

# New Zealand Marketing Campaign Industry Toolkit



# Marketing campaign



*Different in every sense*

Tourism NT is continuing to inspire travellers to visit the Northern Territory who are seeking a holiday experience different to anywhere else in Australia.

Following ongoing visitation growth into the Northern Territory from the New Zealand market, an integrated marketing campaign will be in market promoting the Northern Territory from April to June 2025.

Holidaymakers across New Zealand will be targeted with inspirational ads and content YouTube, social media and digital media buys building awareness of the NT within NZ and educating the NZ market about the benefits of an NT holiday.

This marketing activity will be supported by the Northern Territory's Seek Different brand messaging, holiday planning tools and deals with House of Travel, Tripadvisor and Qantas (via Tourism Australia).

For the NT tourism industry, this is a great opportunity to ensure you package with travel retailers, take advantage of all the traffic being driven to [www.northernterritory.com/nz](http://www.northernterritory.com/nz) and align with the campaign's key messages to highlight your tourism product.



# The campaign



## Campaign audience profile:

The campaign's target audience will look to target New Zealanders who are interested in 'Go and Do' travel, with a skew towards 50+ audiences. This includes travellers who are planning on travelling abroad and are seeking adventurous holidays, including road-trips.

## Campaign dates:

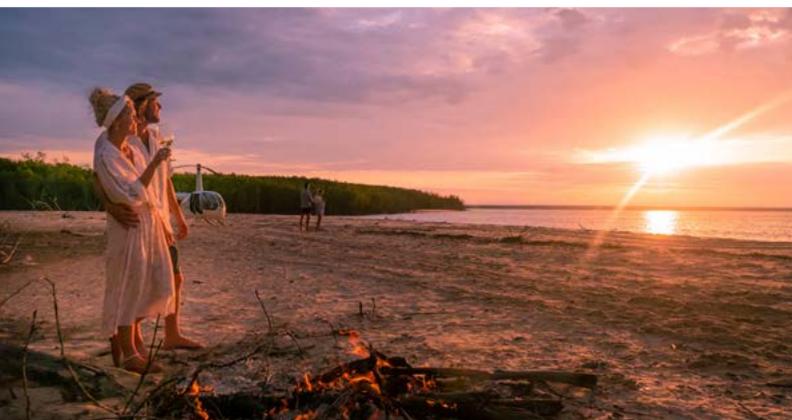
The second burst of marketing activity will be in market from 10 April to 27 June 2025.

## What is the campaign's USP (Unique Selling Proposition)?

The campaign will highlight our nature and wildlife, including World-Heritage listed national parks and iconic landmarks, adventure experiences, multicultural food offerings, pristine waterfalls and waterholes.

## Campaign media channels:

The campaign will be executed via a nationwide media strategy across social media, YouTube, and digital media buys, complemented by an integrated PR/media and organic social media plan.



# How to get involved



## Use these key campaign messages in your communications and highlight your experience/product:

- If you seek different, this is the holiday for you
- Different in every sense

## Use campaign imagery:

Or copy and paste this URL into your web browser

<https://imagegallery.tourismnt.com.au/lightbox/list.me?view=705847b2db400eccea996d5517b0ccd0>

Make sure you're logged into the Tourism NT Image gallery to view.

## Watch and share campaign videos:

## 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 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.

## Add the campaign landing page to your website:

[www.northernterritory.com/nz](http://www.northernterritory.com/nz)

## Take advantage of the abundance of visitors that will come to [www.northernterritory.com/nz](http://www.northernterritory.com/nz) during this campaign period by ensuring your ATDW listing is up to date:

Make sure your images, product description, opening hours and contact details are all fresh and up to date. You can even add your own deals and offers on ATDW.

If you don't have an ATDW listing, it's easy to register:

- Go to [www.atdw-online.com.au](http://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: [ATDW.TourismNT@nt.gov.au](mailto:ATDW.TourismNT@nt.gov.au)

Phone: 08 8999 3900

**Distribute your product  
through conversion partners:**

Take advantage of the potential  
NT travellers looking to book travel  
via House of Travel or Holidays of  
Australia.

For distribution assistance, contact:  
[distribution.tourismnt@nt.gov.au](mailto: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.

