Matt Conlan, Member for Greatorex
Minister for Tourism

Territory tourism operators on mission to attract visitors from China

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Seven Territory tourism operators fly out to China today on Tourism NT’s third annual mission to attract visitors from this rapidly growing market.

Minister for Tourism Matt Conlan said it is the first time the mission has included representatives from two Chinese inbound tour companies.

“They have established a presence in the Territory to better service their clients, one located in Central Australia – Uluru Chinese Tours – and the other – North Tours Australia – in the Top End,” Mr Conlan said.

“I hope these delegations will become even larger as operators realise what an opportunity the China market presents to them and how committed the Country Liberals Government is to growing the NT’s market share of visitors from China.”

China is Australia’s most valuable tourism market, but the NT attracts only 13,000 Chinese visitors a year. The NT Government’s target, articulated in Tourism Vision 2020, is to increase this to 30,000 by 2020.

“Global competition to attract visitation and investment from this market is fierce and to be successful it is critical we have a targeted strategy,” Mr Conlan said.

“Tourism NT, in consultation with the tourism industry, has mapped out a way to achieve this target in its China Market Activation Plan II, which it has recently revised in response to market changes.

“This mission is a part of that plan, and an important element of our Asia Product Partnership Program which supports businesses that commit to a long term collaborative approach with Tourism NT in selected marketing and development activities in the Eastern market.”

The delegation comprises Voyages Ayers Rock Resort, Uluru Chinese Tour, AAT Kings, Maruku Arts, North Tours Australia, Intrepid Travel and YHA. Operators will have the opportunity to strengthen business relationships across the region, get their product in front of the travel trade and adapt their products to better suit their consumers. Their 10-day itinerary includes Hong Kong, Guangzhou, Shanghai, Beijing and Taipei.

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