The Territory will stage its first ‘Instameet’ tonight at the Mindil Beach Sunset Markets.

Using the popular social media platform, ‘Instagram’, an ‘Instameet’ sees prominent Instagram account holders – or Instagrammers – descend on a location, promoting that location to their hundreds of thousands of fans and followers through beautiful photographs and hashtags.

Minister for Tourism Matt Conlan said the inaugural Instameet would boost visitors to the Top End.

“The Territory’s first Instameet will see seven prominent Instagrammers, with a combined following of more than 800,000 fans, promote one of the Top End’s iconic attractions to the world – the Mindil Beach Sunset Markets,” Mr Conlan said.

“Using the global social phenomenon – Instagram – is just one of many innovative tools we are using to market the Territory as a holiday destination. It’s a first for the Territory that will reflect the excitement of holidaying in the NT, particularly to younger people.

“Using social media is a key strategy Tourism NT uses to spread the Do the NT message, and was particularly effective with NT’s Best Jobs in the World winner, Allan Dixon, who posted more than 500 images and videos of his experiences to global followers.

“Local Instagram fans can also get involved by using the hashtag #NTAustralia on photos taken at the Mindil Beach markets on Thursday. The Instameet will then head on the road, travelling through Darwin, Kakadu and Katherine on a five day tour to promote the Top End with Instagram images to hundreds of thousands of fans around the globe.”

The Instagrammers at the NT Instameet include:

- Lauren Bath @laurenepbath – 350k followers
- Garry Norris @garry_norris – 113k followers
- Mark Clinton @markclinton – 40k followers
- Graham Freeman @insta_graham23 – 9k followers
- Emily Schreck @beijingemily – 230k followers
- Johannes Beckers @hannes_becker – 41k followers
- Juan Jerez @juanjerez – 35k followers

“The Government’s $8 million boost to the 2014 Tourism Budget will allow us to invest in social media initiatives like the Instameet as well as further advertising in Australia and internationally – in cooperation with travel agents, wholesalers and other distribution channels,” Mr Conlan said.

“The Country Liberals Government has a plan to boost the number of tourists to the NT as part of the vision to develop Northern Australia and deliver $2.2 billion in visitor expenditure by 2020.”

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