Eye on China visit increases

A DRAFT plan to boost the numbers of Chinese visitors to the Territory has been released for consultation by the NT Government.

The Draft China Market Activation Plan II (CMAP II) was released Wednesday and maps the government’s aim to try and increase Chinese visitation to the Territory from 14,000 to 30,000 people per year by 2020.

CMAP II focuses on the latest consumer insights, target market analysis, policy changes and collaborative platforms that present opportunities for the NT tourism industry.

It also seeks to consolidate existing programs and activities and introduces a new focus on attracting Chinese investment as a lever to drive tourism growth.

The target markets include affluent free independent travellers, Chinese international students, working holiday makers from Taiwan and the business event and incentives market aligned to the Territory’s industry strengths, such as mining and resources.


The opportunity to comment on the draft plan will be available until Friday, July 25.

THhis year’s Customer Service Awards are here again and the event organiser, the Chamber of Commerce’s Kay Eade, said the awards have gone down well in the retail sector.

“Customers are number one in any business,” she said.

“We are not looking for people that smile or greet a customer by name – everyone can do that, and that is what they are paid to do. “We are looking for staff that do something extraordinary – those that go an extra mile for a customer to get a service,” she said.

The awards started in 2011 and, since then, businesses always strive to come tops. This year’s winners will be announced on July 18.

To nominate a business, go to alicepringscustomerserviceawards.com.au and type on the nominations page.

Cash for shelter dries up

Matt Garrick

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The government has been in negotiations with a private provider to take over the running and operation of the Alice Springs-based accommodation service, with their agreement with the Aboriginal Hostels Limited to expire on June 30.

Shadow Minister for Housing Lynne Walker warned that the cut could lead to a boom in public housing overcrowding and homelessness in Alice Springs.

“Housing Minister Matt Conlan revealed in Estimates hearings that the NT Government will be cutting funding of $674,000,” Ms Walker said.

“It is likely to enhance the service of the Visitor Park,” Mr Conlan said.

“It is the government’s intention to ensure that continues as a service, providing the service it does to the Central Australian region.”

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