

Global Activity Update

Kass Hall

International Marketing Executive

Baruwei Lookout, Nitmiluk Gorge

Different in every sense



Skyscanner

- Dates: 9 September – 31 October & 1 February – 30 March 2023
- Markets: Philippines, Thailand, Vietnam, Malaysia, India, Singapore, United Kingdom, India, Singapore, Germany.
- Objectives:
 - Drive destination awareness and position Darwin as the gateway to Australia.
 - Amplify Australia's Northern Territory brand messaging.
 - Generate passengers to the Northern Territory through tactical placements to encourage flight bookings from each market.
 - To increase destination awareness of the Northern Territory on Skyscanner in new and emerging markets.

7 wonders you can't miss in Australia's Northern Territory



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Skyscanner

Germany

 Skyscanner (DE, AT, CH - German, ...)   
Sponsored · 

Dein Abenteuer voller Wasserfälle, Wanderwege und Naturwunder erwartet dich hier in Darwin.



www.skyscanner.de
Australia's Northern Territory

[Learn more](#)

India

 Skyscanner   
Sponsored · 

Connect with like-minded people in a place that takes your breath away.



www.skyscanner.co.in
Australia's Northern Territory

[Learn more](#)

United Kingdom

 Skyscanner (Default)   
Sponsored · 

Experience Aboriginal culture, unforgettable sights and so much more in Australia's Northern Territory.



www.skyscanner.net
Australia's Northern Territory

[Learn more](#)

Singapore

 Skyscanner (Default)   
Sponsored · 

Discover new flavours in unforgettable destinations.



www.skyscanner.com.sg
Australia's Northern Territory

[Learn more](#)

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Skyscanner

Media results:

- Total campaign reach: 21,932,089
- Total impressions: 75,570,871
- Total clicks: 831,816

PAX:

- Singapore = 338 pax
- India = 541 pax
- Germany = 240 pax
- United Kingdom = 637 pax
- Philippines = 165 pax
- Thailand = 165 pax
- Vietnam = 70 pax
- Malaysia = 48 pax
- Singapore = 252 pax
- = Total: 2,456 pax

Flight redirects:

- 9832

Different in every sense



Tripadvisor

- Dates: 1 August 2022– 31 July 2023
- Markets: USA, Canada, UK, Germany, Italy, France, Singapore, Japan.
- Objective:
 - To amplify Australia's Northern Territory Brand campaign messaging and increase the awareness of the destinations profile on TripAdvisor in our target markets.
 - Generate passengers and room nights to visit the Northern Territory via Flash Sales/and compelling partner deals.



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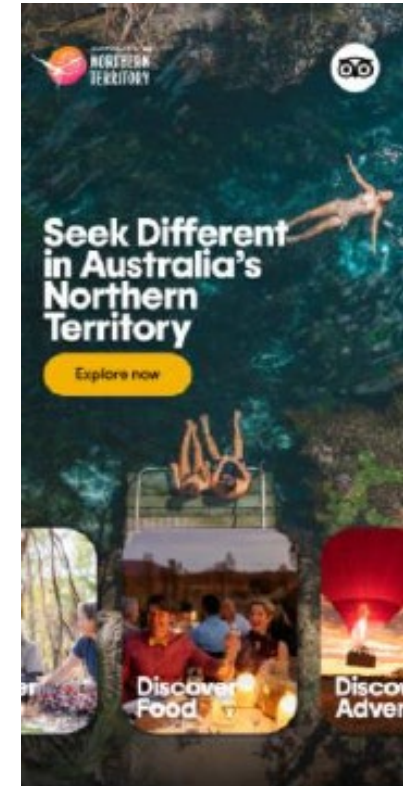
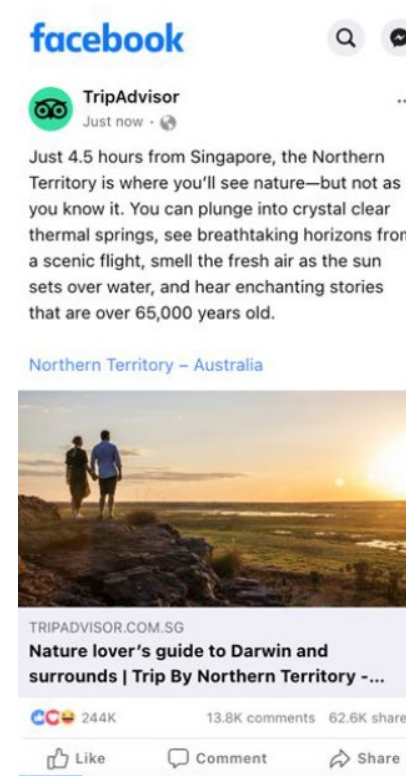
Tripadvisor

Media results:

- Total impressions : 80,401,347
- Video views: 1.2 million
- Total Ad clicks: 723,490
- NT lookers: 823k

PAX:

- Total pax: attractions and experiences booked 6,696
- Total room nights: 1,077

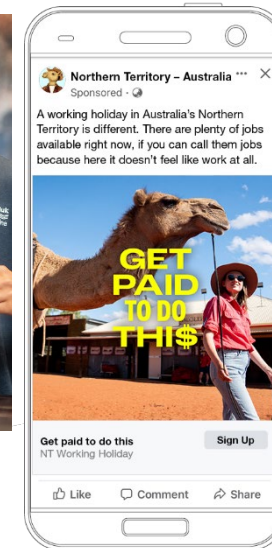
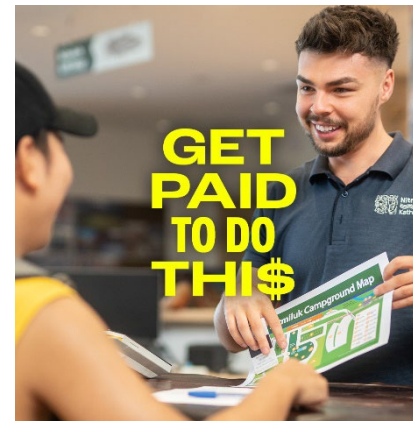


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Get Paid to do this!

- Dates: 1 March – 30 June
- Target marking: Youth Travellers – 18 – 35 years of age, living and working in Australia, primarily expats/WHMs.
- Objective: Position the NT as the quintessential Aussie backpacking destination with loads of work and work that feels like a holiday.
- Conversion partner: Backpacker deals

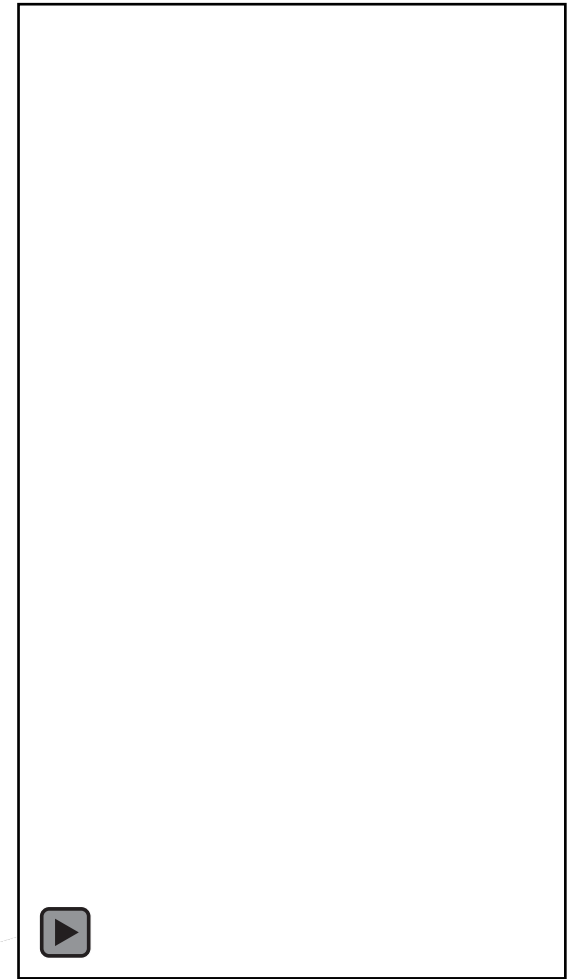
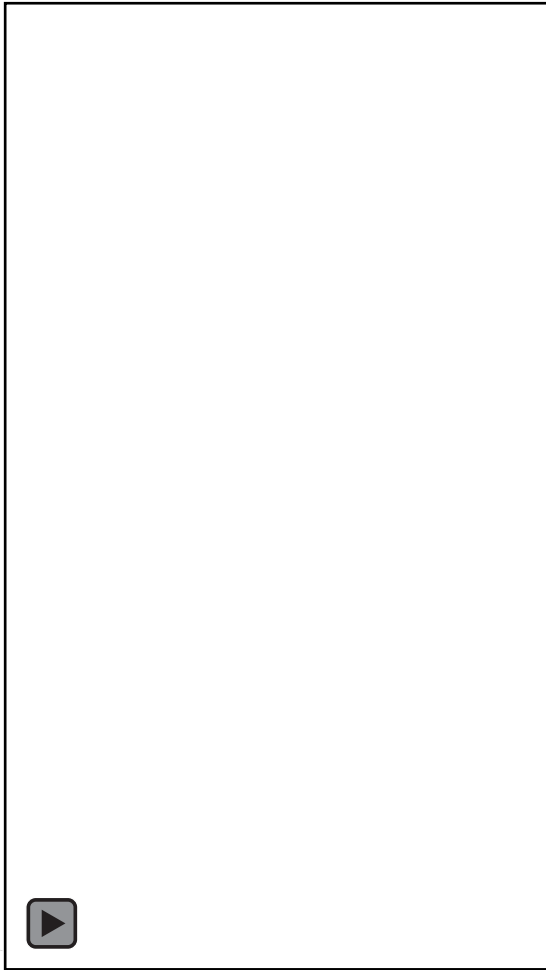


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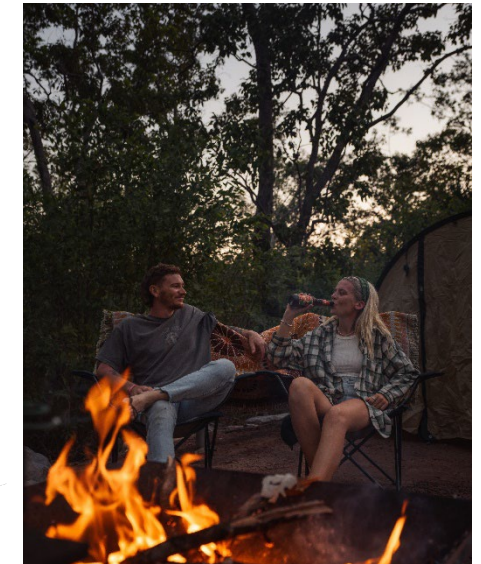
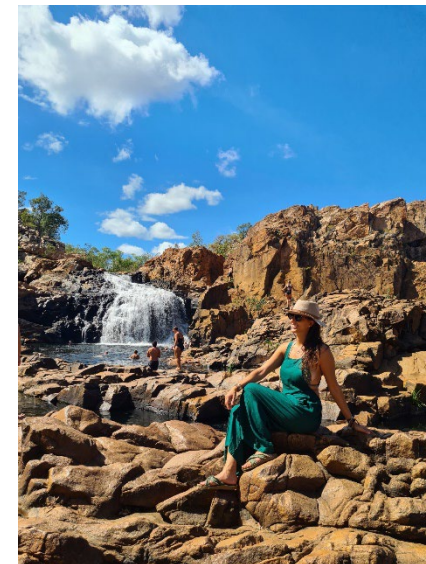
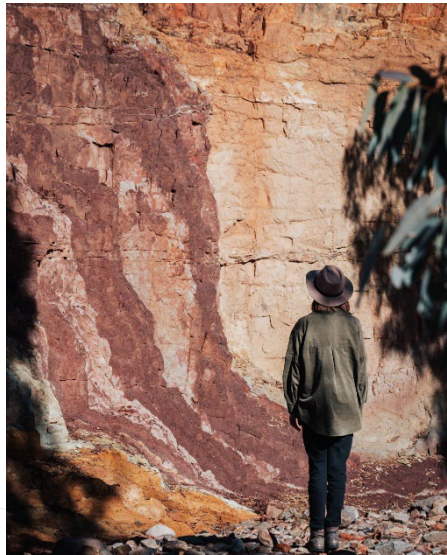
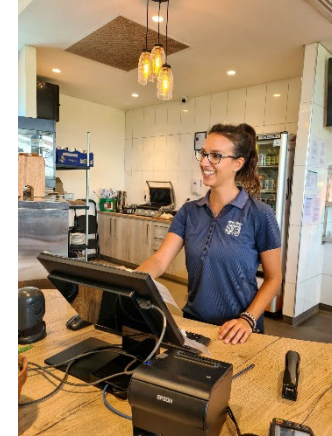
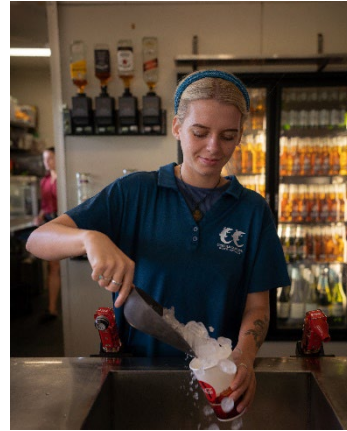


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Media results:

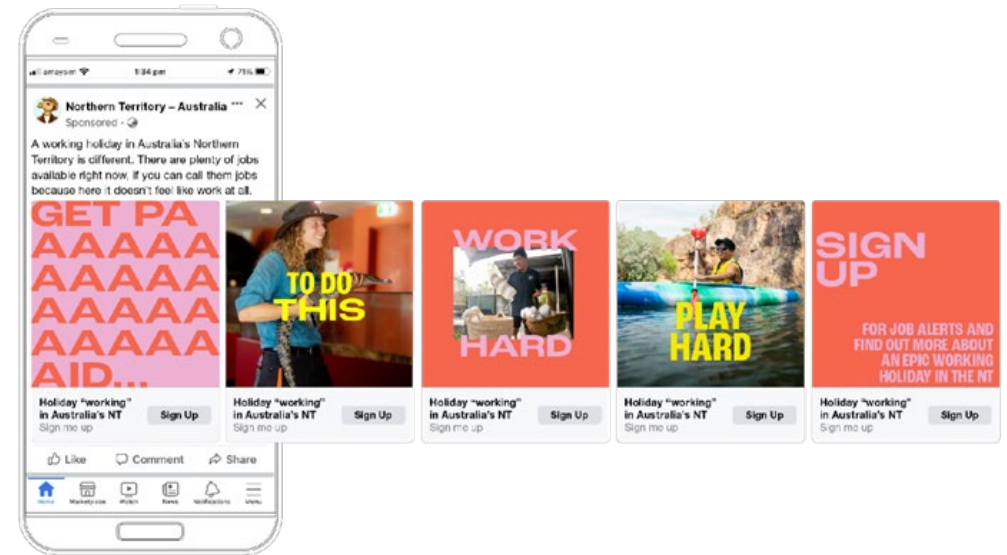
- Total impressions : 17,186,036
- Total sessions: 65,285

Influencer results:

- Reach: 831,919
- Engagement: 40,514
- Link clicks: 2,701

PAX:

- Total job leads: 20,845
- Total pax: 3,231 attractions and experiences booked.



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