Four Wheel Drive Enthusiasts Encouraged To Visit The Territory

The Minister for Tourism, Kon Vatskalis, is meeting with key representatives from four wheel drive associations in Beijing today to discuss future opportunities to entice this niche high-yield Chinese market to visit the Territory.

The Chinese tourism market is highly competitive, so the Northern Territory Government’s strategy involves targeting segments of the market interested in nature-based experiences.

The Minister said the Government is now looking at opportunities to attract the exciting market of four wheel drive enthusiasts from China.

“This afternoon I will be meeting with members of the China Police Sports Association (CPSA), who enter around 300 – 400 competitors each year into the Paris to Dhaka race. Because this race has now been cancelled due to security issues, the CPSA is looking at alternative races,” said Mr Vatskalis.

“This provides us an ideal opportunity to encourage their participation in the Territory’s annual Desert Finke Race and the Arafura Games.”

The Territory Government’s ongoing promotion to the China market has already inspired Chinese travel wholesaler, China Oriental International Dream Travel Service, to develop the first Northern Territory group tour by Chinese visitors emerging from the CCTV documentary.

The tour is called the Road to Heaven on Earth and will involve two groups of around 30 passengers each, travelling between Darwin and Alice Springs during May and June this year. Their 10 day journey will follow the route of documentary, stopping in at Darwin, Kakadu, Katherine, Tennant Creek, Alice Springs and Uluru.