

How to get involved in the Territory Arts Trail

What is the Territory Arts Trail?

The Territory Arts Trail is a new tourism initiative that will promote the Territory as the premier global destination to visit for Australian Aboriginal art and culture.

The Territory Arts Trail is much more than just a map.

It's about connecting the Territory's collective art and cultural attractions to create a rich, distinctive and unforgettable experience for visitors.

The Territory Arts Trail will help attract more tourists to the NT, which in turn will provide valuable economic, social and cultural benefits to our communities, particularly in our regions.



How is the Territory Arts Trail being promoted?

The message behind the new tourism campaign is: 'The World's biggest art gallery is the NT'.

The first stage of the Arts Trail will see tourism-ready arts or cultural experiences and attractions showcased to interstate and international audiences.

This includes art centres, events, Aboriginal rock art sites, commercial and public art galleries and cultural tours.

The advertising campaign will include bold and eye-catching imagery featuring the Territory's distinctive art and culture in high foot traffic locations in major Australian cities.

Other advertising on digital and social media platforms will drive holiday makers to a new webpage, www.territoryartstrail.com.au.

The new webpage will include itineraries and maps highlighting attractions, experiences and events right throughout the Territory as well as special offers to encourage bookings in 2019.



Who is the target audience?

The campaign is mainly targeted at the domestic market with international travellers to be engaged when opportunities arise.

The main audience is 35-49 year old travellers who have a keen interest in Aboriginal art and culture and are seeking new and distinctive experiences.

THE TERRITORY ARTS TRAIL

The Arts Trail will also be promoted on Tourism NT's mainstream channels where possible to ensure a wide reach of Australians are made aware of our art and cultural offerings.



How can I get involved?

Help us spread the word that the Territory is the premier global destination to visit for Australian Aboriginal art and culture.

If you are a Territory business or organisation in the arts, culture or tourism sector you can:

- Download promotional posters for display
- Share the message on your social media
- Download our promotional video to play in your business or organisation
- Add a link to www.territoryartstrail.com.au to your website

To request these marketing materials, contact us at arts.trail@nt.gov.au

How can my arts business or organisation be featured on the Territory Arts Trail?

Specific criteria is required to ensure all experiences on the Arts Trail are of high quality, adhere to industry standards and guidelines and are considered "visitor ready".

Stage two of the Arts Trail campaign will see more arts businesses and organisations added once they complete the Arts Trail checklist. The checklist will let us know where you might need assistance.

This could be identifying the need for a website, social media assistance or minor capital works to ensure tourists have access to basic amenities like toilets.

To join the Territory Arts Trail arts business and organisations must have:

- Completed the Arts Trail Checklist
- A current Australian Tourism Data Warehouse (ATDW) listing
- Be a member of the Indigenous Art Code (IAC)
- Have a minimum 50% Aboriginal art and culture product

How do I get on ATDW?

- To register simply go to www.atdw-online.com.au
- Register to create a listing by clicking the Register Now button
- Select your account type as Tourism Operator or Art Gallery (etc) and click continue
- Enter your business information, including ABN. Enter all the details as prompted, read the terms and conditions and click register now
- Once you have registered and created your account, you will receive an email with your chosen username and password and a link to activate your account. You can download a simple how to guide at: <http://tourismnt.com.au/en/industry-toolkit/how-to-guides>
- For assistance in relation to ATDW email: ATDW.TourismNT@nt.gov.au or call: 08 8999 3900

More Information

To become a member of the Indigenous Art Code go to www.indigenousartcode.org

To request an Arts Trail Checklist, email us at arts.trail@nt.gov.au