

INDUSTRY TOOLKIT

# Drive campaign



February – June 2025

 Two Mile, Finke River – Tjoritja/West MacDonnell Ranges





# Drive marketing campaign

**A road trip to the Northern Territory is different to any other. It allows holiday makers to reconnect, while exploring some of Australia's most incredible natural wonders.**

This year, a national drive campaign will inspire Australians to hit the road and 'road trip differently' in the Northern Territory.

The campaign focuses on the fly/drive and caravan and camping self-drive markets, showcasing what a road trip in the NT has to offer. It highlights the Territory's vast landscapes, unique experiences and destinations across both the Top End and Red Centre.

Running from February to June 2025, the campaign brings together paid media, on-ground support at Australian caravan and camping shows, public relations and trade partnerships. It also drives traffic to ATDW (Australian Tourism Data Warehouse) listings on [northernterritory.com](http://northernterritory.com), ensuring strong leads to operators from the drive market.



As part of the campaign, a national competition will engage road trip enthusiasts, helping to build a highly targeted database of travellers interested in driving the NT. This follows a successful lead-generation initiative that delivered over 15,000 caravan and camping specific leads, enabling us to continue the conversation with this group through re-targeting and conversion ads.

The campaign is being delivered by Tourism NT, in partnership with Tourism Top End, Tourism Central Australia, the Caravan Industry Association of Australia, and the wider tourism industry.

For the tourism industry, this is a valuable opportunity to align with the campaign and ensure ATDW listings are up to date to leverage the increased traffic to [northernterritory.com](http://northernterritory.com).



# Amplify the campaign and messages

Leverage the Northern Territory's drive campaign to inspire more travellers to hit the road. Use the campaign's images and key messages to strengthen your own marketing and create a unified presence in the Australian drive market.

Share campaign content across your channels, whether that's re-sharing social media posts, incorporating key messages into your promotions, or aligning your offers with the broader campaign.

This industry-wide campaign is designed to drive demand for Northern Territory road trips. By integrating these messages into your own marketing, you help reinforce the NT's positioning as a must do drive destination.

The more businesses that share and align with the campaign, the greater reach, impact and visibility, ensuring NT road trips stay top of mind for travellers.

## Key campaign Messages

1. Road trip differently
2. Picture perfect pit stops



### 3. A road trip, but not as you know it.



# How to get involved

## ➤ Use the campaign imagery:

### 1. Make sure you're registered for the image gallery.

Visit [www.imagegallery.tourismnt.com.au](http://www.imagegallery.tourismnt.com.au) and login or create an account if you don't already have one.

### 2. Access drive specific imagery.

Or you can explore the full range of Tourism NT's videos and photos to use in your marketing. Just download any images or video files that catch your eye.

[Download drive images](#)

## ➤ Get social:

### 3. Re-share or tag Northern Territory's official social accounts

- Re-share **@NTAustralia's** content on your channels – click the share button under the post.
- Tag **@NTAustralia** in any new content you create and Tourism NT might re-share it on our own channels – with hundreds of thousands of followers across social, it's an easy way to get your content out.





# How to get involved

## ➤ Update your ATDW listing

Take advantage of the thousands of visitors that will visit [northernterritory.com](http://northernterritory.com) by ensuring your ATDW business listing is up to date. Listings will appear via these pages on [northernterritory.com](http://northernterritory.com):

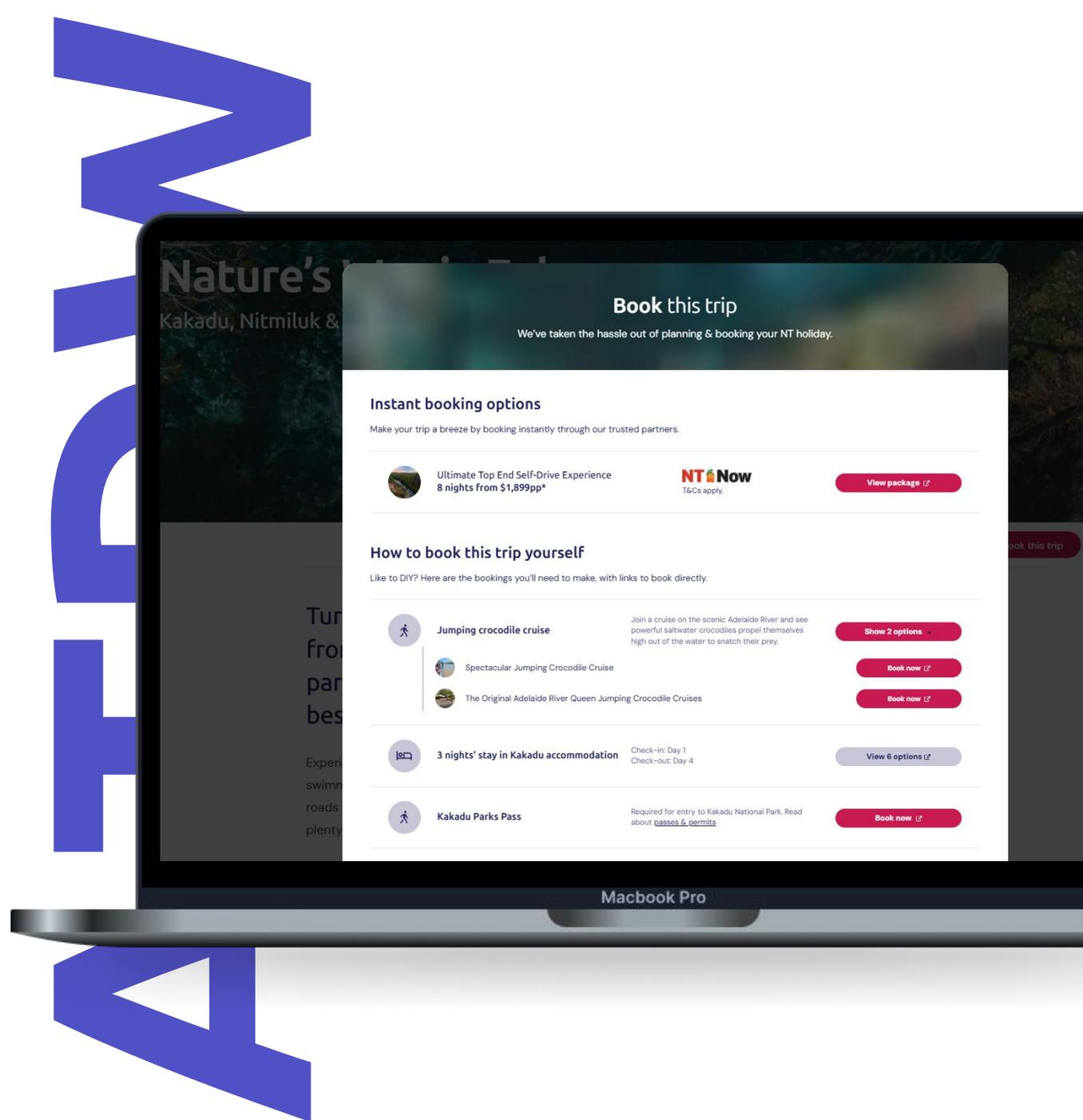
- [Deals and offers](#) page. ➔
- Drive campaign [landing page](#) ➔
- Red Centre and Top End [bookable itineraries](#) ➔

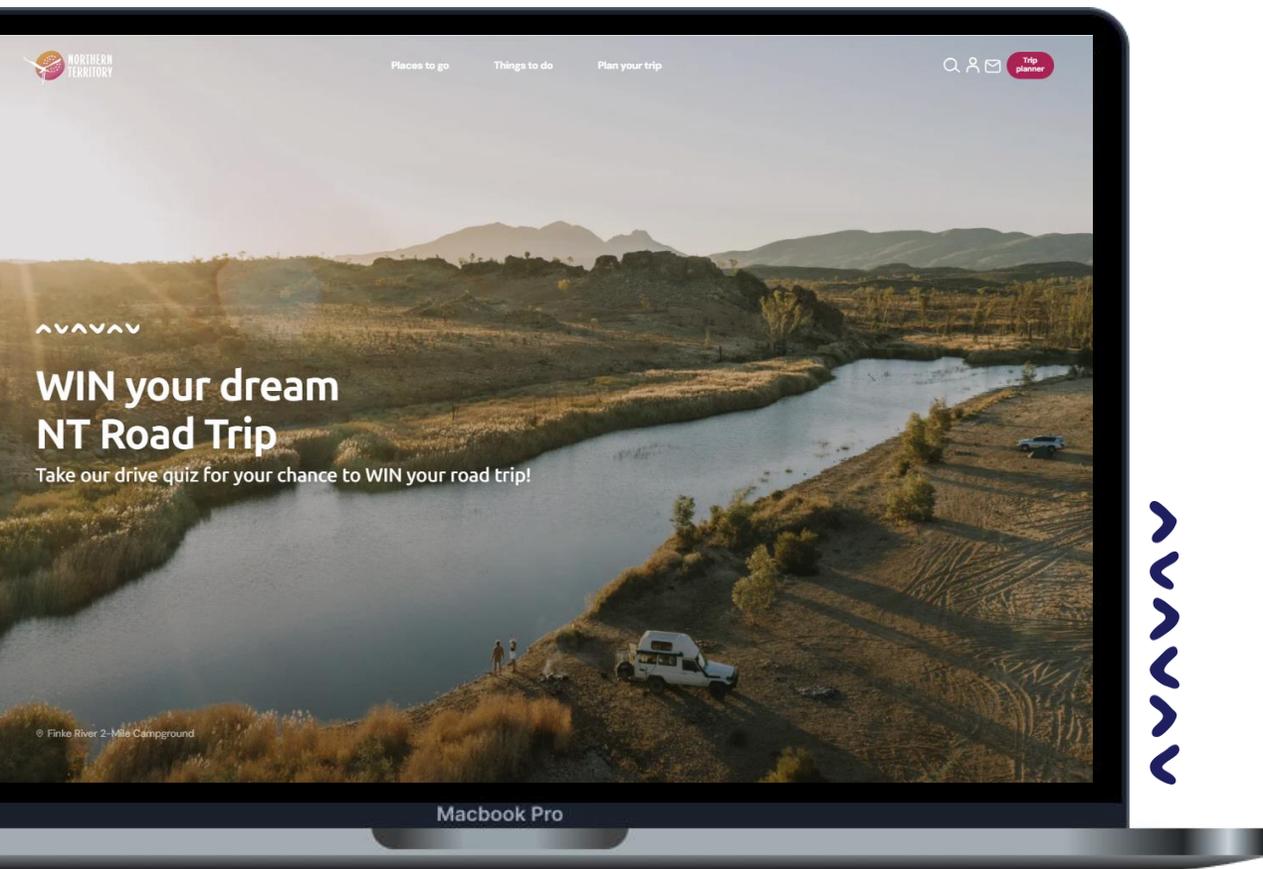
Ensure your images, business description, opening hours / dates and contact details are all up to date. For help with your ATDW listing or to request a drive tag be added to your listing please email [support@atdw.com.au](mailto:support@atdw.com.au)

## ➤ Distribute your product through conversion partners

Take advantage of potential NT travellers looking to book outback experiences through partners like AAT kings, NT Now, Campermate, Travel Auctions or Expedia.

For distribution assistance get in touch at [distribution.tourismnt@nt.gov.au](mailto:distribution.tourismnt@nt.gov.au)





# Drive quiz competition

As part of the NT's national campaign, we're inspiring Aussies to choose the NT for their next road trip through our interactive drive quiz. **With a \$22,000 prize pool**, the competition engages road trip enthusiasts, while building a strong database so that we can continue to talk to this audience about driving in the NT.

This is where you come in! We need help to amplify the campaign's reach by sharing the competition and aligning your marketing efforts with the broader drive campaign.

## Competition overview

Three incredible self-drive prizes are on offer, each showcasing a different road trip experience.

View the competition at [www.northernterritory.com/drive](http://www.northernterritory.com/drive).

### Road trip the Top End - \$5,500 self-drive prize

A 7-day journey via the Nature's Way, highlighting the lush landscapes, waterfalls and cultural sites of the Top End. This prize is delivered in partnership with Tourism NT, Tourism Top End and the Caravan Industry Association of Australia.

### Road trip the Red Centre - \$5,500 self-drive prize

A 6-day adventure along the Red Centre Way, taking in Alice Springs, the West MacDonnell Ranges, Kings Canyon and Uluru. This prize is delivered in partnership with Tourism NT, Tourism Central Australia and the Caravan Industry Association of Australia.

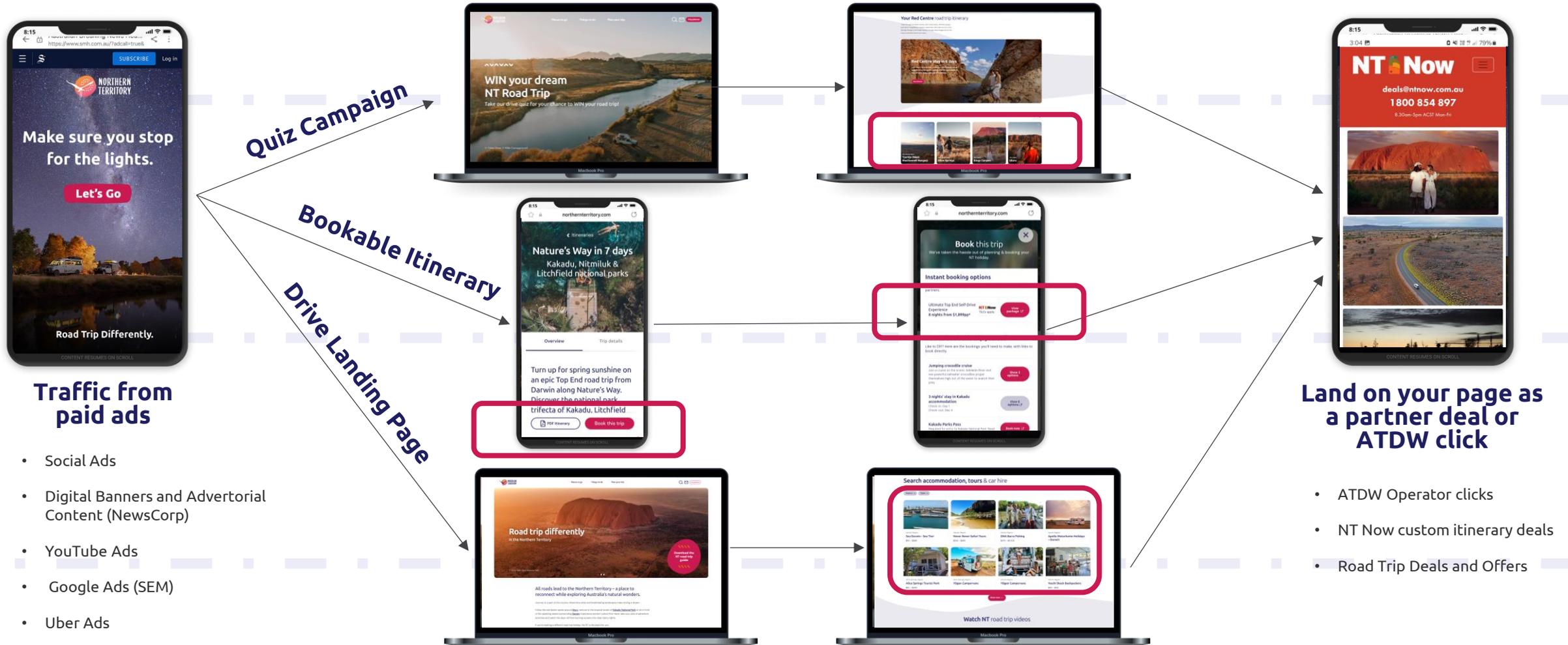
### Road trip the NT - \$11,000 self-drive prize

An epic Explorer's Way road trip, showcasing the NT's diverse landscapes, Aboriginal cultures and iconic destinations. This prize is delivered in partnership with Tourism NT, Tourism Central Australia, Tourism Top End and the Caravan Industry Association of Australia.





# How we drive visitors to your site



📍 Central Arnhem Road, East Arnhem Land

# Road trip differently



*Different in every sense*

