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

**Market goers urged to #NTAustralia**

26 August 2015

Giant helium balloons will promote the famous Mindil Beach Markets and encourage locals and visitors to become ambassadors for Northern Territory tourism on social media as part of a two-week Tourism NT campaign.

Chief Minister and Tourism Minister Adam Giles said the giant balloons would help increase awareness of Tourism NT’s official hashtag - #NTAustralia and encourage market goers to use it when uploading their photos to social media.

“This type of advocacy is extremely valuable and a cost effective way of marketing the Northern Territory,” he said.

“When people use Tourism NT’s hashtag - #NTAustralia – they give permission to Tourism NT’s Instagram page, @AusOutbackNT, to share their photos to a collective audience of over 450,000 individuals from all over the world on Instagram, Facebook and Twitter.

“People who share their photos through #NT Australia have a genuine love for the Territory and want to share their positive NT holiday experience.

“This new promotion will encourage locals and visitors to use the hashtag more regularly while on the ground experiencing the Northern Territory.

“Tourism NT’s social media team regularly search the hashtag on Instagram, Twitter and Facebook to repost the best photos, with the images providing inspiration to Australians and international travellers to visit and Do the NT for themselves.”

Mr Giles said the new promotion comes on the back of the new *It’s About Time…Do The NT* campaign, which is running across the country to encourage Australians to book a holiday to the Northern Territory before it’s too late.

“Tourism is the Territory’s largest employer, providing jobs for around 16,000 people, and we want the industry to grow even further to help develop our regions, boost local businesses and create even more job opportunities,” he said.

“It’s all part of the Country Liberals Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020.”
The #NTAustralia display will be at the Darwin High School end of the Mindil Beach Markets from 5-7pm for two weeks starting tomorrow (Thursday 27 August).

Media Contact: Scott Whitby 0438 531 583