

CAMPAIGN TOOLKIT – AUGUST 2026

BEST KEPT SEASON – S2

LOW SEASON CAMPAIGN | SUPPORTING TOURISM YEAR ROUND | S2

**BEST KEPT
SEASON**

SEPTEMBER – APRIL



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CAMPAIGN OVERVIEW



CAMPAIGN OVERVIEW

BEST KEPT SEASON

Low Season - September to April

WHY THIS CAMPAIGN MATTERS

As the Territory moves toward its traditional low season, Tourism and Events NT, in collaboration with Tourism Top End and Tourism Central Australia are excited to launch 'Best Kept Season – S2'.

Building on the success of last years campaign we're positioning September to April, not as a compromise, but as a smarter way to travel. By re-framing our low season as the *Best Kept Season*, we can show that visitors receive **more value, more access, more space and more rewarding experiences.**

By combining unique experience, events, local knowledge, better value, deals and travel offers the campaign creates compelling reasons to choose the NT during its traditional low season.

Travel closer to home, in the season when the Territory gives back the most – in spectacle, space and value.

OUR BEST KEPT SEASON FOR SO MANY REASONS

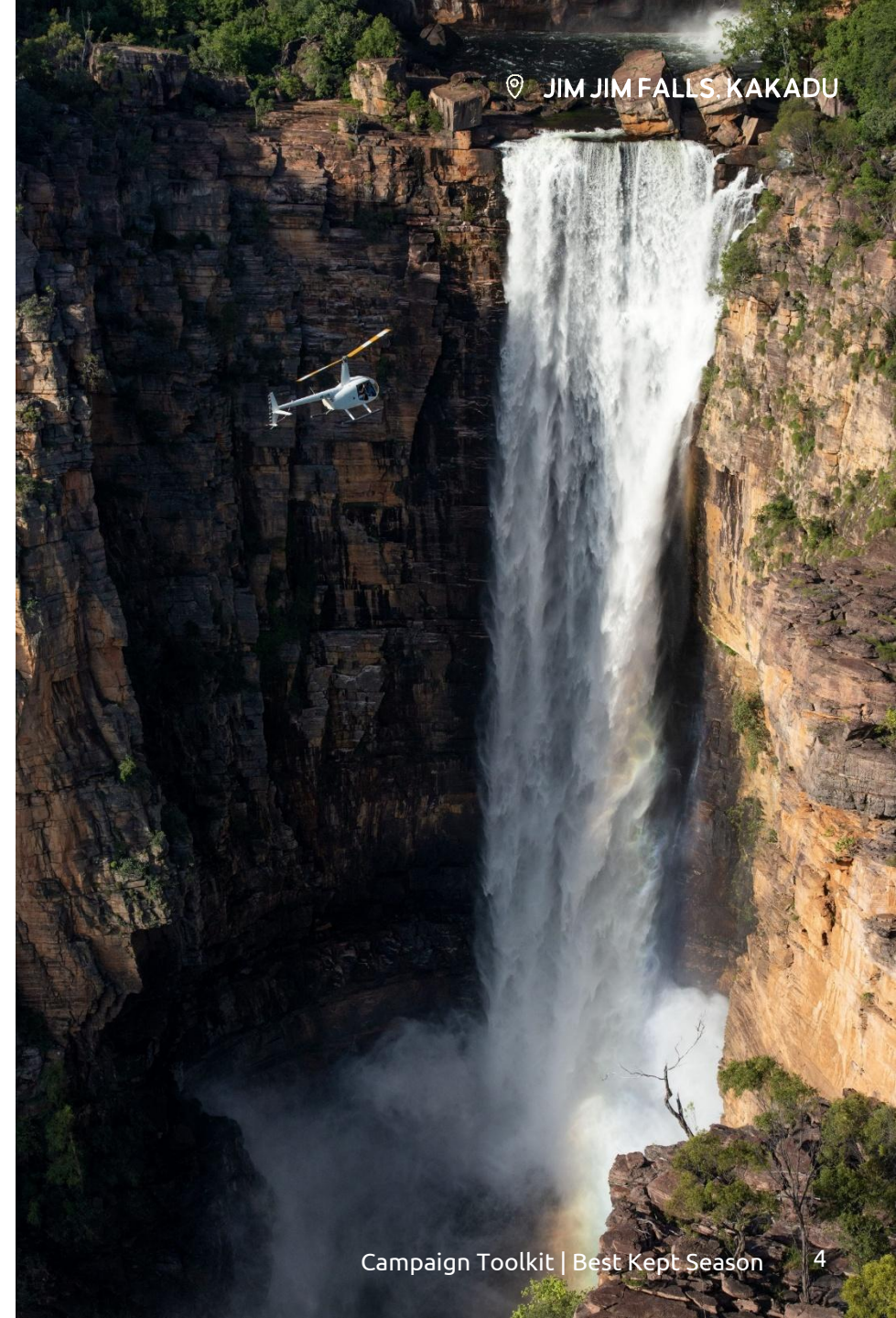
This campaign continues to be brought to life through the voices of operators and for the first time, local Territorians. By expanding the campaign to include both industry and community perspectives, we'll showcase even more of the reasons that make our Best Kept Season so special.

The Northern Territory in the low season is unlike anywhere else in Australia. We'll share the reasons why through our National campaign. With a local competition incentivising Territorians to submit reasons.

IN MARKET

11 AUGUST – 30 NOVEMBER

JIM JIM FALLS KAKADU



BEST KEPT SEASON

Low Season - September to April

POSITION:

The Northern Territory's Best Kept Season, for so many reasons

OBJECTIVE:

Flatten seasonality through awareness of the NT's tourism offerings and deals during the traditional 'low season' from September to April.

AUDIENCES:

The Curious Traveller & Value Seekers is the type of traveller that isn't looking for a flop and drop resort stay on a beach. They're curious & experience led travellers, adventurous, cultured, driven to make memories and experience new things. They're also not defined by age and represent those from 25+ onwards, and they're motivated by value and deals.

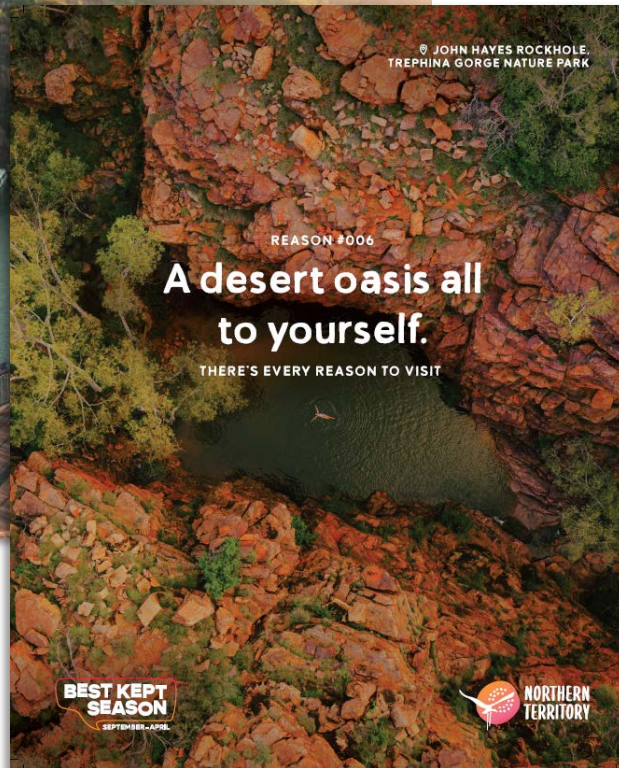
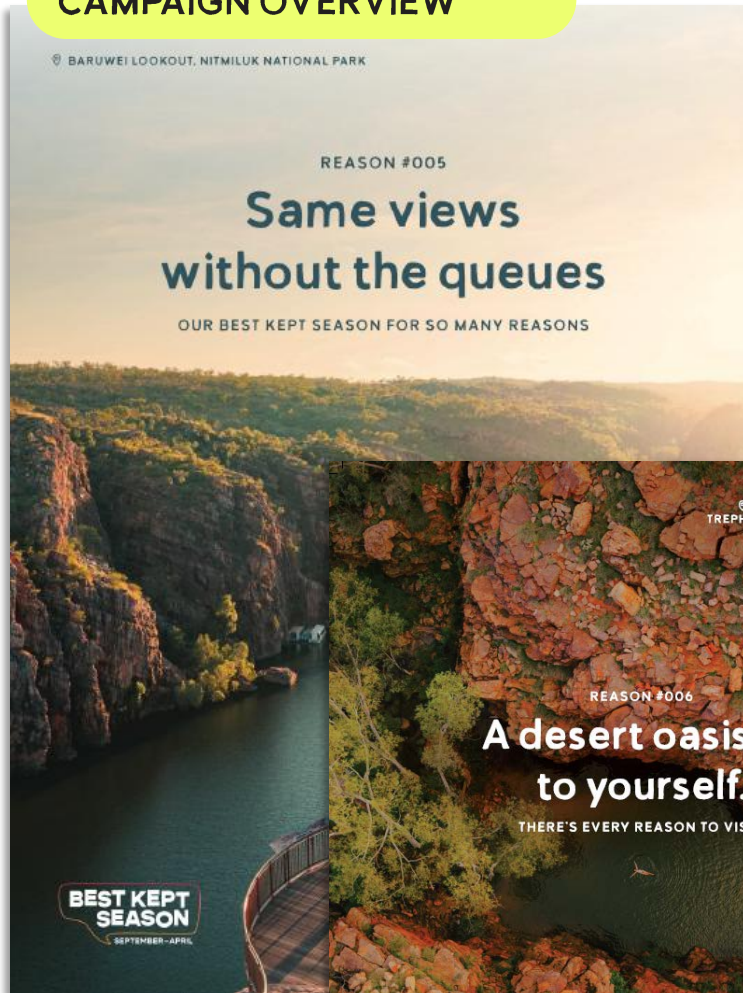
Subsidiary Audiences include *Adventure Travellers, Culture and Art/History, Fishing and Outdoor* and *Events* audiences.

Territory Locals – A secondary audience for the campaign is NT Locals who will be encouraged to provide their own 'reasons' for why our low season is our best kept season.

CAMPAIGN PARTNERS:

TripAdvisor, Webjet, Jetstar, Qantas, Discovery Parks, THL, Campermate, Helloworld, Luxury Escapes, NT Now, Tourism Top End and Tourism Central Australia.

CAMPAIGN OVERVIEW



BEST KEPT SEASON

Low Season - September to April

MEDIA

SCREENS

Broadcast and subscription video-on-demand (Netflix, Amazon Prime, Paramount+, NineNOW and SBS)
Free to air Television (Nine, SBS)
Online and connected video (YouTube)

RADIO

Radio (SCA)

SOCIAL

Meta - Instagram, Facebook
TikTok and
Pinterest

SEARCH

SEM (Search Engine Marketing) – Google

OUT OF HOME

Tram Wraps
Bus Wraps
Digital Billboards

PARTNERSHIPS

Editorial Partnerships and Digital Display with Australian Traveller, Outback Magazine, Traveller, Escape, Broadsheet and We Are Explorers.

BRAND MESSAGE

Our best kept season for so many reasons

REASONS MESSAGING EXAMPLES

VALUE

REASON #018

Stretch your legs not your wallet
(National parks and tours)

REASON #036

Fewer crowds, better value and deeper connections.
(Cultural experiences and tours)

REASON #012

Feels even bigger when the crowds are smaller.
(Uluru-Kata Tjuta National Park)

EXPERIENCE

REASON #002

Fish are never off the hook
(Fishing charters)

REASON #001

The window seat never disappoints
(scenic flights)

REASON #012

More billabong for your money
(billabong or river cruises)

LOCATION

REASON #018

A desert oasis all to yourself
(Red centre waterholes)

REASON #036

Kakadu comes alive
(Kakadu National Park)

REASON #034

50,000 reasons to stay after sunset
(Field of light)

THERE'S EVERY REASON TO VISIT...



GET INVOLVED



DEALS AND OFFERS

GET INVOLVED WITH A DEAL AND GET FEATURED IN OUR CAMPAIGN

In 2025 our Best Kept Season campaign reached millions of Australians and generated more than 238,000 visits to Northernterritory.com. Get your business in front of high value tourists by providing a deal or offer for Season 2 of our Best Kept Season campaign.

1. Add a compelling deal or offer to your ATDW listing. **This must be a minimum of 10% off tourism offering OR equivalent RRP value** through an added incentive. Provide instructions on how to claim the deal in your ATDW deal description (e.g. a booking code for checkout).
2. The deal should be available to purchase between August and 30 November 2026 and valid for use until 30 April 2027.
3. The imagery and photos used on the ATDW listing should **demonstrate the experience** on offer.
4. Email support@atdw.com.au advising you'd like your ATDW deal featured on Tourism and Events NT's '**Best Kept Season**' campaign landing page by using the campaign tag.

SHARE YOUR BEST KEPT SEASON REASON

When submitting your Best Kept Season deal with support@atdw.com.au, you will also need to provide your best reason to visit the Northern Territory during September to April. We're looking for standout experiences, local tips and seasonal highlights that showcase WHY our Best Kept Season is so memorable. Reasons should be no more than 25 words ([see pg. 7 for examples](#))

UPDATE LISTING HERE

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GET INVOLVED

RE-USE OUR IMAGES

1. MAKE SURE YOU'RE REGISTERED FOR THE IMAGE GALLERY

Visit [Tourism and Events NT Image Gallery](#) and login or create an account if you don't already have one.

2. ACCESS BEST KEPT SEASON IMAGERY

Or you can explore the full range of Tourism and Events NT's videos and photos to use in your marketing. Just download any images or video files that catch your eye. We've got some selects – but you can also create your own content – and we'll update as more relevant low season images become available.

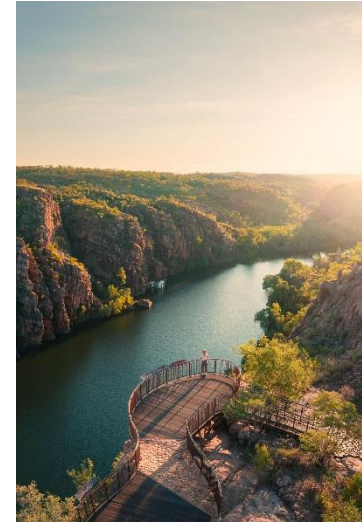


DOWNLOAD IMAGE SELECTS

GET SOCIAL WITH US

3. RE-SHARE OR TAG NORTHERN TERRITORY'S OFFICIAL ACCOUNTS

- Re-share **@NTAustralia's content** on your channels – click the share button under the post.
- Tag **@NTAustralia** in any new content you create and Tourism NT might re-share it on our own channels – with hundreds of thousands of followers across social, it's an easy way to get your content out.



GET SOCIAL WITH US

WE'RE ASKING LOCALS AND OPERATORS FOR THEIR REASONS

Share your own socials using our canva templates

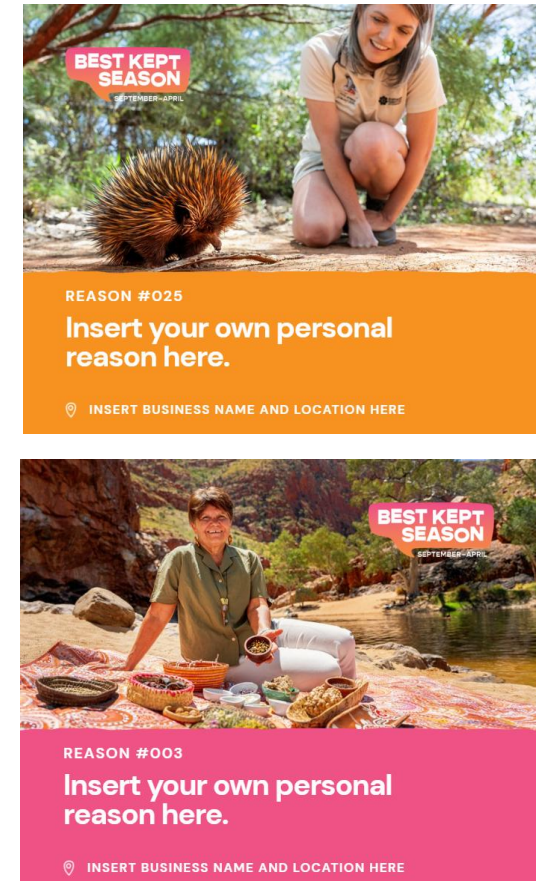
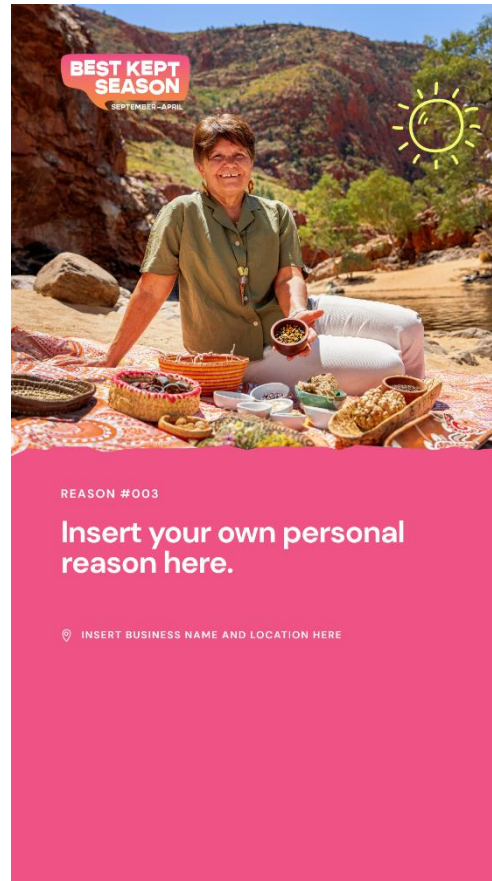
Get creative and share your reasons, tips, tricks and secrets about our best kept season using our social templates.

Download and edit our Canva templates and share your own reasons on your social channels.

Make sure to tag [@ntaustralia](#) on Instagram, Facebook or Tiktok so we can re-share.

To make your own 'reason to visit' social content – click the download buttons – and determine whether you're sharing a story or a feed post.

Follow the links to be taken to our canva templates where you can add your own images, reason and business info!



DOWNLOAD FOR STORY

DOWNLOAD FOR POST



USING THE BRAND



BRAND LOOK AND FEEL

LOCK UP



COLOURS

PINK	ORANGE	YELLOW	DEEP CHARCOAL
CMYK: 0, 83, 20, 0 RGB: 239, 83, 134 HEX: #EF5285	CMYK: 0, 51, 99, 0 RGB: 247, 146, 32 HEX: #F7911F	CMYK: 10, 0, 70, 0 RGB: 247, 255, 112 HEX: #EDFF70	CMYK: 44, 34, 22, 77 RGB: 69, 67, 71 HEX: #1C1C1C

TYPOGRAPHY

VOLUME TC SANS – RUSTIC SOLID

For so many reasons.
THERE'S EVERY REASON TO VISIT.

BADGES



ICONS



[DOWNLOAD BRAND ASSETS](#)

PRINT EXAMPLES

HIGHS AND LOWS
September to April rewards those who seek adventure.

REASON #006
A desert oasis all to yourself.
THERE'S EVERY REASON TO VISIT

JOHN HAYES ROCKHOLE, TREPHINA GORGE NATURE PARK

REASON #005
Same views without the queues
OUR BEST KEPT SEASON FOR SO MANY REASONS

BARUWEI LOOKOUT, NITMILUK NATIONAL PARK

BEST KEPT SEASON
SEPTEMBER - APRIL

NORTHERN TERRITORY

KEPT SEASON
SEPTEMBER - APRIL

NORTHERN TERRITORY

1. KINGS CANYON IS TRANSFORMED
Kings Canyon's towering sandstone domes and crevasses are a sight to behold no matter the time of year, but during the low season you can witness a rare phenomenon. This ancient outback wonder's arid landscape bursts to life when it rains, temporarily transforming it with waterfalls that thunder down the cliffs. At the base of the canyon is the verdant Garden of Eden and its permanent watering hole.

2. JOHN HAYES ROCKHOLE FILLS UP
Hidden in the Trepshina Gorge Nature Park in the East MacDonnell Ranges, John Hayes

3. PARRITJIMA FESTIVAL LIGHTS UP THE RED CENTRE
For 10 days every year, the Red Centre turns into a dazzling display of colour for an unmissable festival. PARRITJIMA, held at Alice Springs Desert Park, the celebration shines a spotlight on the world's oldest living culture using modern technology. Artworks

4. THE RED CENTRE LIGHT TRAIL SHINES BRIGHT
The Red Centre's rich cultural heritage and lack of light pollution make it the ideal setting for immersive light shows, and you can experience the most iconic sights on a day road trip in April. Begin in Alice Springs (Mparntwe) to witness PARRITJIMA before heading to Kings Canyon for Bruce

5. CRUISING ALONG NITMILUK GORGE IS BREATHTAKING
Drifting down the emerald waters of Nitmiluk (Katherine) Gorge, between towering red sandstone cliffs carved over millions of years - all while waterfalls stream down - is an experience like none other. Nitmiluk Katherine's NPTNT ORIGINALS TWO GORGE TOUR sails past ancient rock art and

6. EXPLORE LOCAL CULTURE ON THE TIWI ISLANDS
After an 80 kilometre ferry ride from Darwin you'll arrive in the Tiwi Islands, an archipelago of 11 picturesque islands and a haven for art lovers and anglers. On the TIWI BY DESIGN walking tour you'll be guided to TIWI DESIGN, one of Australia's oldest art centres, to observe local artists in action and join a screen printing workshop. If you're more partial to sinking a line, book a stay at TWO ISLAND RETREAT in April. It's one of the best months to fish for barramundi, and their world-class fishing adventure is your best chance at reeling in a prized catch.

7. TAKE SCENIC FLIGHTS OVER KAKADU'S WATERFALLS
Seeing Kakadu National Park's gushing waterfalls and dramatic escarpments from above offers a dose of unparalleled beauty, best witnessed in the low season. Taking flight from Darwin, KAKADU AIR SERVICES offers an unforgettable experience, with doorless helicopters revealing unobstructed views of the 1.8 billion year old landscape.

8. COOL OFF AT LITCHFIELD NATIONAL PARK
Litchfield National Park is peppered with stunning natural swimming pools to beat the heat in. Take a refreshing dip in pristine, crocodile-free spots such as Buley Rockhole, a series of spring-fed cascading pools. The nearby Florence Falls is enveloped by rainforest and features a crystal-clear plunge pool fed by a 15-metre high waterfall. Be sure to check the Northern Territory Parks & Reserves website for any closures before you go.

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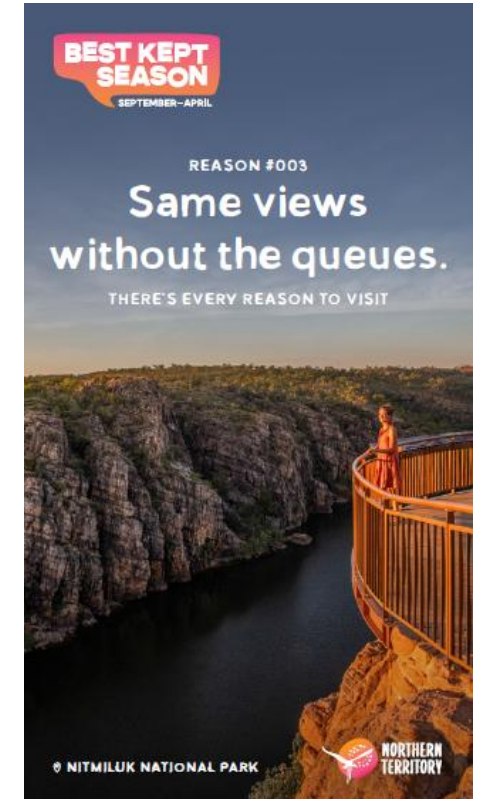
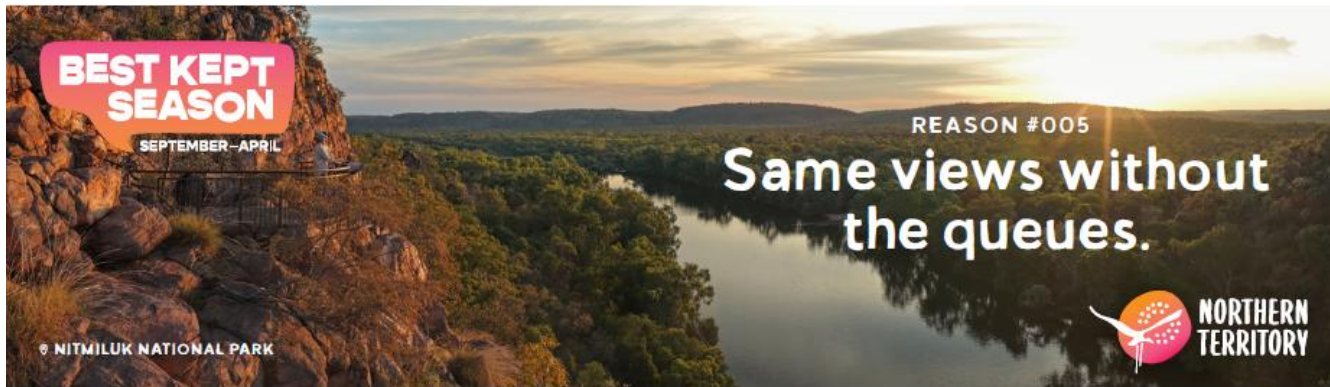
REASON #005
Same views without the queues
OUR BEST KEPT SEASON FOR SO MANY REASONS

BARUWEI LOOKOUT, NITMILUK NATIONAL PARK

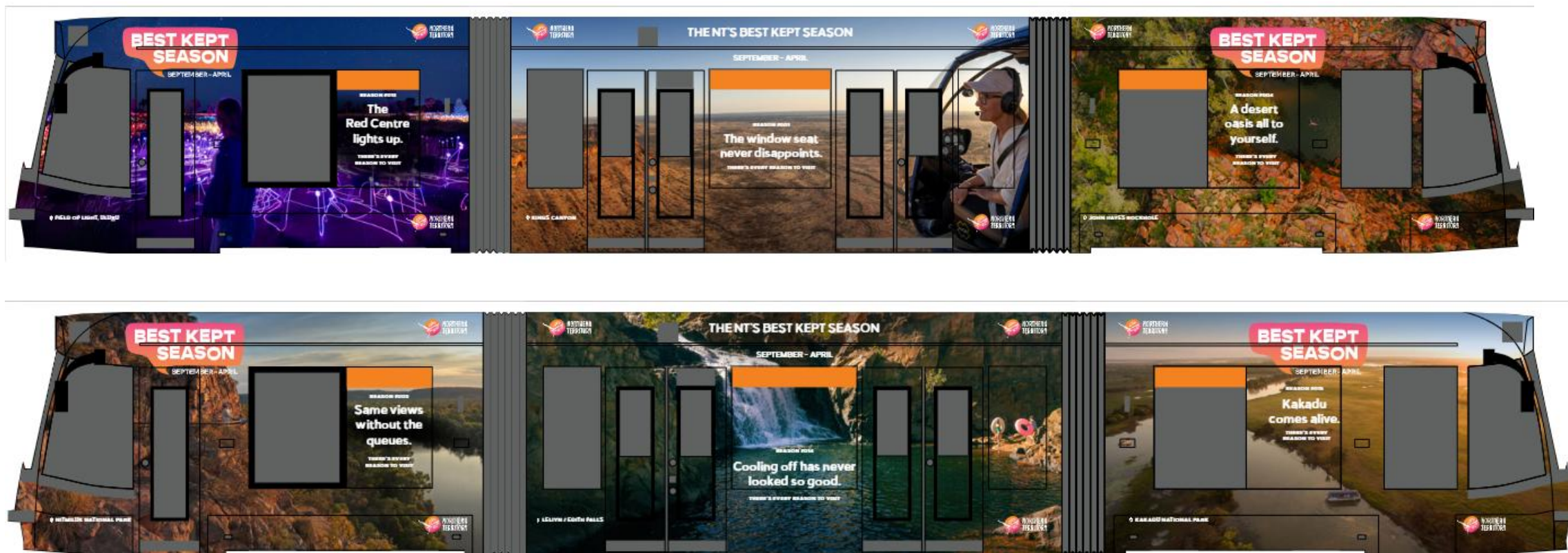
BEST KEPT SEASON
SEPTEMBER - APRIL

NORTHERN TERRITORY

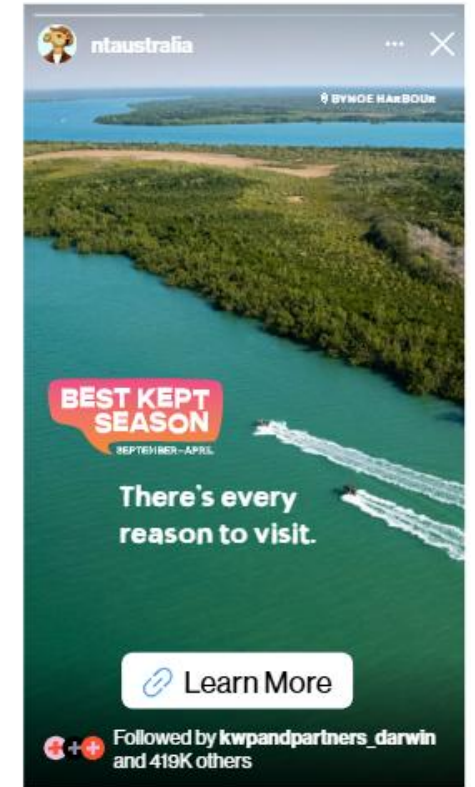
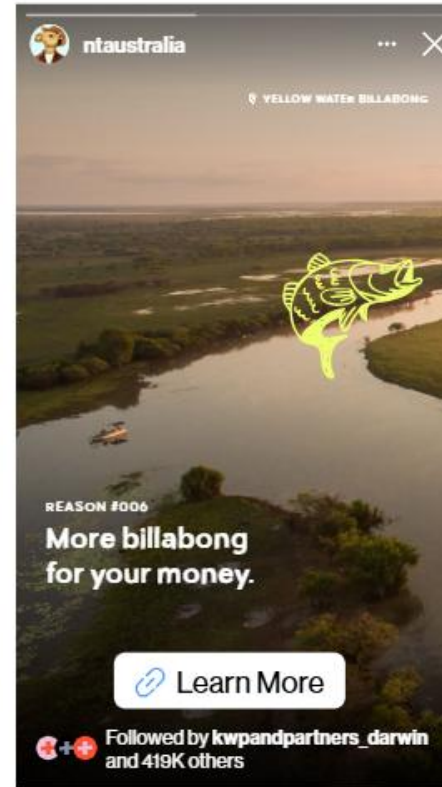
OUT OF HOME – BILLBOARD EXAMPLES



OUT OF HOME – TRAM WRAP EXAMPLES



SOCIAL – EVERY REASON CAROUSEL



📍 JOHN HAYES ROCK HOLE, TREPHINA GORGE

**BEST KEPT
SEASON**

SEPTEMBER - APRIL



**NORTHERN
TERRITORY**