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Promoting the Red Centre to China

Six reporters from China will spend a unique Christmas in the Red Centre as part of a four-day familiarisation tour that will help promote Territory holidays to potential Chinese visitors.

Minister for Tourism, Malarndirri McCarthy, said the tour is designed to boost interest and awareness of the Red Centre amongst Chinese consumers.

“China is an emerging tourism market for the Territory and this visit involves six of China’s most popular and well respected travel reporters,” Ms McCarthy said.

“China’s most popular news, lifestyle and travel website, Sohu.com is one of the participants who will be uploading stories and blogs throughout the trip for its 210 million users to read.

“Beijing’s number one radio broadcaster, the Beijing Traffic Radio, and China’s national business newspaper Beijing Business Today will both be preparing features on the visit.

“By including Beijing Business Today with its national circulation of 150,000 copies, the Territory tourism industry hopes to benefit from the lucrative business tourism market which is currently growing in China.

“Also participating in the tour is Tourism NT’s ‘Friend of Tourism’ Ms Liang Zi, who is a popular Chinese identity with her own television program on China’s Travel Channel.

“Ms Zi was appointed by the Northern Territory Government in April 2008 and will continue in this role during the Shanghai World Expo events in 2010.

“Only one per cent of the Territory’s visitors are from China, but nationally China is Australia’s sixth largest international source of tourists, so this trip is a great opportunity to build on this,” Ms McCarthy said.
The tour group will arrive in Alice Springs on Christmas Eve and begin with a tour of the Old Telegraph Station, School of Air and Royal Flying Doctors Service.

Christmas day will include a 4WD self drive tour to Rainbow Valley before visiting Simpsons Gap, Standley Chasm, Gosse Bluff and retreating overnight in Kings Canyon.

Once they arrive in Uluru the group will enjoy a guided tour of the sunrise, a helicopter tour, camel ride and dine at the award winning Sounds of Silence dinner before departing the Red Centre on 28 December.

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