February 4th, 2013

Tourism NT will be making an aggressive push into social media over the next 12 months to attract more visitors to the Territory, the Minister for Tourism and Major Events, Matt Conlan, said today.

Tourism NT is now live in a range of new social media channels, as part of its ‘always on’ approach to ensure conversion of interest into bookings.

“We want to grow our international market and Tourism NT is making a major foray into social media to directly communicate with potential overseas visitors in their own language and culture,” Mr Conlan said.

“As part of this campaign, this week Tourism NT representatives from 12 countries including Japan, China, Singapore, Hong Kong, Germany, Italy, France and America are here in the Territory for intensive training.

“The week will lay the foundations to ensure Tourism NT’s global approach is solid and to determine how ongoing content, with stories from industry, will be driven through these new channels, which include Pinterest, Twitter, Instagram and Google+.

“It will involve actual road-testing, with the international team travelling by bus from Darwin to Alice Springs, meeting local characters and collecting stories from some of our iconic destinations along the way to upload onto social media channels relevant to their respective countries and market.

“These experiences will help map out the best way to engage more operators in the future, and demonstrate how the NT brand should be communicated in different countries using different social media channels.

“The Mills Government is determined to strengthen Tourism in the Northern Territory and attract more international visitors to our doors in order to benefit local businesses and help grow our economy.

“Marketing initiatives such as the strategic use of social media will help us achieve that goal.”

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