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AUSTRALIAN TRAVEL MISSION TO CHINA

The Northern Territory will be promoted to the lucrative Chinese market when an NT delegation heads on a mission to China this week, Tourism Minister Paul Henderson said today.

Representatives from Tourism NT will head to Beijing on Saturday for the 11th Australian Travel Mission to China, before moving onto Chengdu in the Sichuan Province, concluding on October 31.

Mr Henderson has wished the delegation well, adding that the mission was an ideal opportunity to share the unique story of the Northern Territory with Chinese travel trade professionals and Chinese media.

“The annual Mission to China targets group and leisure travel markets, providing direct access to Chinese travel agents, tour operators, government representatives, media and airlines in China,” Mr Henderson said.

“Tourism NT and APT Central Australia will engage with 120 experienced outbound travel agents, who have demonstrated an interest in Australian destinations over the last six years.

“We will take this opportunity to draw the Chinese travel professionals to our fully translated website, providing them an easy to use resource for educational and trade information on the Northern Territory.”

The other focus of the visit will be to promote the launch of, “Journey into the Mystery Land”, the NT documentary scheduled to air on Chinese Central Television Network (CCTV) early next year. The five episode documentary focuses on two Chinese travellers and their nature and cultural experiences in the Northern Territory.

With a potential audience of 200 million Chinese viewers, Tourism NT will encourage China’s trade partners participating in the Mission to China to
develop NT holiday packages that coincide with the documentary launch.

“China is the fifth largest international market for inbound tourism in Australia, with a 16% growth in the number of Chinese visitors over the last financial year,” Mr Henderson said.