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FOR IMMEDIATE RELEASE

First-of-its-Kind In-Room Hotel Advertising Technology Launches in Australia

Milestone partners with TTN to unlock a new era of targeted tourism, events and venue marketing

Sydney, Australia – today marks the launch of groundbreaking in-room hotel advertising technology, a first-of-its-kind platform designed to transform how destinations, events, venues and tourism operators reach travellers at the most influential moment of their journey: while they are already on-site.

The technology, owned and managed by The Travel Network (TTN), is able to seamlessly transform guest room TV's into high-value, data-rich opportunities to connect premium brands with high-value customers & travellers in luxury, 4-5 star hotels. The platform offers frictionless guest experience capturing real-time engagement signals, including personalised QR codes, enabling advertisers to optimise creative, measure performance and attribute outcomes with greater accuracy than traditional channels.

Milestone Creative Australia has been appointed as the first Diamond Partner across the categories of Events, Venues, and Tourism to deliver a unified, data-driven in-room media solution at scale.

The Travel Network Director of Strategic Partnerships, Louise Cosgrove, commented *“We’re excited to be partnering with Milestone Creative to support major events, festivals and tourism destinations to access the platform. We believe the platform fulfills a strategic opportunity for premium brands and hotels to align to provide unique and memorable experiences for high-value customers and guests”*

A New Channel Inside the Hotel Experience

The platform integrates directly into hotel room environments via existing in-room digital systems and connected guest interfaces. It enables curated, context-aware content to be delivered to guests during their stay without disruption to the guest experience.

Rather than traditional advertising placements or static collateral, the system dynamically serves relevant promotions, including:

- Events and festivals
- Tourism experiences and attractions
- Venue programming and live entertainment
- Dining, retail, and partner offers
- Seasonal destination campaigns

Milestone’s Managing Director, Alana Hay, commented, *“This is a genuine step-change in how we connect travellers with experiences. We’ve spent years driving people to destinations and now we can influence what they do once they’re there in real time.”*

“Destinations, events and venues can engage audiences when they are already in-market, highly engaged and ready to act. This technology makes it simple to reach high-value travellers in premium hotel

environments, with relevant, context-aware content. It bridges the long-standing gap between inspiration and conversion, and we see enormous potential for the visitor economy”, she added.

How It Works

The technology operates through a centralised content management and distribution layer that connects participating hotel networks with approved destination, event, and venue partners.

Content is then:

1. **Segmented by location and guest context** (city, stay duration, seasonality, and booking type where available)
2. **Matched to relevant visitor interests and travel intent**
3. **Delivered directly into in-room digital channels**, including smart TVs and integrated hotel interfaces
4. **Updated in real time**, allowing for campaign changes, event countdowns, and live offer updates

This creates a closed-loop, highly contextual media environment that reaches travellers during high-consideration decision windows.

Precision Targeting for Tourism and Events

The platform is designed specifically for the visitor economy, enabling unprecedented targeting capabilities for:

- **Domestic and international tourists** seeking local experiences
- **Business travellers** with short-stay decision windows
- **Event-driven audiences** in-market for specific dates and locations
- **High-intent visitors** already staying within proximity of activations or venues

This ensures messaging is not only seen, but delivered when intent to purchase, attend, or explore is at its peak.

Industry-First Partnership Model

Milestone Creative Australia has been appointed the inaugural Diamond Partner for the Events, Venues, and Tourism categories, leading the strategic rollout of the platform and shaping its commercial application during the pilot phase.

This partnership model brings together media, destination marketing, and event ecosystems into a single, measurable channel, bridging the gap between awareness and in-destination conversion.

Pilot Phase Through July 2026

The pilot program will run through to July 2026, during which Milestone and other category agency partners will refine targeting models, optimise content delivery, and expand participating hotel networks across key Australian tourism and event precincts. Insights gathered during this period will inform broader national and international rollout opportunities.



About Milestone Creative Australia

Milestone Creative Australia is a full-service marketing and creative agency specialising in destination marketing, major events, tourism campaigns, and integrated media solutions. The agency works across strategy, media buying, creative production, and activation design to connect audiences with experiences that drive visitation, engagement, commercial return and economic impact.

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