Red Centre set to star in social media ‘Astronomeet’ this weekend

14 August 2015

Central Australia is set to star on social media this weekend with the Northern Territory Government facilitating the first ‘Astronomy Instameet’ at Uluru.

Chief Minister and Tourism Minister Adam Giles said the ‘Astronomeet’ will involve professional photographers, local high profile social media influencers from Alice Springs and the general public coming together at Uluru to capture the stunning night sky.

“Astrophotography photos are extremely popular on social media and attract thousands of likes and comments from people all over the world,” he said.

“This event will position Central Australia as one of the world’s leading stargazing destinations and generate new and engaging content across social media that will create a real buzz about the Territory.

“This event will promote the NT as a must-do holiday destination that is home to unique world class experiences and events, sending a message to potential holiday makers to ‘Come for the stars, stay for a Red Centre adventure.’

“It’s part of the NT Government’s plan to showcase wider Central Australia, encourage visitors to ‘Do different’ when they come to the NT, get off the beaten track and experience more of our regions.”

An ‘Instameet’ is a public social gathering of Instagram users to showcase a location.

As part of the ‘Astronomeet’, three professional photographers with a combined social media following of more than 93,000 people will take part in a five day trip taking in Uluru, Kata Tjuta and Mount Conner.

Four high-profile local Instagrammers have also been chosen to attend the event at Uluru, which culminates with a public Instameet at the Uluru Sunrise Viewing Area at 6.30am tomorrow (Saturday 15 August).

The photos will then be uploaded to Instagram through the official event hashtag #Astronomeet and Tourism NT’s hashtag #NTAustralia.
The Astronomeet follows the success of the Alice Hypermeet campaign in March this year that saw 72 photos and time lapse videos of Alice Springs and surrounds seen by 825,631 people on social media platforms.

Media Contact: Scott Whitby 0438 531 583

*Examples of astrophotography are attached.

Photo 1 - Uluru at sunrise. Photo credit: Matt Donovan IG @itsworthashot

Photo 2 - Central Australian Milky Way. Photo credit: Luke Tscharke IG @tscharke

Uluru at sunrise
Central Australian Milky Way