

# NATIONAL EXPERIENCE CONTENT INITIATIVE (NECI)

TOURISM AUSTRALIA



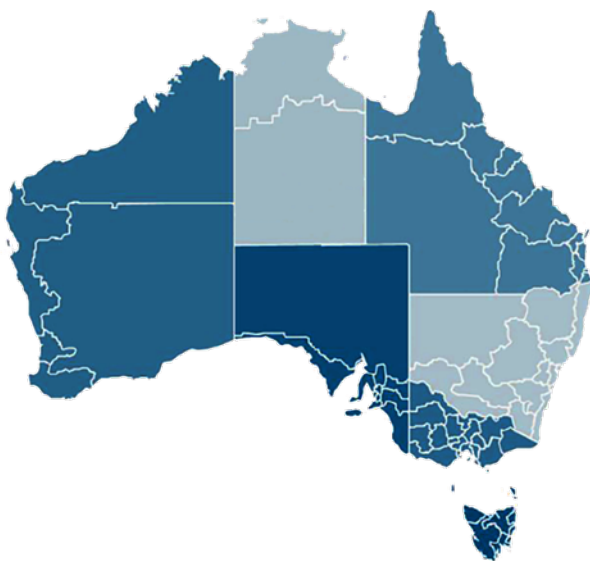
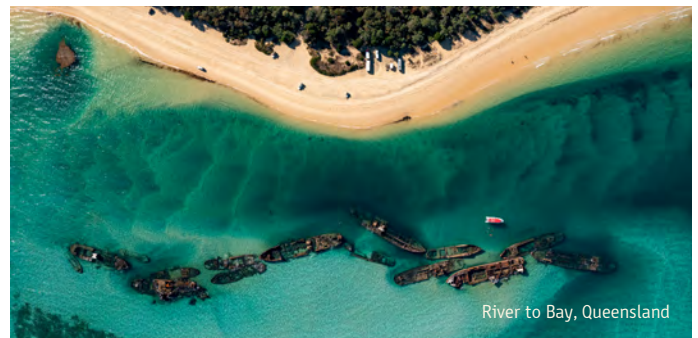
The National Experience Content Initiative (NECI) is a \$10 million content creation initiative aimed at supporting tourism experiences across Australia in their recovery and driving increased visitation by helping them to better market their experiences and attractions.

The National Experience Content Initiative will provide a suite of new imagery and footage for up to 1,500 tourism experiences from around 57 regions across Australia to ensure that operator's marketing materials and online product listings stand out in search results and are booked more often by domestic and international travellers.

Between 10 and 50 products and experiences will be featured from each of the regions to be included in the program, based on comprehensive eligibility criteria.

Each operator receives:

- 40 x edited still images, plus raw images
- 1 x 60 second edited video
- 10 minutes of B-roll footage



The National Experience Content Initiative is scheduled to run until June 2022 and is being delivered in close consultation with State and Territory, and Regional Tourism Organisations.

## INDUSTRY FEEDBACK

“This is an exciting initiative and Destination Gold Coast is proud to collaborate with Tourism Australia and we thank them for their ongoing support of the Gold Coast”

“It's been a dream to be able to create content for Tourism Australia's first industry asset development initiative after very worrying times. Seeing Queensland and in particular the Gold Coast in a dormant state without tourists was devastating and it has been a scary time to be a small business owner.”



Up to  
**1,500**  
tourism  
experiences



**57**  
Regions across  
Australia



**\$10 MILLION**  
initiative



**40**  
images



**60 SECOND**  
video



Over  
**200,000**  
pieces of content

Further information can be found on the [Tourism Australia Corporate Site](#)

Images can be found on the [Tourism Australia Image Gallery](#) (2021 National Experience Content Initiative)

Videos can be found on the [Tourism Australia Video Gallery](#) (2021 National Experience Content Initiative)