Adam Giles
Chief Minister of the Northern Territory, Minister for Tourism

**NT targets lucrative Chinese visitors**

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A delegation of key travel industry representatives from Greater China are visiting the Northern Territory this week as part of the Country Liberals Government’s plan to attract more lucrative Chinese visitors to the Territory.

Chief Minister and Tourism Minister Adam Giles said the Greater China Adventure NT mission will give delegates a first-hand look at the Territory and help get more NT tourism products on the “travel shelves” in China, Hong Kong and Taiwan.

“The Greater China outbound market is one of the fastest growing in the world and the Northern Territory Government is committed to growing the Territory’s market share of visitors from this valuable tourism market,” he said.

“To date the Greater China market remains relatively untapped by the Northern Territory with a 1.2 per cent market share of the total visitor arrivals to Australia. We want to grow the number of visitors from Greater China from 14,000 a year to 30,000 a year by 2020.

“Tourism Australia research shows the number one factor Chinese tourists consider when deciding to holiday is world class beauty and natural environments, of which the Northern Territory has an abundance, making it an ideal holiday destination for Chinese travellers.”

Mr Giles said Tourism NT had previously led missions where NT operators travelled to key cities across the Greater China region to better strengthen relationships, but this year was bringing 19 key Greater China delegates to the Territory instead.

“This new approach will allow delegates to engage with our hard working NT tourism operators in their own backyard while getting a real feel for what the Territory has to offer,” he said.

“It will also allow our local operators to learn about the Greater China trade distribution environment and tailor their products to better meet the needs of the Chinese traveller.”

The delegates include traditional, premium and online travel agents; meeting, incentives, conferences and events agents; digital travel sharing platforms; and travel trade media.

The Adventure NT mission will run until 11 September with highlights including a welcome dinner at Pee Wee’s on the Point, Jumping Crocodiles at Adelaide River, a Darwin Harbour cruise with Sea
Darwin, Mindil Beach Markets, an Alice Springs town tour, outback ballooning, and an Uluru Sunrise Tour and Sounds of Silence dinner.

The delegates will also attend full day workshops with 40 NT operators in Darwin (7 September), Alice Springs (8 September) and Yulara (10 September).

Mr Giles said the Country Liberals Government had increased Tourism NT’s overall budget for 2015-16 to $50.4 million to help market the Northern Territory and its attractions.

“Tourism is the Territory’s largest employer, providing jobs for around 16,000 people, and we want the industry to grow even further to help develop our regions, boost local businesses and create even more job opportunities,” he said.

“It’s all part of the Country Liberals Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020.”

Media Contact: Marnie Hobson 0409 527 909