Almost 100,000 flyers - promoting the round 20 Western Bulldogs home game at Marrara against Port Adelaide - are being distributed at 13 AFL home games for those teams.

Chief Minister and Tourism Minister, Clare Martin, said that the flyers carry the NT Tourist Commission (NTTC) branding of a Barramundi or crocodile and include information on Territory holidays.

They are being distributed in the AFL Record (which sells at the ground for $3) as an insert.

“We want to see an influx of interstate footy fans follow their team to Darwin and have a great NT holiday,” she said.

“Tourism is rebounding and my Government is determined to drive this growth and create jobs and economic growth across the Territory.”

In total 47,600 flyers will be inserted for Bulldogs home games and 49,300 for Port Adelaide reaching a total of 285,000 people.

The flyers are being placed into AFL footy records at six Bulldog’s home games (Round 7 v Essendon, Round 10 v Sydney, Round 11 v Geelong, Round 12 v St Kilda, Round 14 v Fremantle, Round 17 v Collingwood) and seven Port Power Homes Games (Round 5 v Bulldogs, Round 6 v Collingwood, Round 7 v Adelaide, Round 9 v Richmond, Round 10 v Geelong, Round 12 v Sydney, Round 15 v Carlton).

The promotional campaign cost $12,664 to print and insert flyers for the Bulldogs and $12,700 for Port (total $25,364).

Ms Martin said that since the campaign began over 145 phone calls have been received.

“For the Bulldogs fans, there has already been $43,805 in bookings and more in quotes and we still have another home game,” she said.

“Port Adelaide fans have recorded $8,299.60 in bookings and more in quotes and we still also have one round of inserts and six rounds of footy to play before the Darwin game.”

Ms Martin said that the first ever AFL regular season game in Darwin - and future games - had the potential to become a major tourism draw card and that it would provide great exposure for the Territory.