

SE News
HD \$70,000 for Chinese getaway
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TOURISM Australia is targeting China's most affluent travel seekers with a holiday that "money can't buy".

Well, it can, but it'll set you back \$70,000 per person.

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The 22-day tour takes in every state and territory, showcasing Uluru, Gold Coast beaches and Kangaroo Island plus top restaurants such as Quay in Sydney, Darwin's Evoo and Attica in Melbourne.

International business class flights, luxury lodgings and exclusive wine tastings are also included in the price.

China is now Australia's most valuable tourism market, overtaking the UK last year, to be worth \$5.3 billion.

That figure is expected to grow to \$13 billion by 2020.

Although just 30 packages will be sold to underline its exclusivity, Tourism Australia managing director John O'Sullivan said it was about "making headlines". "What we're really seeking to do is create a buzz, a sense of excitement," he said.

CO tourism : Tourism Australia
NS gcat : Political/General News | gtour : Travel | glife : Living/Lifestyle
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