



INTERNATIONAL
youth campaign **FY26**

INDUSTRY TOOLKIT

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Campaign OVERVIEW

Audience

OVERVIEW

The youth market contributes 27% of all visitor arrivals to Australia and 45% of total visitor spend.

They tend to stay longer, spend more and disperse more widely throughout the country than most other target segments. They have a propensity to combine work, visiting friends and family, and holiday/leisure experiences.

The world around youth has shifted as a new generation enters the market. They seek extended, immersive, and challenging experiences. They want to live like locals, experience daily life, and gain a deeper understanding of Australian culture.

(Tourism Australia, 2025)



Campaign SUMMARY



Tourism and Events NT is launching a social-led campaign targeting international working holiday makers (WHM), backpackers and adventure seekers currently travelling or living in Australia. The campaign positions the Northern Territory as an unmissable chapter of their Australian experience.

Objective: Drive awareness and consideration of the Northern Territory among youth and working holiday makers already in Australia, inspiring them to explore, work and travel in the NT.

Dates: 1 April – 30 June

Approach: Leveraging a mix of hero talent and UGC showcasing what they found in the NT, supported by street cast and vox pop content featuring *real* WHMs who now call the NT home.

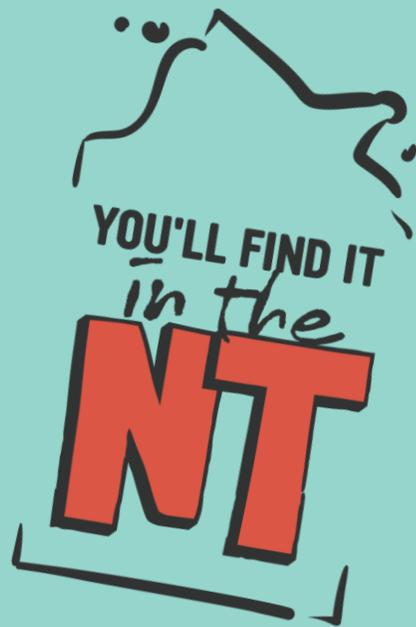
Channels: Out of Home, YouTube, META, Tik Tok, Reddit, Snapchat, Urban List, SEM

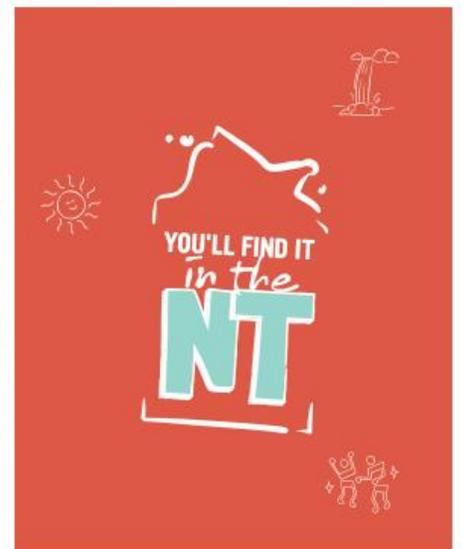
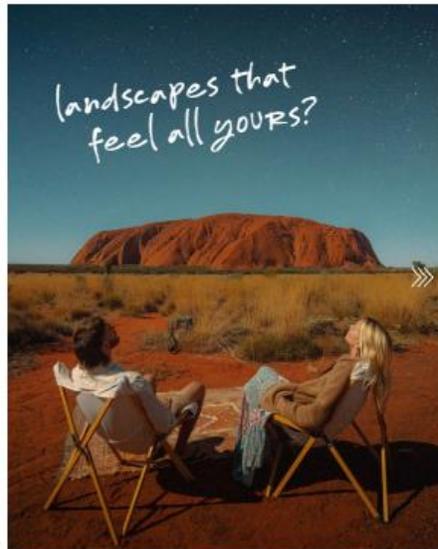
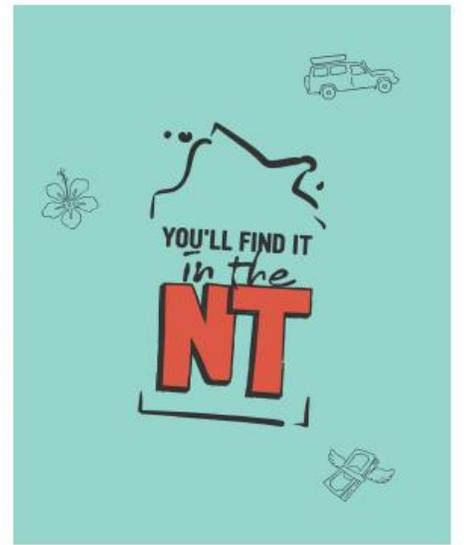
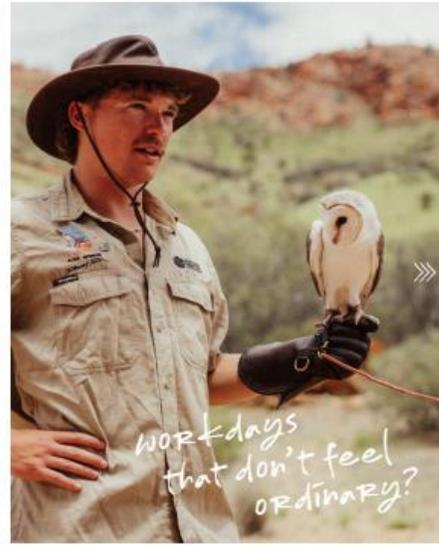
CTA: Itineraries, articles, travel deals, product listings and working holiday information



If you came to Australia for real moments, good mates and weekends you'll talk about for years, you'll find it in the Northern Territory. Sleep under stars, swim in waterholes, hike red earth, and connect with Aboriginal culture.

The summer is generous; the horizons are wide and everything you hoped Australia would be is right here.





Campaign MESSAGING PILLARS

What did you find in the NT?



UNIQUE EXPERIENCES

landscapes that feel all yours?

saying yes to adventure?

WORK LIFE BALANCE

less hustle more living?

more life after work?

PEOPLE & COMMUNITY

mates that say yes?

sense of community?

JOBS

a working holiday that works for you?

workdays that don't feel ordinary

DEALS

holidays that go further for less?

big adventures without the big spend?

Using the BRAND

Campaign BRAND

LOCK UP



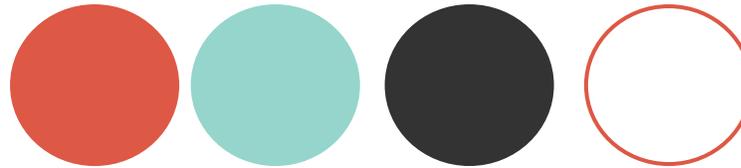
TYPOGRAPHY

Bitter Sour Regular

YWFT Ultramagnetic Regular

Google Sans Bold

COLOURS



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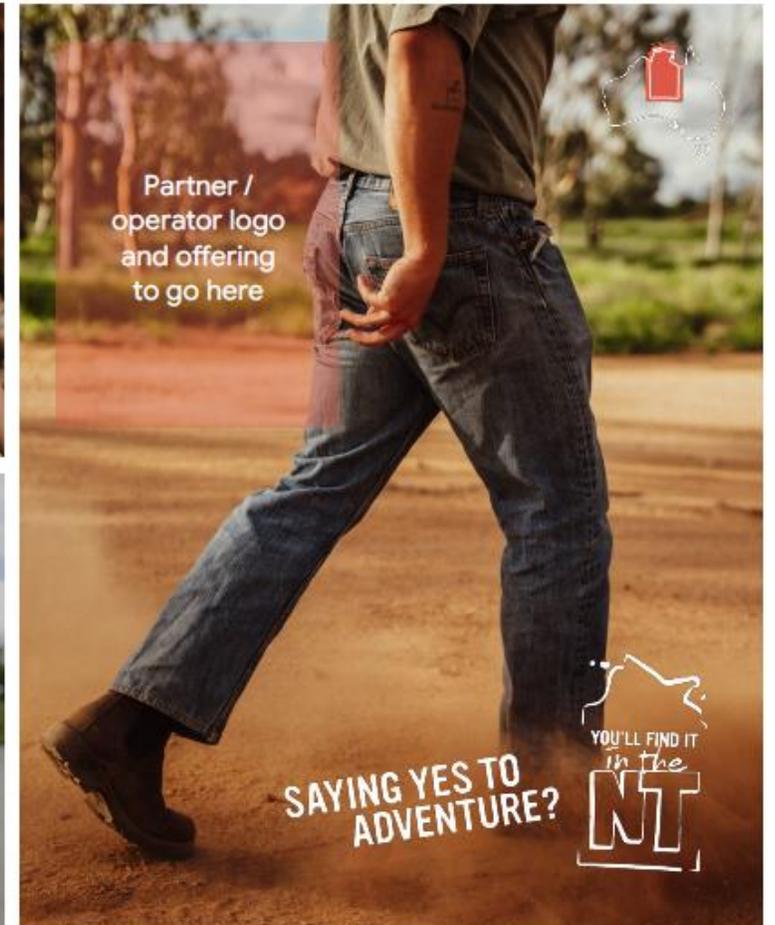
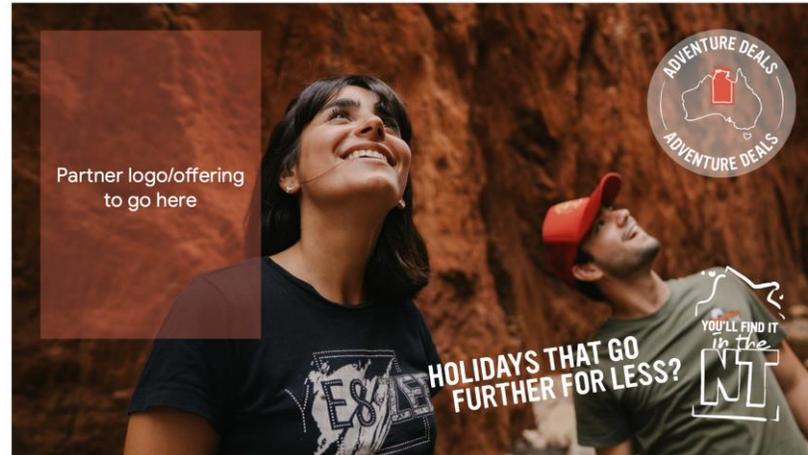
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STICKERS



[Download here](#)

Brand in ACTION



Brand in ACTION

Experiences promotion

We have provided a messaging option for use in your experiences promotional materials. The message has been designed to sit alongside our campaign lockup, "You'll find it in the NT," and has been supplied as a single asset that can be dropped into your creative. The 'experiences' messaging option is available in both horizontal and stacked versions. Apply the version that best fits your image.

Deals promotion

The following are some examples of how all the campaign elements can come together in your promotional assets.

The Adventure Deals device should ideally be placed in a clear space at the top right. The 'deals' messaging sits overlaid on the image, generally in the bottom right – select either the horizontal or stacked version for the best legibility against your background image. Your logo and/or offering may be placed in the top left.



Campaign ASSETS

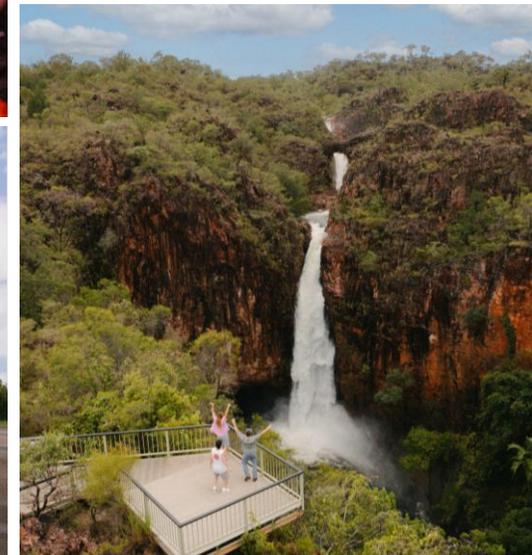
We have supplied a selection of imagery for your assets, though you're welcome to use your own if preferred.

Step 1: Register and log in to the [Tourism and Events Image Gallery](#)

Step 2: Browse a range of selected assets [here](#)

Step 3: Download chosen imagery and input into the lock up template or use on socials

[Download campaign assets](#)



Getting INVOLVED

*If the youth market is the right audience for you,
we'd love for you to get involved!*

Update your LISTING

Step 1: Keep your ATDW listing up to date with fresh imagery and relevant messaging.

Step 2: Where suitable, add a deal or value add to your ATDW listing for campaign inclusion. It will then be featured on the northernterritory.com campaign landing page.

To confirm your submission, advise that you've uploaded a deal or offer for the **International Youth Campaign** via email: support@atdw.com.au.

[Update listing](#)



Get SOCIAL

Use campaign brand elements or your own content to showcase what one can find in the NT.

Tag **@ntaustralia** or reshare content from Northern Territory's official social accounts.






YOU'LL FIND IT
in the
NT