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## TOURISM NT APPOINTS NEW REPRESENTATIVES IN ITALY

Tourism NT has announced it will be represented in Italy by two companies from 1 January 2015.

Giancarlo Truffa returns to Tourism NT after a 3 year hiatus to work with the Italian trade, while AIGO will continue to represent the Northern Territory in a consumer space maintaining responsibility for public relations, social media and digital platforms.

The appointments signal a return to the split representation approach Tourism NT has previously deployed and a desire to build on recent increases in Italian visitation to the Northern Territory.

Giancarlo has over 10 years of experience representing various tourism bodies in Italy, including the Northern Territory. He has gathered a vast knowledge of market needs and has ongoing contacts with key trade partners for Australia.

In particular, besides previous experience as a wholesaler selling Australia, Giancarlo has a deep understanding of the specific products suitable to the Italian market and the travel trade requirements to sell the Northern Territory. He will be charged with increasing Northern Territory product in Australian itineraries and working with trade to increase dispersal and yield.

Over the past three years, AIGO has been responsible for identifying and bringing 40 journalists to the Northern Territory, including representatives from high profile publications such as Vogue, Lonely Planet, Vanity Fair and La Repubblica. It has been instrumental in the development of a social media strategy in Italy growing an engaged community of over 18,500 fans/followers in 10 months.

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For the latest statistics on the Italian market - <http://www.tourismnt.com.au/en/marketing/international-marketing/fact-sheets>

To see the last quarterly update - <http://www.tourismnt.com.au/en/marketing/international-marketing/quarterly-updates>

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