Creating Jobs: 45 NT Tourism Industry Business Ready for Chinese Visitors

24 May 2018

With Donghai Airlines inaugural direct flight from China (Shenzhen) to Darwin now just a week away, the Territory Labor Government have confirmed that 45 local businesses have now completed Tourism NT’s China Ready Workshops and are ready for visitors.

Minister for Tourism and Culture, Lauren Moss said making the NT a ‘China Ready Destination’ is important so we can benefit from new Chinese tourists and create and sustain more local jobs.

“Getting ‘China Ready’ is crucial as we target 30,000 Chinese visitors to the Territory annually with an estimated expenditure of $46 million by 2020,” Ms Moss said.

“The Welcome China Program helps businesses to be aware of what they can do to achieve success in the Chinese market.

“A total of 45 accommodation, restaurant, attractions, touring and transport operators have undertaken Tourism NT’s China Ready Workshops, gaining cultural insights to successfully engage with Chinese customers. They also received global accreditation with China Ready & Accredited (CRA) that is recognised by Chinese visitors.

“This work to improve the visitor experience is important for the Territory’s future, with China now Australia’s most valuable international tourism market.”

Accommodation providers including Hilton Hotel Darwin, Doubletree by Hilton (Darwin and Alice Springs), the Accor Hotels (Darwin, Katherine, Alice Springs & Yulara), the H on Mitchell Apartment Hotel, Palms City Resort and SKYCITY Darwin have been preparing for the Chinese customer.

SKYCITY General Manager David Christian said they have made a significant investment in becoming China Ready and are excited to welcome the arrival of Donghai Airlines on 30th May.

“Our team have undertaken accredited China Ready training and Chinese guests will find SKYCITY easy to navigate with our Mandarin signage, menus and property information,” he said.

“We continue to build on our already strong numbers of Mandarin speaking staff and with these initiatives already in place we are looking forward to partnering with Tourism NT to market Darwin to China.”

Chinese guests at SKYCITY will be able to enjoy a new Territory food and beverage menu with Australian meats and wines, a Territory tasting platter featuring crocodile, barramundi and buffalo and an expanded Chinese menu.
Territory businesses that have gained their China Ready Accreditation are also eligible to apply for a $5,000 grant through the Department of Tourism and Culture’s Welcome China Program with more than 30 NT businesses signed up.

Uluru Segway Tours, Gardens Park Golf Links, Elements Day Spa, Aviation Heritage Museum and Darwin Trailer Boat Club are just some of the local NT businesses receiving the $5,000 grants to improve the visitor experience for the Chinese visitor.

Safety videos, menus, websites and brochures in Mandarin have all been produced from funds obtained through the program.


**Media contact:** Trish Grimshaw 0401 119 242