MINISTER FOR TOURISM AND MAJOR EVENTS

GOOGLE HANGOUT WOOS TRAVELLERS TO THE TERRITORY

March 18th, 2013

Minister for Tourism and Major Events, Matt Conlan, has conducted a Google+ Hangout with the world’s leading international travel bloggers in London.

The Hangout is the first time a Territory Minister has been involved in the free video chat service from Google that enables one on one chats and group chats with up to nine people at a time.

“Tourism NT is turning to new technology like Google Hangouts to help attract overseas visitors,” Mr Conlan said.

“The Hangout forms part of our new digital approach to marketing the Northern Territory 24/7 and was extremely exciting to participate in.

“The Hangout was a great success with all 9 places filled with travel bloggers, while another 24 bloggers based in the UK, US, Norway, Sweden and Ireland participated through the Google Hangout live on YouTube and by posing questions via Twitter and on the NT’s Google+ page using the hash tag #NTLive.

“The purpose of the Hangout was to provide travel bloggers and potential international visitors with the opportunity to ask questions about travel in the Outback to myself as well as Tourism NT CEO, Tony Mayell.

“We received a terrific response with the Hangout reaching an overall audience on Twitter of nearly 366,000 users.

“The video of the Hangout will be shared across more social media platforms, including YouTube, in the coming days and will also feature on the influential website, Travel Bloggers Unite.

“Travel bloggers sell our story to their hundreds of thousands of online followers and are an important tool that Tourism NT can use and leverage to attract more overseas visitors to the Territory.

“The UK and Europe are our traditional international source markets and it’s crucial to our global strategy that we vigorously position and promote the Territory in these regions.

“The Northern Territory Government is determined to grow a 3 hub economy of which Tourism will form a part. We are making tourism, and increasing visitation to the Territory, an absolute priority of this Government.”

An edited version of the hour long Hangout can be viewed at http://youtu.be/XqvP33jz5pQ

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