



Tourism Top End

Darwin Cruise Industry Toolkit 2023/4





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Who are we?



Tourism Top End manage a not-for-profit, nationally accredited Top End Visitor Information Centre based in Darwin, Northern Territory (NT). Our passionate and dedicated team of local travel consultants delivers world-class customer service to people exploring the Top End and the Savannah Way.

The Top End Visitor Information Centre is located at 6 Bennett Street operating in the iconic heritage-listed Old Reserve Bank building which is perfectly situated between the vibrant city centre and the bustling Waterfront Precinct making us easy to find and convenient for passengers and visitors on foot and with the dedicated cruise shuttle bus shade structure just out front of our main entrance.

What do we do?



We are open 7 days of the week and employ remarkable Travel and Information consultants who are dedicated and passionate in delivering excellence in informational services, itinerary planning, processing bookings and assisting visitors with their enquires.

Our role is to provide free, up-to-date, and insightful information, create customised itineraries to suit any budget and time frame, and make planning a trip to the Top End fun and easy. We help visitors enjoy bucket list experiences in this place we are proud to call home.

What is our role in Cruise?



Our role in Cruise Tourism for the Northern Territory is to add value to the visit or experience and promote Darwin and the Top End as an amazing destination.

On cruise ship days we inspire to give passengers a warm welcome to Darwin and the NT, our staff are some of the first Territorian encounters passengers have once they disembark the ship and our friendly and knowledgeable consultants and ambassadors are ready to greet and assist with any enquires.

We adjust our opening hours for cruise days in consideration of the ship's arrival time and with the co-operation of our members and some preparation we know exactly what tours and attractions are available and on offer for the day. We qualify the passengers and recommend experiences to suit their needs and ambitions. We also give out the best directions to the nearest toilets and other great local advice.

Current Incentives & How to get involved

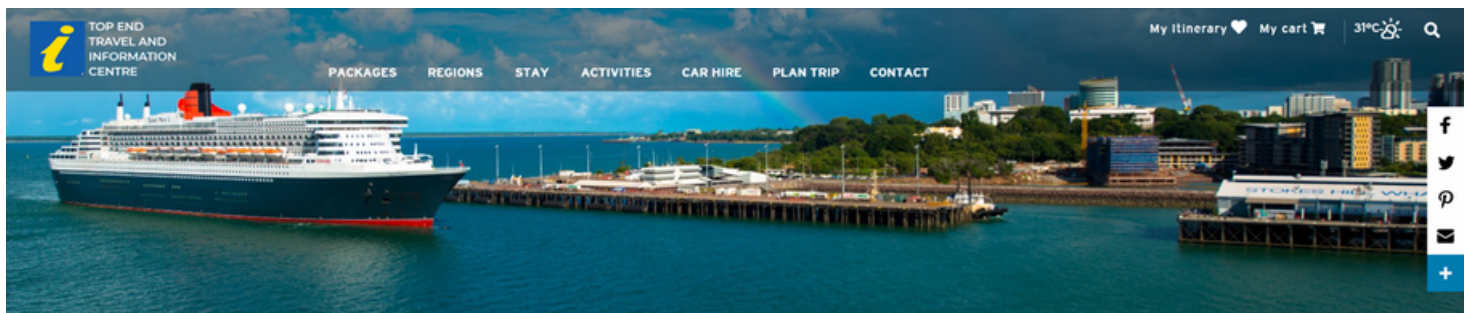
Cruise Ship Landing Page on tourismtopend.com.au

Tourism Top End has designed a specialised landing page on our website exclusively for cruise related information.

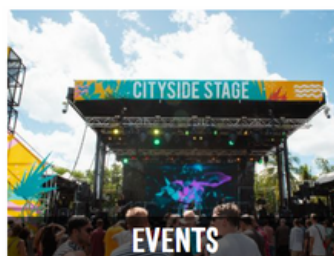
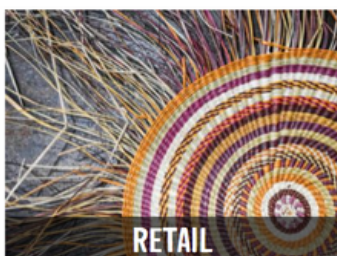
The objective of this Cruise Landing Page is to prominently feature the Darwin information centre in the thoughts of cruise ship passengers, providing them with a sense of personalised interaction while browsing our website.

Opportunities for Members

- Shore Excursions
- Pre & Post Tour listings
- Retail Shops
- Transport
- Food & Beverage listings



WELCOMING ALL CRUISE PASSENGERS TO DARWIN!



Get involved – contact Jemma: Operators@tourismtopend.com.au

Visitor Centre Activation

This is to enhance the visitor experience and create excitement as passengers disembark from the shuttle bus or are walking up to the city from the cruise terminal.

The outside grass area at the entrance of the Visitor Centre can be activated with members stalls and promotional material.

Opportunities for Members

- An information to promote your business as passengers are arriving to the visitor centre
- Create a great first impression of Darwin and the Top End



Get Involved - Contact Sarah: Manager@visittopend.com.au

Top End Cruise Passport

The Top End Passport was created as a concept for members who are targeting the cruise ship market to be distributed to cruise ship passengers. It is designed to maximise the return of your investment and to increase revenue. The passport will be handed out to cruise ship passengers from Top End visitor Information Centre as an informational tool and to receive great deals whilst in port.



Get Involved – Keep an eye on our newsletters or contact Jemma :
Marketingcoordinator@tourismtopend.com.au

Marketing Opportunities



Top End Cruise Passport

The Top End Cruise Passport will be handed out to cruise passengers to use as an informational tool and receive great deals while in port.



Digital Screen Advertising

Display a 1 minute video promoting your product and/or special deal.



Door Advertising

Advertise your product on the front doors of the Top End Travel and Information Centre

Tourism Top End offers many marketing opportunities targeting cruise passengers and all other travelers.

For more information on Tourism Top End's marketing opportunities please contact :

Top End Passport - Jemma: Marketingcoordinator@tourismtopend.com.au

Digital Screen and Door Advertising - Sarah: Manager@visittopend.com.au



Familiarise yourself with the cruise ship schedule

The cruise schedule includes the dates and times of arrival and departure, ship name and the passenger capacity. We really encourage you to share and communicate the schedule with your staff and have it displayed somewhere in the office or shop front. This is really handy and can help you in rostering staff for the day, altering your business hours and other preparations.

View the Cruise Ship Schedule:
<https://portinfo.darwinport.com.au>

Darwin Ambassador Program

Our volunteers play a vital role in complementing our team of qualified Consultants. They are well-informed and enthusiastic "local experts," helping us accommodate the projected increase in visitation. These friendly and helpful ambassadors share valuable insights about the Top End and enrich the visitor experience by offering suggestions, directions and additions.

Our ambassadors enhance our qualified consultants, providing local expertise to accommodate rising visitation. They offer insights, directions, and support, guiding cruise ship visitors to the Visitor Information Centre for bookings.

International students and retirees make up our diverse ambassador team, promoting interaction with locals and visitors. We collaborate with schools and Charles Darwin University tourism programs. The Ambassador Program demonstrates our commitment to inclusivity and partnerships, aiming to welcome passengers at the Darwin Terminal.

The program is managed by the Top End Visitor Information Centre team and supports the local economy, fostering relationships with key organisations. Our goal is to boost repeat visitation and positive word-of-mouth by delivering an outstanding visitor experience.



Testimonial

The thing I love most about volunteering is I get to meet and interact with lots of different people and help showcase the best things Darwin and the NT have to offer. I also enjoy getting to learn new things and gain experiences that help to enhance my skills"
- Volunteer 2023

Cruise Tips & Tricks

Understand your market, destination and prepare



- Do a little research on the type of cruise line coming into port and make an effort within your business and products to personalise it for the passengers.
- The market stall vendors at the Darwin Cruise Terminal will not be operating this cruise season. This presents an excellent chance for local business in our Central Business District (CBD) and Waterfront area to display their storefronts, enterprises and merchandise.
- Think about how you can represent our destination. Think uniquely Darwin and Top End and what we are known for and really good at. Crocodiles, Barramundi, mud crab, cultural experiences and art these are some examples of what international passengers have asked us in the past. **Remember these passengers have most likely travelled around other destinations in Australia, make your product different and exciting!
- Activate your business with welcome signage, displays of special offers and add on's, mentioning any free services such as wi-fi, and make your signage and displays interesting and personal **Make it Territorian and put some humour to it and some story telling behind it.



Cruise Tips & Tricks

Keep your product up to date



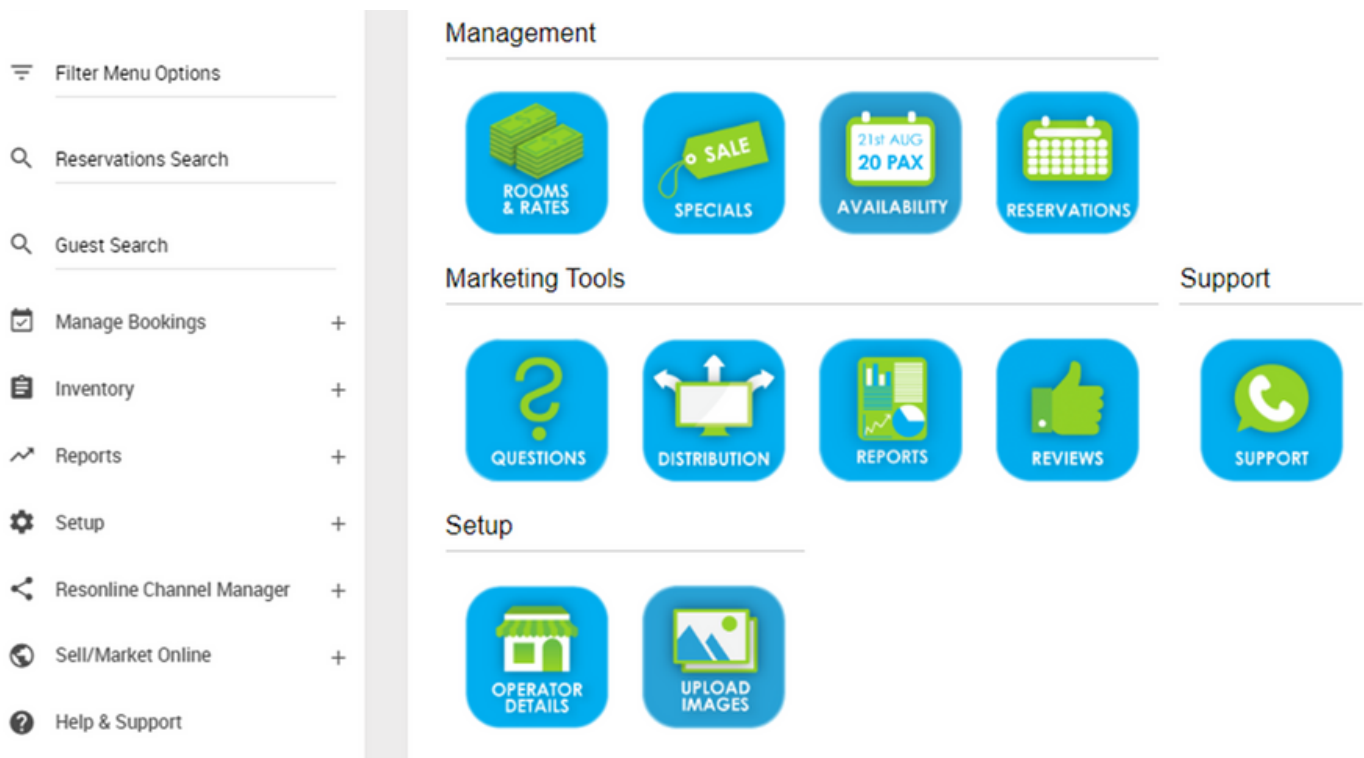
Bookeasy is the reservations management system Top End Visitor Information Centre use for all our bookings. For Bookable product keeping Bookeasy up to date is key– This is how our consultants book your product, it's what they use to check availability so keep it up to date!

Some key points are: availability, pricing, product descriptions, policies
A great option for cruise particular for our tour operators is to create and load new product in Bookeasy for the day.

The product name could be something like 'Cruise Day Litchfield Day Tour' this will jump out to our consultants and this way you can also adjust pick up times and locations for that day in consideration of the ship's departure times.

Get involved – Download the How To Guide Here -

<https://drive.google.com/file/d/1mRV1SN254jF-bYBg7Ku0ghESOKwZDEHP/view?usp=sharing>



Cruise Tips & Tricks

Product Pitch




We encourage our Members to book a Product Pitch with our consultants. Product Pitches are a great way for our consultants to understand your product and have the tools to convert enquiries into sales for your business.

Let us know why people love your product and what makes you stand out. Discuss any updated information about your product, offerings and points of difference.


Duration of Products Pitches are 15 minutes and commence at 8:45am on the weekdays with members coming into the visitor centre or via zoom. Members can book Product Pitches via website.

Book a product pitch here:

<https://www.tourismtopend.com.au/product-pitch>



TOP END
VISITOR
INFORMATION
CENTRE



Top End Visitor Information Centre
Members - Product Pitch

🕒 10 min

Tell us why people love your business.
Let us know of any new initiatives, points of
difference and any special deals you've
implemented.

[Cookie settings](#)

Select a Date & Time

< October 2023 >

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Time zone
🌐 Australia/Darwin (2:18pm) ▼

Communication



We love hearing from you! so please keep us informed and up to date - weather it's about your opening hours for the day changing, booking in a product pitch, New products loaded, sending us a photo of your own signage and activation of your store that we can share in our newsletters or an exciting new product please send us an email.

info@visittopend.com.au

