



BEST TERRITORY TOURISM MARKETING ACTIVITY

CATEGORY QUESTIONS

2026 AWARDS. VERSION 1.0

DESCRIPTOR

This category recognises creativity in marketing and promotion in the Northern Territory (NT). Submissions should showcase engaging and results-driven marketing activity, either specific singular activity or ongoing campaigns, that have successfully elevated the visibility of a tourism product or experience and/or the destination during 1 July 2025 to 30 June 2026.

Submissions may highlight independent activities or those that strategically align with and leverage other local or national marketing initiatives. Activity will be assessed on creativity, execution and measurable success.

This category is open to tourism, event and hospitality operators and businesses in the NT.

This is not for organisations that are eligible for the Tourism Marketing and Campaigns category, including digital enterprises, Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, Online Travel Agencies, local government or marketing alliances.

NOMINATION PROCESS

Entries are accepted via the awards portal.

Important notes:

- Nominations are welcomed by the business not another party i.e. a marketing agency.
- *This category is awarded in the Northern Territory - winners do not become finalists at the Australian Tourism Awards.*
- *The criteria and rules for entry for the 2025 Australian Tourism Awards program do not apply to this category.*

Submissions for this category can be in either written or video format* which contain the following responses:

1. Outline (in 500 words or three-minute recording) the activity and how it came about (what was the trigger?), how the activity was executed, the target audience and the parties and processes involved.
2. Outline (in 500 words or three-minute recording) the results, including metrics where appropriate such as sales, traffic, coverage, reach and engagement.

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3. Add up to five supporting images or videos with captions (up to ten words each).

**If submitting a video response, it does not need to be professionally produced. A simple recording responding to each question can be uploaded, noting it must remain within the three-minute time limit per response. Judges scores will be based on response content rather than production quality.*

SCORE SUMMARY

The judging panel will be seeking an exceptional example of a creative marketing activity that has delivered exceptional results for the tourism business and/or destination.

Campaign creativity	25 points
- The reason / trigger	5 points
- Execution including alignment to the target audience	10 points
- Creativity	10 points
Impact and results	15 points
- Demonstrated impact	10 points
- Measurable outcomes	5 points
TOTAL	40 points