

MEDIA ALERT
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AUSTRALIAN
NATIONAL
MARITIME
MUSEUM

MARITIME MUSEUM HOSTS CHINESE MEGA INCENTIVE GROUP IN DARLING HARBOUR



The Australian National Maritime Museum's new \$12 million attraction, **Action Stations** was the scene of much action this week as almost 4000 Chinese delegates from Nu Skin arrived in Darling Harbour.

With **Action Stations** featuring interpretation in simplified Chinese, the visitors were able to experience the thrills of life at sea in the Royal Australian Navy as well as discovering HMAS Vampire and the magnificent HMB Endeavour without leaving Darling Harbour.

"We are very pleased to have been chosen to participate in the program for this important incentive," said Kevin Sumption, CEO and Director of the Australian National Maritime Museum.

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“China is already the Museum’s third largest international market and grew by 48% in 2015,” Sumption added. “As a key attraction in Sydney and the Darling Harbour precinct, we have a China-ready strategy in place and are well positioned to cater for Chinese visitors.”

The Museum worked with its representation agency Australian Attractions to secure this incentive group, pulling out all stops to ensure that the delegates had a memorable visit. This included expanding the pool of international speaking guides to enhance the visitor experience, providing maps and signage in Chinese, a website and interpretation in Chinese and establishing an exclusive, relaxing outdoor lounge area for the group’s private use.

The Nu Skin visit flows on from the record Chinese visitation which the Museum experienced in February during Chinese New Year. Following on from the very positive response of Chinese speaking visitors to the multilingual interpretation of **Action Stations**, all new exhibitions at the Museum will feature interpretation in Chinese.

Whilst it is too early to assess the economic impact of the Nu Skin incentive, this visit will clearly boost China’s status as a major source market for inbound tourism to Australia. According to the ABS, annual visitation from China exceeded one million for the first time for the year ending November 2015.

For more information: <http://www.anmm.gov.au/>

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