](mailto:ckhan@tripadvisor.com) to register your participation by 20 March and load your discount offer by 25 March 2020.

The screenshot displays the TripAdvisor website interface for Northern Territory, Australia. At the top, the TripAdvisor logo is on the left, and navigation links for Post, Trips, Inbox, Profile, and a JOIN button are on the right. A search bar is also present. Below the header, the breadcrumb trail reads 'South Pacific > Australia > Northern Territory'. The main banner features a scenic image of a sunset over a rocky landscape with two people silhouetted against the sun. A search filter for 'Northern Territory' is active. Below the banner, a navigation menu includes Hotels, Things to do, Restaurants, Flights, Holiday Rentals, Cruises, and More. The main content area is divided into three sections: 1. 'Unlock the best of Tripadvisor' with a 'Sign Up' button and a list of benefits: saving travel ideas, getting price alerts, and asking questions. 2. 'Tell us about your trip' with a 'Get started' button and a 'Northern Territory, Australia' section featuring a grid of images showing a boat on a river, a group of people, and a dog. 3. 'Destination spotlight' for Northern Territory, Australia, featuring a '3 Day Uluru Itinerary' with 8 places.

# TripAdvisor - Global

- WHAT:** Tourism NT is in a global partnership with TripAdvisor to build awareness of the Northern Territory through global messaging to our key international markets; UK, USA, Germany, France, Italy, Singapore & Japan.
- To boost conversions, we are hosting a 'TripAdvisor Experiences Flash Sale'.
- WHEN:** 1 April – 22 April 2020.
- OPPORTUNITY:** Be part of the flash sale from 1-22 April to increase awareness from our key international markets and have the opportunity to secure future bookings.
- COST:** \$0 participation fee \*commissions apply
- HOW:** Contact [ckhan@tripadvisor.com](mailto:ckhan@tripadvisor.com) to register your participation by 20 March and load your discount offer by 25 March 2020.





# Weekend Australian Magazine

**WHAT:** On 14 March 2020, The Weekend Australian Magazine will be dedicated to travel. This will be a roundup of the best holiday accommodation and experiences around Australia. Tourism NT is partnering with The Weekend Australian to ensure the Northern Territory features in this edition.

It is estimated that 384,000 Australians will read the Magazine.

**WHEN:** 14 March 2020.

**OPPORTUNITY:** Advertise in the magazine with heavily discounted rates available.

**COST:** \$5,000 for inside front cover right hand page  
\$5,000 for inside front cover left hand page  
\$5,000 for full page right hand page within Hot 50 Places to Stay  
\$2,000 for third page vertical on right hand page within Hot 50 Places to Stay (2 available)  
**83% discount on media value**

**HOW:** Provide an expression of interest to:  
[tdehaan@australiantraveller.com](mailto:tdehaan@australiantraveller.com) by 28 February 2020.  
Finished artwork to be supplied direct to News Corp by 4 March 2020.



# The Weekend Mag - News Regional Media

**WHAT:** On 14 March 2020, The Weekend Magazine in News Regional Media will include a double page spread feature on the Northern Territory within the magazine. Mastheads include Daily Mercury, News Mail, Northern Star, Sunshine Coast Daily, The Chronicle, The Morning Bulletin, Gladstone Observer, Gympie Times, Daily Examiner, Fraser Coast Chronicle, Warwick Daily News and The Queensland Times.

It is estimated that 240,000 Australians will read the Magazine.

**WHEN:** 14 March 2020.

**OPPORTUNITY:** Advertise in the magazine with heavily discounted rates available.

**COST:** \$3,000 for left hand page medium strip ad within the Northern Territory special feature.  
\$3,000 for right hand page medium strip ad within the Northern Territory special feature.  
**79% discount on media value.**

**HOW:** Provide an expression of interest to [Caitlin.Ebel@nt.gov.au](mailto:Caitlin.Ebel@nt.gov.au) by 28 February 2020.  
Finished artwork to be supplied direct to News Corp by 4 March 2020.



# NT News Special Edition

**WHAT:** On 19 April 2020, a special edition of the NT News will be inserted in News Corp's Sunday mastheads nationally. This includes the Sunday Mail, The Sunday Telegraph and the Sunday Herald Sun. The NT News special edition will feature NT news and travel stories with multiple opportunities for advertising space.

2.134M Australian's read News Corp's Sunday mastheads.

**WHEN:** 19 April 2020.

**OPPORTUNITY:** Advertise in the 16 page Special Edition with heavily discounted rates available.

<b>\$2000</b>	<b>\$3000</b>	<b>\$1000</b>
Left or right hand <b>quarter page</b> 9 spots available	Left or right hand <b>Half page</b> 3 spots available	Your product featured in a full page advertorial designed by Tourism NT.  <b>6 NT products in total</b> to be included.

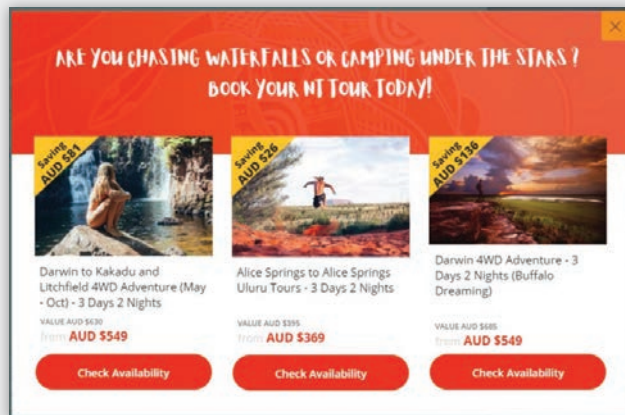
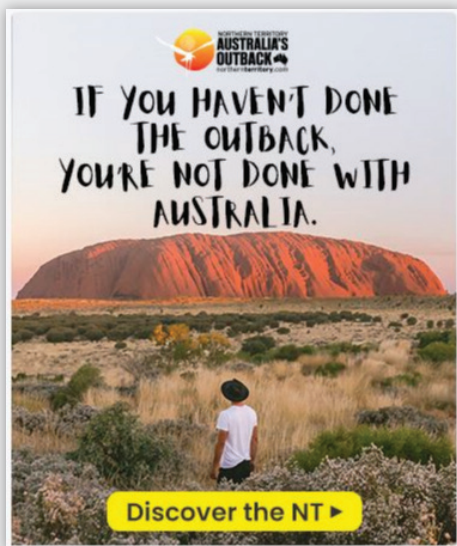
**COST:** See above.  
**96% discount on media value.**

**HOW:** Provide an expression of interest to [Caitlin.Ebel@nt.gov.au](mailto:Caitlin.Ebel@nt.gov.au) by 4 March 2020.  
Finished artwork to be supplied direct to News Corp by 27 March 2020.



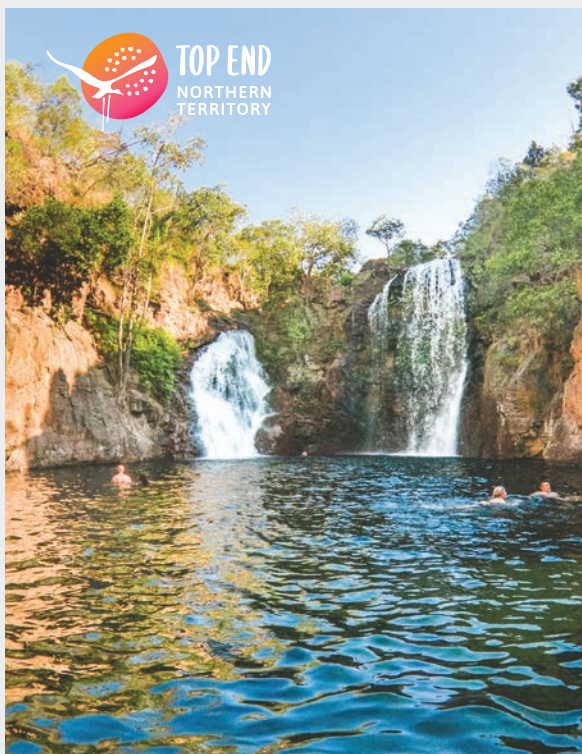
# Backpacker Deals

- WHAT:** Tourism NT is delivering a cooperative campaign with BackpackerDeals.com targeting Australian-based international travellers (Backpackers and WHMs) primarily on Australia's East Coast and/or travellers currently overseas planning to come to Australia. The objective is to increase tour and attraction sales to the NT, create a sense of urgency to travel now and provide another distribution platform for NT Operators in the Youth/Backpacker sector.
- WHEN:** 9 March - 30 June 2020.
- OPPORTUNITY:** Feature your product and any deals.
- COST:** \$0 participation fee. \*Commissions apply
- HOW:** To express your interest in being featured contact Dinesh Kaku ASAP. [dinesh.kaku@backpackerdeals.com](mailto:dinesh.kaku@backpackerdeals.com)



# Regional Tourism Organisations

- WHAT:** In addition to the Northern Territory Government's \$2 million Tourism Resilience Plan, Tourism Top End and Tourism Central Australia are also delivering a range of initiatives to target intra-territory visitors and visiting friends and relatives to also *Holiday in the Top End This Year* and *Holiday in the Red Centre This Year*.
- WHEN:** Now to 30 June 2020.
- OPPORTUNITY:** Be a part of the program that includes being on [tourismtopend.com.au](http://tourismtopend.com.au) and/or [discovercentralaustralia.com](http://discovercentralaustralia.com), intra territory marketing of events and cooperative advertising opportunities, email marketing, social media marketing and visitor information centre promotions.
- COST:** A range of free and buy-in opportunities.
- HOW:** For more information, contact:  
Tourism Top End - [marketing@tourismtopend.com.au](mailto:marketing@tourismtopend.com.au)  
Tourism Central Australia - [marketing@discoverca.com.au](mailto:marketing@discoverca.com.au)



# Activity Planner

	Feb w/c 24th	March w/c 2nd	March w/c 9th	March onwards	April w/c 6th	April w/c 13th	April onwards	May	June
NT Now									
Australian Traveller									
NT.com									
Trip Advisor									
Weekend Australian Magazine									
The Weekend Magazine Regional									
NT News Special Edition									
Backpacker Deals									
Regional Tourism Organisations									

## Thank you

Where the opportunity is limited, advertising space will be allocated on a first served basis with one opportunity per operator. Tourism NT will also endeavour to ensure all regions receive equal coverage.

On confirmation of your booking an invoice will be issued from Tourism NT.

For further information contact:  
[marketing.tourismnt@nt.gov.au](mailto:marketing.tourismnt@nt.gov.au)