

# Media toolkit

## Media familiarisations

### What is a media famil?

Tourism NT's Media Famil Program aims to generate editorial and social media coverage for the NT by providing opportunities for media to participate in inspiring experiences, meet unique personalities and immerse themselves in the NT lifestyle. This results in motivating and compelling stories for their audience and inspires travel to the NT.



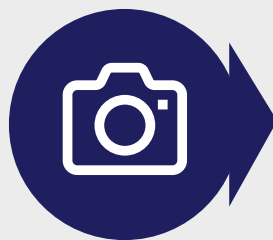
### Plan

We put together the famil and itinerary for media reps.



### Book

We book our media reps into your accommodation / tour / product / experience.



### Experience

Over to you!  
Provide a memorable experience for the media rep to remember.



### Coverage

Stories, features and news items are released anywhere between 1-12 months!  
We track all coverage and will share yours once it's released.



## Publications

The benefits of engaging with media and Tourism NT could result in coverage across various platforms in major publications.

### Domestic examples

- Australian Traveller
- Escape
- Inflight magazines (Qantas, Virgin, Jetstar, Air NZ)
- The Urban List
- 9Travel
- Australian Women's Weekly

### International examples

- National Geographic
- CNN Travel
- Lonely Planet
- Travel + Leisure
- Inflight Magazines
- Major Metropolitan Publications in each key market

## What does Tourism NT want to know?

Tourism NT likes to plan itineraries around your events and new products. It is essential you keep us up to date on:

- New products/tours.
- Exciting news such as anniversaries, renovations/ upgrades, seasonal offerings, promotions/ giveaways.
- Events: remember long lead time for events is recommended. We suggest informing us of the event no less than 3 months ahead.

This can benefit your business as we may communicate it with various media.

### Get in touch!

[Media.tourismnt@nt.gov.au](mailto:Media.tourismnt@nt.gov.au) & **Media Hub**