Territory photo exhibition launched in Southern China

The Northern Territory Minister for Tourism, Kon Vatskalis, accompanied by the ‘Northern Territory’s official friend of Tourism’, Ms Liang Zi, today launched the inspirational “Heaven on Earth: The Northern Territory” photographic exhibition in Guangzhou to attract Southern Chinese people to visit the Northern Territory.

The Territory’s photographic exhibition was launched at Guangzhou’s premier Dongfang Oriental Hotel.

“It’s the first time this photographic exhibition has been on display outside of Beijing,” said Mr Vatskalis.

“This is an ideal time and location to have the exhibition on display in Southern China, where it will be seen by thousands of Chinese people.”

Mr Vatskalis said the exhibition includes around 30 images illustrating the Territory’s tropical north down to its red desert heart. The images were captured by a group of China’s leading photographers during a 21-day journey across the Territory last year.

Over 30 local travel, trade, airline and media representatives attended today’s launch and were also introduced to Ms Liang Zi, who was appointed yesterday as the ‘Northern Territory’s official friend of Tourism.’

“It is through these photographs and the work of Ms Liang Zi, that we hope to entice the people of China to visit the Northern Territory, boosting both our tourism industry and our local economy,” said Mr Vatskalis.

The NT Government invested $10,000 towards the Guangzhou exhibition and launch event.

While in Guangzhou the Minister also visited a section of The Canton Trade Fair which attracts around 400,000 buyers from around the world every year.
NB: Photo attached.

Contact for media queries: Nikola Lekias 0438 323660