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

‘Catch the Sunset’ documentary set to showcase Northern Territory to millions in China

5 June 2016

A new documentary showcasing Northern Territory tourism hot spots and attractions will be broadcast to a Chinese audience of well in excess of 1 million Chinese television viewers per night, for a total of 12 nights.

Chief Minister and Tourism Minister Adam Giles said the ‘Catch the Sunset’ documentary stars popular Chinese actress, model and television presenter Lily Ji, and is currently airing on prime time in China, on the hugely popular television channel ‘QTV-1’ over the next two weeks.

QTV1 is one of several channels run by Qingdao Broadcasting & Television Station, which is the main network in Qingdao, China.

Qingdao is a city twice as big as Sydney, with a population of close to 10 million people, and the QTV1 channel featuring the Lily Ji documentary will attract an audience exceeding that of even the top rating programme in Australia nationally, on any given night.

“This is a major milestone for the Northern Territory,” he said.

“It’s the first time we’ve ever had a dedicated Northern Territory documentary showcasing our stunning Top End and Red Centre landscapes broadcast to a mass Chinese audience.

“Lily Ji is a rising star in China and we are thrilled to have her on board as our “peng you” which means ‘friend’.

“She will be pivotal in communicating to Chinese audiences through the documentary that the Territory is a unique, friendly and accessible travel destination.

“After seeing Lily Ji’s adventures through the stunning Territory landscapes, I’ve no doubt Chinese viewers will want to follow in her footsteps and experience the Northern Territory for themselves.”

The ‘Catch the Sunset’ documentary showcases Lily’s quest – a popular theme in Chinese sagas – to catch the sunset or sunrise each day while experiencing iconic NT landscapes.

Chinese viewers will see Lily visit Darwin, Arnhem Land, Litchfield National Park, Alice Springs, West MacDonnell Ranges and Uluru Kata-Tjuta National Park.
The documentary consists of 12 back-to-back five minute segments which is currently airing on popular Chinese television station QTV1, between 5pm and 7pm until 10 June 2016.

Tourism NT has launched a dedicated Chinese website to support the ‘Catch the Sunset’ documentary that will provide Chinese viewers with further information on the NT.

The website will also feature the NT’s new tag line for the Chinese market: “Your Australian journey is not complete until you’ve done the NT” or 北领地·澳洲‘游’你才完整.

“The ‘Catch the Sunset’ documentary will dramatically boost the profile of the Northern Territory as an appealing holiday destination and encourage more Chinese to include the NT as part of their Australian holiday itinerary,” Mr Giles said.

In a further boost for NT tourism in China, Lily Ji has also vowed to return to the NT later this year to visit the Tennant Creek and Barkly region, Kakadu National Park, Katherine region and Nitmiluk National Park.

China is Australia’s fastest growing tourism market with visitors from China generating $8.3 billion in total expenditure in 2015.

“Last calendar year, visitors from greater China to the NT were estimated at 13,000 – but we want more and have set a bold target of attracting 30,000 Chinese visitors to the NT by 2020,” Mr Giles said.

“To do that we have to get more of our stunning Northern Territory landmarks and attractions in front of Chinese faces, which is what the Lily Ji documentary will do.”

This initiative is part of the Government’s plan to drive the development of North Australian and build a $2.2 billion visitor economy by 2020.

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***Catch the Sunset’ trailer: https://youtu.be/VpWEU8POVps