

# Get involved in The Amazing Race Australia



**Tourism NT is excited to co-sponsor with Jetstar for this year's season of The Amazing Race Australia and showcase the Top End in the finale episode. This is an exciting opportunity for NT operators to get involved and leverage the mass exposure the Territory will be receiving.**

## **What is The Amazing Race Australia?**

The Amazing Race Australia is a reality adventure-based game show hosted by Beau Ryan, which follows teams of two as they race around the globe in the attempt to be the first to cross the finish line and win the whopping \$250k cash prize.

Channel 10's first season of The Amazing Race Australia airs on Monday and Tuesday nights at 7.30pm beginning 28 October before the finale featuring the Top End of the Northern Territory.

## **How will the NT be promoted?**

The Amazing Race Australia will hero the Top End in the finale episode profiling not only the beautiful landscapes, but also showcasing bookable local adventure activities.

The partnership with Jetstar will drive awareness for the Northern Territory and deliver conversion to the destination with high impact integration throughout the season.



## **Who is the audience?**

The Amazing Race audience is wanting interesting and unique travel destinations and activities, and is hungry for adventure.

The Amazing Race Australia is a series focussed on travel and tourism, and showcases local customs, produce, monuments, and what to see and do within a destination.

The series aims to drive mass awareness for the Northern Territory with viewership expected to increase for the finale episode.





## **northernterritory.com deals page**

Tourism NT will have a dedicated landing page on [northernterritory.com](http://northernterritory.com) profiling adventure based experiences across the Territory. There will be a deals section within the page where we would like to place exclusive special offers from tours, experiences and accommodation providers.

If you would like to be featured please provide a discount deal to be placed on the landing page for four weeks.

Please email your offer, copy, image & logo to [caitlin.moore@nt.gov.au](mailto:caitlin.moore@nt.gov.au) by 15 November.

## **ATDW listing**

If you are unable to provide a deal, Tourism NT will be driving consumers to [northernterritory.com](http://northernterritory.com) so it is important your ATDW listing is up to date with images and content. If your product is not on ATDW please register today at [www.atdw-online.com.au](http://www.atdw-online.com.au)

- Once you have registered and created your account, you will receive an email with your chosen username and password and a link to activate your account. You can download a simple how to guide at: <http://tourismnt.com.au/en/industry-toolkit/how-to-guides>

- For assistance in relation to ATDW email: [ATDW.TourismNT@nt.gov.au](mailto:ATDW.TourismNT@nt.gov.au) or call: 08 8999 3900

## **Social media**

We encourage NT operators to share Tourism NT's social posts on finale night - there will be Instagram stories, Facebook and Twitter posts going out via [@NTAustralia](https://www.instagram.com/NTAustralia).

We also recommend you do your own social posts leading up to the finale, focussing on adventure in the NT encouraging followers to tune into CH10 every Monday and Tuesday at 7.30pm.



**@Channel10AU**  
**@amazingraceAU**

