

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Higgins to the Minister for Tourism and Culture:

Note - Given the volume of activity undertaken by Tourism NT, the scope of these questions is onerous to provide a full written response. The Minister for Tourism and Culture would be pleased to offer Mr Higgins a verbal briefing should further information be required.

Tourism Campaigns

- 1. Please advise which tourism marketing campaigns, including the recent 'NT Now' for example, has the Northern Territory Government (NTG) launched or continued since September 2016. Please list all campaigns targeting intra-Territory, interstate and international audiences.**

Since September 2016 Tourism NT (TNT) has created and participated in over 300 campaigns.

2016-2017

In 2016-17, TNT delivered 121 cooperative campaigns. Domestically TNT worked with 17 partners to produce 32 cooperative campaigns.

In 2016-17 international campaigns undertaken by TNT included 55 cooperative campaigns in Western markets and 34 cooperative campaigns in Eastern markets. TNT worked with 50 key distribution partners including TripAdvisor, Qantas Vacations, Expedia, Priceline, Flight Centre, TUI, Virtuoso, CTrip and Singapore Airlines on these campaigns.

2017-2018

In 2017-18, Tourism NT delivered 122 cooperative campaigns. To increase awareness and demand of the destination, TNT administered 32 domestic cooperative campaigns, 52 international campaigns in Western markets and a further 38 campaigns in Eastern markets, showcasing the NT and its products to key source markets.

In 2017-18 tactical cooperative campaigns were delivered with key partners, including Virgin Australia, Jetstar, Tiger Air, Qantas, Helloworld, Flight Centre, CTrip, Tongsheng International Travel Service and Expedia, to leverage awareness generated through the broader NT brand campaigns in market. Campaigns focused on various travel periods throughout the year to decrease seasonality and to target specific audiences during key booking periods.

2018-2019

In 2018-19 TNT is earmarked to deliver nearly 150 campaigns, which currently include 38 domestic cooperative campaigns and 79 international campaigns. These are in addition to brand, sector messaging, public relations, trade or event based campaigns that are also underway or in planning.

Campaigns completed in 2018 include Dundee & TripAdvisor extension, Outback Payback, Fly Free to the Outback, Virgin Top End campaign, Virgin Alice Springs / Brisbane activity, Hotels.com cooperative campaign, World Expeditions cooperative campaign, Hidden Summer Party, Jetstar MasterChef, Jetstar Bachelorette, Expedia, Wotif, Jetstar Asia Campaign (YTD results), Donghai Gongbei China Travel cooperative campaign, Donghai Xinhua Travel cooperative campaign, Donghai Swallow Holidays cooperative campaign, Nomad Cinema, Backpacker deals, Monthly Expedia Always On campaign and a monthly Priceline campaign.

Campaigns still underway include phase 1 of the Drive campaign, a Great Southern Rail campaign, an ongoing NT Now – Holidays of Australia campaign, Holidays of Australia cruise and rail campaign as well as cooperative campaigns with Helloworld, Webjet, Virgin Australia, Virgin Australia Holidays, Webjet, Visit Victoria, Qantas & Trailfinders, 'Australiens wilde Seiten' (AWS), Singapore Airlines, Expedia & 3 other trade partners.

For example the NT NOW campaign is targeting over 10,000 passenger bookings with a return of \$13 million in estimated visitor expenditure. Commercial in Confidence agreements means we cannot publicly share specific booking numbers however the campaign is meeting KPI's to drive traffic in the 'low season'.

2. For each campaign:

- a. What were the target demographics including geographical area of campaign audience?**
- b. What was the intended outcome and deliverables?**
- c. What timeline did the campaign run for?**
- d. What was the campaign cost?**
- e. What tools did the campaign include, such as print and TV advertising, social media, ambassador and influencers and/or pop ups and event activations?**

This information has not been provided due to the specificity requested and is onerous in terms of work to respond campaign by campaign. The Minister would be pleased to offer Mr Higgins a verbal briefing.

The domestic market is the Northern Territory's largest source of visitors and includes NT (intrastate) as well as the rest of Australia (interstate).

Our key target markets are holiday visitors aged 25-34 years or over 50 years with our core target markets being Sydney, Melbourne, regional New South Wales, regional Victoria, Adelaide and Brisbane who are seeking appealing adventure and unique experiences that can only be found here in the NT.

These visitors may be self-drive (often grey nomads), cruise passengers, fly drive, fly tour etc. Campaign cooperative partners, booking partner, messages and print and digital media buy will vary to drive conversion by specifically target the type of traveller and how they research and purchase their holidays.

Outside of these core markets, we also customise marketing for the likes of youth market, school education groups, special interest and families to travel to the NT.

In the international market we promote the Northern Territory as [Australia's Outback](#) in the key international markets of the United Kingdom, Scandinavia, Germany, the Netherlands, France, Italy, Japan, Greater China, Singapore & Malaysia, India and the United States of America. For more information on each of these regions please visit: <http://www.tourismnt.com.au/en/marketing/international-marketing>

3. What are the key performance indicators of each listed campaign?

The Key Performance Indicators typically consist of some if not all of the below areas. All indicators with commercial partners are considered sensitive and are not for release.

- Total PAX
- Room Nights
- Total Sales (\$)
- YOY Growth
- Average length of stay
- Breakdown of results by Top End or Red Centre
- List of operators included in campaign
- List of bookings per operator
- Breakdown of bookings per month – what months are people booking
- Average booking value
- Total bookings year to date
- Return On Investment (ROI)
- Total in-kind media value
- Total campaign investment
- Impressions
- Clicks
- Click through rate (CTR)
- Cost per acquisition (CPA)
- Total conversions
- UTM tag results (if they have been provided by the partner to include in our creative)
- Landing page visits
- Time on site
- Unique views
- Conversion path
- Results from all owned assets
- eDM – Open rate %
- Social media results – likes, comments and bookings
- Screenshots of creative in-situ
- Audience viewership per market
- Total audience rating point (TARP) per market

4. What are the results of each campaign?

As previously explained in Question 2 a response campaign by campaign is too onerous, however I would be pleased to offer Mr Higgins a verbal briefing.

Our current Turbocharging Tourism Cooperative Campaign data; as of 30 November 2018; shows we have already *secured 36,063 holiday passenger bookings so far.*

These holiday passenger bookings are also projected to bring \$44.7 million in visitor expenditure, once they arrive in the Territory.

5. Which of these campaigns will be reinstated or have been reinstated and for what time period?

Planning for the 2019/2020 financial year is currently underway.

6. How many leisure visitors travelled to the NT both domestic and international?

Key deliverables	Budget 2016-17		Budget 2017-18		Budget 2018-19
	Budget	Actual	Budget	Actual	Budget
Holiday visitors					
Domestic overnight*	652,000	628,000	652,000	631,000	631,000
International	277,000	259,000	277,000	n/a**	275,000

The 2017–18 budget and estimate for holiday visitors and expenditure were forecast in preparation for publishing of the Agency Budget Statement in May 2018. The variations mainly reflect the forecast slower economic conditions offset by early increases from the Turbocharging Tourism initiative.

*The 2017–18 annual domestic holiday visitor and expenditure survey results were higher than estimated in the 2018–19 Agency Budget Statement published in May 2018 mainly due to the impact of the Turbocharging Tourism initiatives. The 2018–19 domestic holiday visitors and expenditure budget will be revised in the 2018–19 Agency Budget Statement published in May 2019.

**Holiday visitors and spend for international travellers were not available due to technical issues (under review by Tourism Research Australia).

7. What was the level of expenditure by domestic and international leisure visitors as a result of each campaign?

Key deliverables	Budget 2016-17		Budget 2017-18		Budget 2018-19
	Budget	Actual	Budget	Actual	Budget
Holiday visitor expenditure					
Domestic overnight*	\$626m	\$780m	\$886m	\$717m	\$671m
International	\$362m	\$363m	\$362m	n/a**	\$388m

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