Kon Vatskalis  
MINISTER FOR TOURISM  

17 April 2008  

Famous Chinese travel journalist promotes Northern Territory in China  

The Northern Territory Minister for Tourism, Kon Vatskalis, today announced the appointment of China’s famous travel journalist, Ms Liang Zi, as the ‘Northern Territory’s official Friend of Tourism’.

The Minister made the announcement at a travel trade and media function in Hong Kong, saying Ms Liang Zi will act as a travel ambassador for the Northern Territory tourism industry for the next 12 months, promoting the Territory’s iconic travel experiences to the Chinese market.

“We are very privileged to welcome Ms Liang Zi to our tourism team within China. Her credibility within China ensures that her endorsement of the Northern Territory as a destination will resonate strongly within the Chinese travel trade and consumer market,” said Mr Vatskalis.

“Ms Liang Zi is one of the most highly recognised female reporters in China, having served as a People’s Liberation Army war journalist as the only female on the battlefield of the long China, Vietnam border war. She has also travelled and reported in Afghanistan, Sierra Leone, Angola, Iraq and Pakistan.

“In addition Ms Liang Zi is a renowned travel reporter who produces and presents China’s travel TV program, ‘Global Trekker’, and has authored five travel books and produced several travel documentaries.”
Ms Liang Zi first travelled to the Northern Territory in July last year as part of a team of Chinese journalists reporting on the making of the Chinese Central Television Network (CCTV) documentary, *Discovery of the Mystery Land: The Northern Territory*.

“I was extremely moved by my journey within the Northern Territory, and I’m proud to work in partnership with Tourism NT to encourage and motivate other Chinese people to experience this amazing and ancient part of Australia,” said Ms Liang Zi.

As the Friend of Tourism – Northern Territory, Ms Liang Zi will promote the Northern Territory as a destination during trade functions within China and through the media. She will also develop positive media stories about the Northern Territory for China’s magazines and newspapers, as well as some positive blog articles for her own website and on China’s leading news website, Sina.com.

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