



Australia's **Tourism Northern Territory** reinvents its digital presence to attract visitor dollars.

Industry: Tourism • **Founded:** 1979 • **Employees:** 123

Headquarters: Darwin, Northern Territory, Australia • northernterritory.com

Ride a camel in the Outback. Visit Aboriginal artists. Plunge into the crocodile “Cage of Death.” Australia’s Northern Territory (NT) is a vast area of diverse attractions, from spectacular wilderness to cultural landmarks and sunset dinner cruises.

Tourism NT exists to tell you about it all and in a wider marketing sense to drive visitation and dispersal throughout all regions of the Northern Territory. There is no doubt that the previous website served its purpose as a destination marketing tool, but there were some challenges.

“As technology and customer behaviours change, it was imperative to stay agile in such a competitive tourism environment,” says Jonathan Rossiter, digital manager of Tourism NT.

As part of the Turbocharging Tourism campaign to bring \$2.2 billion a year into the economy by 2020, Tourism NT set out to transform its digital presence.

“The time was right to tweak our front and back ends and improve the end user experience,” he says. “The Northern Territory is a place of unforgettable beauty and activities that can’t be found anywhere else in the world. We want to inspire more people to visit, stay longer, and do more. To accomplish this, we had to breathe new life into the user experience.”

An operator-focused digital strategy

Most organizations want to draw people to their websites and keep them there as long as possible. Tourism NT, like other destination marketers, aims to increase destination visitation by serving as a jumping-off point for visitors to find and book activities, accommodations, and events listed on tourism operator sites. The site integrates with the Australian Tourism Data Warehouse (ATDW), the national platform for all digital tourism data. To build a new back-end connection to ATDW and re-architect its entire website, Tourism NT engaged Sitecore partner, Interesting

Challenges

- **Bring \$2.2 billion** visitor dollars annually into the NT economy
- **Drive traffic to tourist industry partners**
- **Guide visitors** to territory attractions, things to do
- **Empower customers** to book reservations on partner sites
- **Integrate** website with Australian Tourism Data Warehouse

Solution

- Sitecore[®] Experience Platform™ (XP)
- Sitecore[®] Experience Database™ (xDB)
- Sitecore[®] Cloud on Microsoft Azure (PaaS)

Results

- **Inspires more people to visit, stay longer, do more**
- **Increased conversion rate** to partner sites by 110%
- **Accelerated site load time** from 19 to four seconds
- Rich features, interactive map **guide visitors to optimal experiences**
- **Integration, process efficiencies** ease content creation, management

“Normally with a tourism operator or booking website it’s all about getting users to make the transactions within the website,” said Chris Jones, partner and creative director at Interesting. “This is different. Tourism NT’s role is to promote the tourist centres, the museums, the tours—and to drive traffic to them.”

Sitecore foundation proves transformational

The new site is built on the Sitecore Experience Platform (XP), with Sitecore Cloud migrating from on-premise to Microsoft Azure delivering speed and scalability. Using Sitecore’s open architecture and integration capabilities, Tourism NT dramatically improved its content creation process, reducing the time it takes to author an article from five hours to 30 minutes. The organization also overcame one of its biggest challenges: the ability to overwrite ATDW content for SEO purposes, while still allowing updates from the original database item. Site visitors see a single source of up-to-date truth, while Tourism NT debugging and maintenance time has dropped from 16 hours to two hours per week.

“Our integration with the Australian Tourism Data Warehouse is quite smart. We’ve used geofencing algorithms to dynamically populate listings on pages that used to be controlled manually. Visitors see rich content that is always up to date.”

— Jonathan Rossiter, Digital Manager, Tourism NT

Site load time has dropped from 19 to 4.1 seconds. When visitors enter the site, they encounter clear navigation to attractions, travel deals, and the ability to sign up for them. An interactive map color-codes the regions and hones in on local resources. Suggested itineraries and driving routes show how to get the most out of a trip; video, photos, and articles bring stories to life. The site is mobile-optimised and supports seven languages. While 80% of NT tourists come from other parts of Australia, the territory attracts visitors from all over the world—including direct flights from China.

Website transformation has led to a 110% increase in the conversion rate to partner sites, a 31% rise in itinerary PDF downloads, and 30% more newsletter subscriptions. Increases in organic site traffic include 20% more new users, a 19% rise in overall usage, and a 21% surge in sessions.

Tourism NT’s Sitecore foundation establishes a digital roadmap to continuous improvement through analytics, personalisation and segmentation, email, testing, and optimisation. The organization leverages heuristic reviews to support prompt action on any interface issues.

“By improving our visitors’ experiences, northernterritory.com serves as a welcoming gateway to our extraordinary Northern Territory and ultimately drives visitation,” Rossiter says.

interesting

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