Major Territory icons, tourist attractions and World Heritage sites will be under the spotlight this week, during a visit by seven influential Japanese based wholesalers and tourism industry leaders, Chief Minister, Clare Martin, said today.

Last year the delegation, known as the Japan Australia Advisory Group (JAAG) visited Sydney during their first trip to Australia.

“The Japanese market makes up just under 10 per cent of our international visitors and is becoming increasingly interested in the region, with its unique wildlife and nature,” she said.

“Last year Japanese tourists injected more than $20 million into our economy and there is a real opportunity to build on that, creating economic growth and jobs for Territorians.”

The group is part of Tourism Australia’s Vision One Million campaign, a marketing initiative to attract one million Japanese visitors to Australia by 2010 and is being supported by the NT Tourist Commission (NTTC).

The delegation, led by the Chairman of the Japan Association of Travel Agents (JATA) Mr Koji Shinmachi, has already been in Central Australia visiting Uluru, Longitude 131 and the Alice Springs Desert Park, which recently installed a Japanese language commentary system.

The group arrived in Darwin on the Ghan on Tuesday after stopping off for a cruise on Katherine Gorge. Yesterday they visited Kakadu National Park accompanied by the NTTC’s, Richard Doyle and 5 Tourism Australia representatives.

The Territory Government have hosted a number of events for the delegation including a reception with the Chief Minister at Parliament House. The NTTC has also helped with booking accommodation and planning the Kakadu tour.

“The latest research from Japan highlights the Territory as the leading Australian destination for nature experiences,” Ms Martin said.

“These include staying in resorts and taking cruises in World Heritage areas and dining under the stars - link this with our popular wildlife experiences and great Territory lifestyle and we are well placed to expand this lucrative market.”