

Road trip differently

Operator and RTO Toolkit

Drive Campaign FY26



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Campaign Overview

Drive overview

Drive visitors represent over 40% of all visitation to the NT.

Drive holidays are vital to the Territory's visitor economy. Road trips encourage regional dispersal, increase visitor numbers and increases length of stay across the Territory, supporting tourism businesses across the Red Centre and the Top End.

The FY26 Drive Campaign encourages Australian's to *road trip differently*, by positioning driving as the best way to experience and explore the Territory. The campaign will grow desire, awareness and demand for fly-drive and self-drive holidays in the NT focussing on key accessible drive routes including Nature's Way, Explorers Way and Red Centre Way.

We will also promote dispersal through our 'Off the Beaten Track' initiative which highlights key four-wheel drive routes in the NT with a focus on Binns Track and Central Arnhem Road, plus smaller and shorter 4x4 routes in both the Red Centre and Top End.

Let's hit the road!

Road trip differently

Live in Market : 16th February – 31st March

Objective:

Increase booking and planning of drive focussed holidays in the NT over the next 12 months.

Audiences:

Grey Nomads – Caravaning, 60+, spend months of the year travelling and planning trips.

Epic Adventurers – Experienced 4x4 drivers with kit and passion for exploring new locations, and finding challenging drives.

Weekend Warriors – Families and camping/caravaning enthusiasts who love to get out in nature and national parks. Own a 4x4 or SUV for towing and weekend activities and interests.

Campaign Partners:

Caravan Industry Association of Australia , Tripadvisor, THL Deals (Apollo and Britz), CamperMate, Holidays of Australia/NT Now, Travel Auctions and Voyages.

Media:

1. Regional Large Format OOH – in SA and QLD (key drive entry points to the NT)
2. Radio – Nova and Nine
3. Press Partnerships – Newscorp, Traveller, Australian Traveller, SA Now (editorial), Caravaaning Australia (editorial)
4. Digital Content Partnerships – News.com, Nine WeAreExplorers. Australian Traveller
5. BVOD/SVOD – Nine, Stan, HBO Max
6. Search – Google
7. Social – Meta, Reddit
8. YouTube

Our campaign partners

Caravan Industry Association of Australia

Working with the CIAA to highlight the NT's member Caravan parks along key routes Nature's Way, Explorers Way and Red Centre Way. We'll draw attention to NT Caravan parks and camp sites.

THL and CamperMate Competition partnership

Hosted via the THL and CamperMate network– giving away the chance to win 1 of 3, 7 day road trips valued up to \$9000 for our key itineraries, Nature's Way, Explorer's Way and Red Centre Way. THL are also offering 10% off vehicle rental rates through Apollo (2WD) and Britz (4WD).

Tripadvisor Partnership

Trip advisor and Tourism and Events NT will deliver an FI aligned Melbourne activation to promote NT Drive holidays. This activation will target a drive-focused audience, educating them on the NT's key road trip routes and off-the-beaten-track experiences. Visitors to the activation will have the chance to win a drive holiday in the NT and will also receive discounted tickets to MXGP, Darwin Supercars and Red CentreNATS

CamperMate promotion

CamperMate will be promoting key NT drives and itineraries for the Red Centre and the Top End across their app and website throughout the campaign period.

NT Now (Holidays of Australia)

NT Now (Holidays of Australia) have partnered closely with the Tourism and Events NT to develop bookable drive packages and fully packaged NT Itineraries. Get involved via NT Now's distribution support.

Travel Auctions

NT accommodation deals, including caravan parks, will be promoted through Travel Auctions' unique bidding platform across their website and to their highly engaged database, showcasing why the NT is such a compelling and accessible destination for self-drive holidays.

Voyages

Voyages will be promoting Ayers Rock Resort as a prominent Northern Territory Drive Destination, with discounted package stays for fly-drive and self-drive audiences.



Camper
Mate



Our audiences

Fly drive differently

Weekend warriors and quick national park getaways.

This audience want an option to explore and experience nature without hard off roading. They want to rent a car and spend a week (or a weekend) getting into nature. Opportunity for advertising car hire or tours highlighting easily accessible itineraries or guided experiences.

Caravan & camp differently

Grey nomads and caravan road trippers.

This is our core audience of 60+ retirees who have the time to spend months on the road exploring Australia. They spend more time planning their journey and mapping stops and experiences. They are towing so need accessible routes.

Likely to spend longer on ground and enjoy experiencing local culture.

Off road differently

4x4 adventure audiences and off roaders.

This is our experienced 4x4 driver's market. They're invested in getting out in nature, camping, hiking and off-road driving. They love to explore lesser-known tracks and get off the beaten path.

This is a passionate audience that like to challenge themselves and their off-road skill, as well as explore and experience lesser-known locations.

Core messages

Road trip differently

Primary campaign tagline

Grey Nomads:

**Sealed Roads.
Unsealed Adventures.**

**Over a million
square kilometres
of different.**

4x4 Adventure:

**Off Road
differently.**

**The middle of nowhere.
The centre of everything.**

Weekend Warriors:

**Swap the high beams,
for a billion stars.**

**Room to move.
Space to breath.**

Using the brand

Our drive brand

COLOURS

YELLOW

CMYK: 2, 0, 27, 0
RGB: 255, 255, 196
HEX: #FFFFC4

ORANGE

CMYK: 3, 49, 52, 0
RGB: 237, 150, 120
HEX: #ED9678

CHARCOAL

CMYK: 44, 34, 22, 77
RGB: 69, 67, 71
HEX: #454347

LOCK UPS

**Road trip
differently**

Road trip differently

TYPOGRAPHY

Malila Bold

**Poppins
Extra-Bold**

HEADINGS

STICKERS



DOWNLOAD HERE

Drive Imagery

1. MAKE SURE YOU'RE REGISTERED FOR THE IMAGE GALLERY

Visit www.imagegallery.tourismnt.com.au and login or create an account if you don't already have one.

2. ACCESS DRIVE IMAGE SELECTS

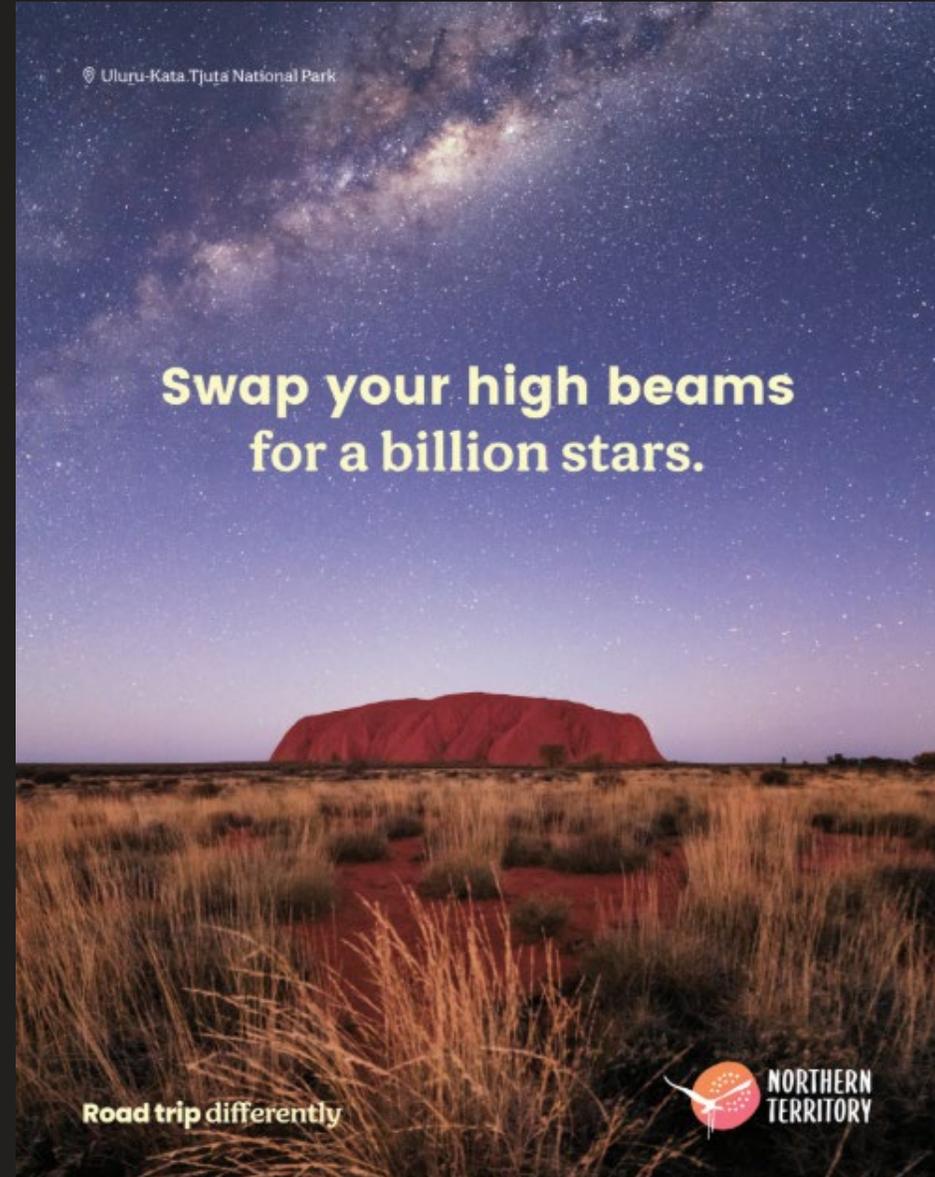
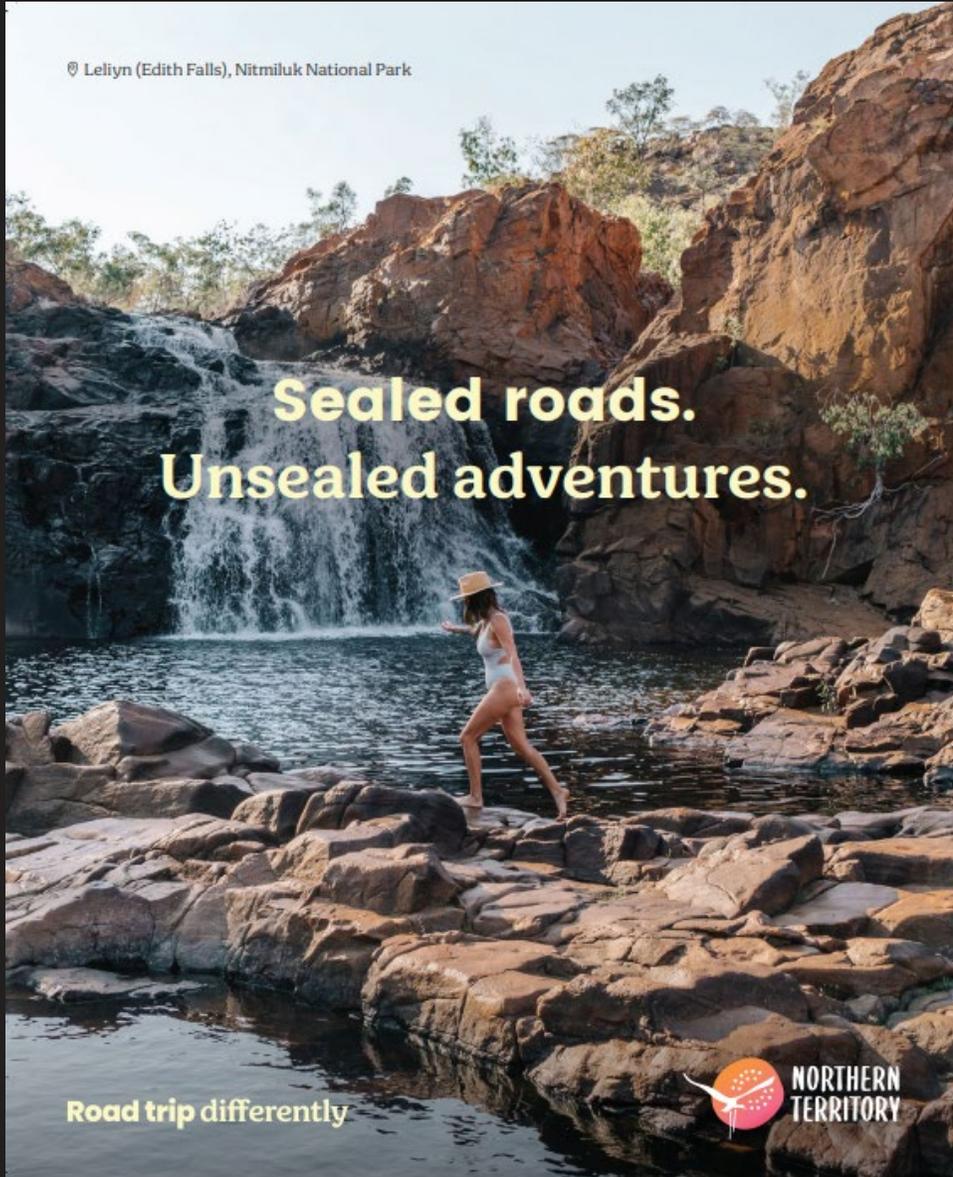
Or you can explore the full range of Tourism NT's videos and photos to use in your marketing. Just download any images or video files that catch your eye. We've got some selects – but you can also create your own content – and we'll update as more drive imagery become available. Our selects are linked below – just click the download button.

DOWNLOAD IMAGES



Using the Brand

Print Advertisements (Magazine)



Using the Brand

📍 Kings Canyon, Watarrka National Park

**Sealed roads.
Unsealed adventures.**

Road trip differently



A woman in a white top and shorts stands on a rocky ledge overlooking a vast canyon with layered rock formations under a warm, golden light.

📍 Wanuway (Cape Arnhem), East Arnhem Land

**Room to move.
Space to breathe.**

Road trip differently



An aerial view of a pristine beach with turquoise water and white sand. Two vehicles are parked on the beach, and tire tracks are visible in the sand.

📍 Finke Gorge National Park

**Room to move.
Space to breathe.**

Road trip differently



A white pickup truck with a canopy drives on a winding red dirt road through a dry, scrubby landscape.

Out of Home - Billboards

Get involved

Update your listing

Take advantage of the thousands of visitors that will visit northernterritory.com by ensuring your ATDW business listing is up to date for our drive audience. Your ATDW listing will appear via these pages on northernterritory.com:

- [Deals and offers](#) page →
- Drive campaign [landing page](#)
- [Bookable Itineraries](#) for Explorer's Way, Red Centre Way and Nature's Way

If you offer 4x4 touring or hire product you will also be featured on our off the beaten track 4WD focussed landing page.

Ensure your images, business description, opening hours / dates and contact details are all up to date. For help with your ATDW listing please email support@atdw.com.au

UPDATE LISTING



get into distribution

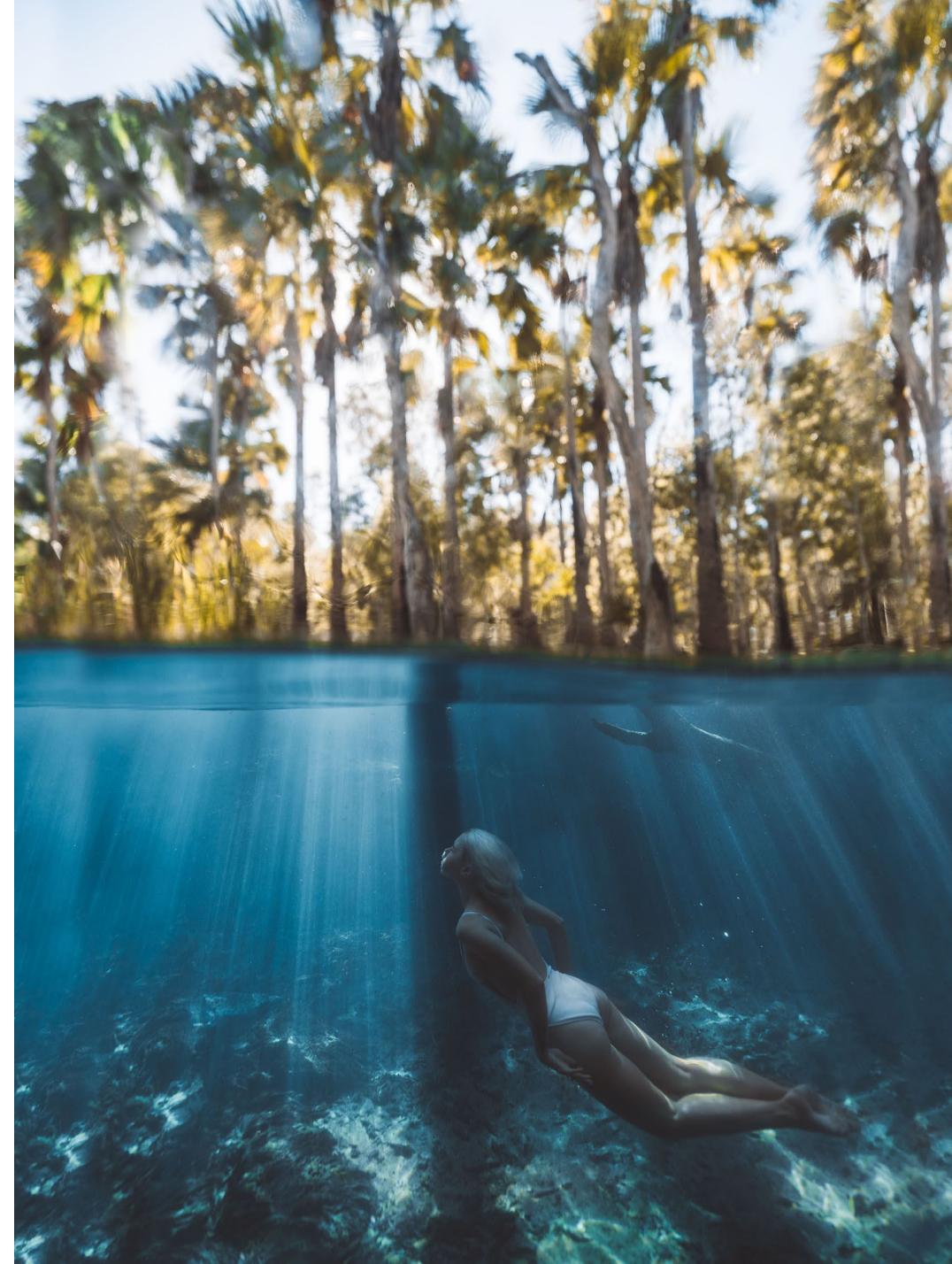
Distribute your product through our conversion partners.

Take advantage of potential NT travellers looking to book outback experiences through partners like AAT kings, NT Now/Holidays of Australia, CamperMate, Travel Auctions or Tripadvisor. Get involved with packaging your product to increase bookings and get noticed.

For distribution assistance get in touch at distribution.tourismnt@nt.gov.au

Become a member with your regional tourism organisation (RTO)

Make sure you're a current member with your RTO – Tourism Top End and Tourism Central Australia.



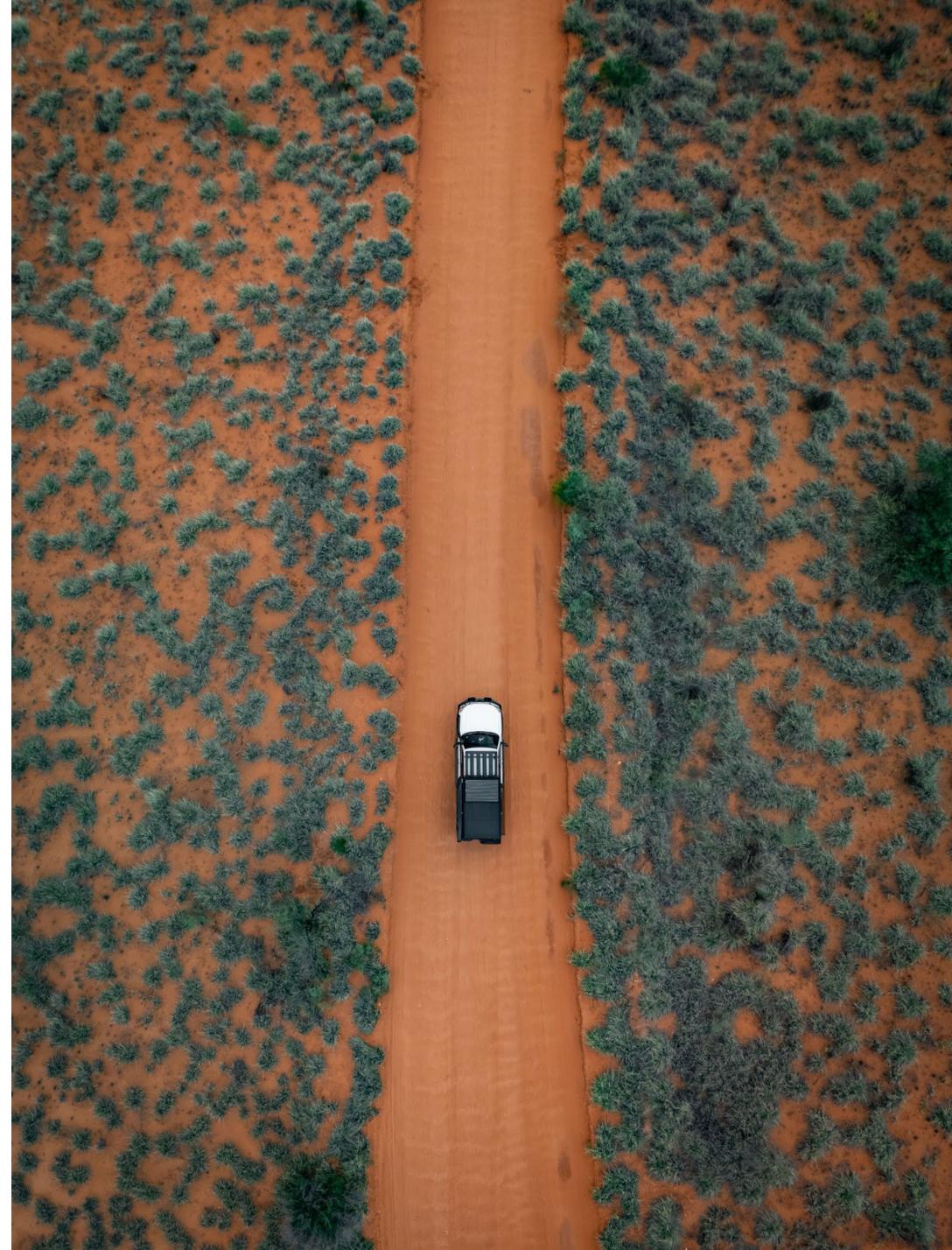
get social

Re-share or tag Northern Territory's official social accounts with your content (or ours).

Re-share @NTAustralia's content on your channels – click the share button under the post.

Tag @NTAustralia in any new content you create and we 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 there.

Get creative with the brand elements for our drive campaign and get sharing on social. If you're getting off road or taking customers out on adventures to new places – we'd love to see your photos and highlight experiences!



📍 Arnhem Way, East Arnhem Land

Road trip differently

