Chinese Drawn to Territory's Natural Wonders

The natural wonders of the Northern Territory will soon be on display for more than 200 million people thanks to a Chinese television program currently being filmed in the Top End.

The Minister for Tourism Paul Henderson said the NT Government had joined with China's main television network, Chinese Central Television Network (CCTV), to film the documentary style program, “Journey in to the Mystery Land”.

Mr Henderson said the 16-strong Chinese media delegation, led by CCTV Vice President Mr Gao Feng, was the largest of its kind to visit the NT, and includes several influential Chinese magazines, web-based media and a prominent Beijing radio station.

“China is an emerging source of tourists for the Northern Territory and this program and its supporting media coverage will really help raise the profile of the NT,” Mr Henderson said.

“Seen through the eyes of two Chinese travellers, the five-part series will feature Darwin, western Arnhem Land, Kakadu National Park and Uluru, highlighting the Territory as a holiday destination that is rich in nature and cultural experiences Chinese travellers are so keen to explore.

“The Territory Government has also just launched its Chinese translation of its leading international consumer website, australiasoutback.com, further building the Territory’s profile in this growing market.”

About 40 per cent of visitors to Australia from China last year used the Internet to help plan their holiday and find more information about their destination.

The Chinese media delegation will tour the Territory until 9 August.

Chief Minister Clare Martin will join Mr Henderson in welcoming the CCTV crew to the Northern Territory at Parliament House tonight.

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