Chief Minister Holds Japanese Tourism Talks

Clare Martin MLA
Chief Minister and Minister for Tourism

The need for increased air capacity to the Territory and the popularity of its nature attractions, The Ghan and Indigenous culture dominated Chief Minister and Tourism Minister, Clare Martin’s tourism meeting in Tokyo today with 12 key Japanese industry representatives.

The group was made up of people from airlines, Government and travel companies. Tomorrow she will meet tourism executives in Osaka.

“Tourism is one of our two main industries and, as Tourism Minister, my focus is developing new markets and attracting more tourists to our unique part of the world,” she said.

“Currently, around 53,000 Japanese tourists visit the Territory each year contributing a significant boost to the local tourism industry - I believe there is strong potential to increase that number and today’s discussions were focused on what needs to be done to achieve this.”

Ms Martin said that last week she met with seven key Japanese tourism representatives during their visit to the Territory as part of Tourism Australia’s push to attract more Japanese tourists. They visited many Territory tourism attractions including taking The Ghan from Alice Springs to Darwin.

“Along with the need for greater air capacity, the challenge is to ensure Japanese tourists are informed about all the Territory’s attractions and not just Uluru - this is something my Government believes is very important and is working towards,” she said.

“Last year there were Japanese charter flights to Alice Springs which provided a boost to the tourism industry and showed the potential that exists for improved services.”

Today’s meeting followed on from Ms Martin’s announcement on Monday that Territory Discoveries, the Government’s tourism wholesale division, is entering the key markets of Singapore and Malaysia to attract new tourists.

The Chief Minister also today met with ANT Minerals, an investor in McArthur River Mine, and INPEX where she discussed their Abadi gas field.

“These two companies could, or already do, play an important role in job and business opportunities in the Territory and I explained my Government’s focus on ensuring Territorians reap the benefits,” she said.