Adam Giles
Chief Minister of the Northern Territory, Minister for Tourism

Hypermee shows off Red Centre to the world

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Alice Springs will host a unique Hypermeet this week using some of Australia’s top Instagrammers to showcase the Red Centre through timelapse video and images.

“From tonight, the Red Centre will be taking centre-stage on Instagram with three of Australia’s premier timelapse photographers promoting the Territory to their combined social media following of more than 1.5 million people,” Chief Minister Adam Giles said.

“The trio is made up of Tasmanian husband and wife team Matt and Mia Glastonbury, alongside Belgian Matthew Vandeputte who now calls Sydney home.

“All are known for their use of timelapse photography, accelerating up to 900 images in a 15 second video clip. Matthew Vandeputte posted one timelapse clip that generated an extraordinary 300,000 views in a single day.”

The first event in the Red Centre Hypermeet will be held on ANZAC Hill tonight. Media are invited to attend from 6pm.

“A number of people from the Alice Springs Instagram community have been invited to join our three guests in hashtagging #NTaustralia when posting images of Alice and the desert sunset beyond Mt Gillen tonight,” Mr Giles said.

“This innovative project will promote some of the Territory’s most iconic adventures online, encouraging people all over the world to come and Do the NT.”

The six day Hypermeet will take the guest Instagrammers to a range of key locations and attractions across the Red Centre including:

- West MacDonnell Ranges – Mt Sonder Lookout, Ormiston Gorge and Glen Helen Gorge.
- Kings Canyon
- Uluru – Sounds of Silence, Uluru Camel Tours and starlapse (leveraging stargazing tours and the Uluru Astronomy Weekend in August)
- Alice Springs – ANZAC Hill, Outback Ballooning, Lasseters
The Hypermeet is part of a broader campaign to promote Alice Springs as the gateway to the Red Centre coinciding with the arrival of Virgin Australia later this month.

Tourism NT is heavily promoting Virgin Australia's new service in the digital space and a dedicated Alice Springs tourism campaign called ‘Choose your own adventure' is also underway.

“After a significant investment by the Government, domestic visitation in the Red Centre is showing signs it’s now on the road to recovery with total domestic visitors up 4.6 per cent in Central Australia and up 8.8 per cent in Alice Springs and MacDonnell. Expenditure is up more than 50 per cent in both regions as these extra visitors come and stay longer,” Mr Giles said.

“But I know we can’t afford to rest on our laurels and my Government is committed to investing in innovative marketing and product development that’s needed to maintain this positive trend.”

The Alice Hypermeet campaign follows the success of the Instameet in May last year at Darwin’s Mindil Beach Sunset Markets.

“The Mindil event saw seven prominent Instagrammers, with a combined following of more than 800,000 fans, promote one of the Top End’s most iconic attractions to the world with huge success.”

To make the most of this emerging online marketing medium, Tourism NT has also engaged professional Instagrammer, Lauren Bath, as an ambassador through its ‘Mates of Territory’ program.

Since the campaign’s launch in May last year, Lauren has advocated strongly for the destination to her 380,000 followers.

Media Contact: Danielle Parry 0413 081 801