

## LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

### WRITTEN QUESTION

Mr Higgins to the Minister for Tourism and Culture:

#### 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.
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?
3. What are the key performance indicators of each listed campaign?
4. What are the results of each campaign?
5. Which of these campaigns will be reinstated or have been reinstated and for what time period?
6. How many leisure visitors travelled to the NT both domestic and international?
7. What was the level of expenditure by domestic and international leisure visitors as a result of each campaign?