China’s travel reps given a taste of the Territory

The Northern Territory Minister for Tourism, Kon Vatskalis, accompanied by the ‘Northern Territory’s official friend of Tourism’, Ms Liang Zi, has met with over 60 of China’s key travel wholesalers, trade representatives and Chinese media within Shenzhen and Shanghai over the last three days providing them insight into the Northern Territory as a unique and desirable holiday destination.

Mr Vatskalis said face-to-face meetings were an important step in getting more Chinese travellers to the Territory.

“China is a vital emerging market for Australia and our contact with these wholesalers can be the difference between having the Territory included in Chinese travel packages or not,” said Mr Vatskalis.

“Chinese visitors are increasingly contemplating holidays in Australia, and over the coming years as the travellers become more adventurous and experience seeking, the Northern Territory will become a more desirable destination.

“Our ongoing work within the Chinese market over the next five years is designed to educate the trade representatives about our destination to improve the amount of exposure and travel packaging options available to Chinese tourists.
“Ideally, from these forums and our ongoing engagement with these key stakeholders, we would like to see a commitment to better direct access from China to the Northern Territory and a greater selection of NT tourism products being featured within Chinese travel brochures.

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