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Chinese visitors arrive in Darwin for Heaven On Earth tour

A group of ten Chinese tourists left Darwin this morning to drive the Road to Heaven on Earth, a 12-day 4-wheel drive journey across the Northern Territory.

The Minister for Tourism, Kon Vatskalis, joined the group today on their tour of Litchfield National Park.

“China is an important emerging market for the Northern Territory. This tour group is the direct result of the Chinese Central Television (CCTV) Network documentary, Discovery of the Mystery Land: The Northern Territory, and represents the first of future Chinese tour groups coming to the Northern Territory,” said Mr Vatskalis.

“The self-drive nature of this tour guarantees our regional areas will benefit from this Chinese group and ensures an increased length of stay in the Territory.”

Arriving from China yesterday, the group was greeted by Minister Vatskalis at a welcome function at Parliament House last night, involving Darwin’s Chinese business community and local tourism operators.

After experiencing Litchfield, the tour group will head to Kakadu for two days then journey through Katherine, Tennant Creek, Alice Springs and Uluru.

The Tourism Strategic Plan released last week has specifically identified China as one of the world’s strongest growing outbound tourism markets.

While the NT Government has increased its marketing in China over recent years, increasing the number of Chinese tourists is dependent on the industry investing time to tailor its products and services to cater for Chinese visitors.

The China Market Development Plan, launched in December 2007, outlines a series of activities in marketing, education, investment and business areas to support industry in reaching this emerging market.

The plan encourages industry to develop tourism products that are suitable for the Chinese market, including translating promotional materials into Chinese and identifying opportunities for tourism operators to promote their product within China.

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