

ESTIMATES COMMITTEE

Question Taken on Notice

Question Number: 5-12

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Date: 9 December 2020

From: Ms Marie-Clare Boothby MLA

To: Hon Natasha Fyles MLA

Portfolio: Tourism and Hospitality

Agency: Industry, Tourism and Trade

Subject: Arrangements for travel journalists and Instagram influencers

QUESTION:

What are the current arrangements with travel journalists, Instagram influencers or any social media influencers, interstate and abroad, to promote the Northern Territory?

ANSWER:

Familiarisations - From 1 July 2019 to 30 June 2020, Tourism NT hosted 19 media familiarisations (famils) consisting of 55 domestic travel journalists and television broadcast crew members who have generated a range of editorial, TV and social media coverage for the Northern Territory.

Social media - From 1 July 2019 to 30 June 2020, Tourism NT hosted five social media influencer activities.