Japanese travellers are firmly in the Territory’s sights, with Tourism Minister Paul Henderson announcing the Government’s tourism website has gone live in Japanese for the first time.

The translation is part of the Government’s $1.5 million program to increase the Territory’s tourism presence online.

“About 47,000 Japanese visitors came to the Territory in 2006, spending about $42 million, and our unique and diverse travel experiences make the Territory a fantastic holiday destination for the independent traveller,” Mr Henderson said.

“With 98 million people in Japan having access to the internet, our translated website is a great tool to target this growing market by highlighting all the Territory has to offer.”

The www.australiasoutback.com website contains detailed information on the Northern Territory’s destinations, nature, Aboriginal culture, adventure activities and outback travel experiences.

“Suggested travel itineraries, maps, climate information, driving tips and visa information are also available through the site, allowing the independent traveller to plan their holiday themselves,” said Mr Henderson.

The www.australiasoutback.com site is also available in German, Italian and French.

The translation of the site into Japanese comes as a record 31 Territory tourism operators participate in the Southern Hemisphere’s largest travel and trade expo, Australian Tourism Exchange, in Brisbane.

More than 1700 trade delegates from 630 travel agencies around Australia will meet with more than 600 overseas buyers at the trade show.

“ATE allows Territory tour operators to promote their product directly to top buyers from our main markets including the United Kingdom, Germany, North America, New Zealand and Japan,” said Mr Henderson.

“This trade fair is a key opportunity for Territory tourism operators to be included in travel packages and itineraries worldwide and I am looking forward to joining the delegation next
week to sell the NT’s tourism destination.”

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