



## **MEDIA RELEASE**

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### **Germans “liebe” the Great Tropical Drive**

Regional Tourism Organisation Townsville Enterprise has recently undertaken an international sales and media mission into the UK and Europe tourism industry. The mission, aimed at promoting the Great Tropical Drive and Townsville region, gave industry a taste of what the region has to offer as a destination.

Townsville region and the Great Tropical Drive was showcased to more than 50 tourism trade, media and industry partners over 10 days. Townsville Enterprise was joined by Sunferries who launched their new packages of the Townsville Region. Our proximity to the Great Barrier Reef, outback, rainforest and tropical islands was well received.

Sunferries General Manager Darin McDonald said that he was very impressed with the recognition the region had during the sales mission.

“There is a very positive impression out there about the region and the high quality attractions we have,” he said.

The mission followed a series of regional workshops held by Townsville Enterprise to export local tourism product into the international market.

Tourism Minister Desley Boyle said the latest figures showed international travellers to Townsville spent a total of \$91 million, (an increase of 27 million on the previous year) with the average spend per person per trip increasing by 37 per cent to \$646.

“The United Kingdom remains Townsville's largest source market, followed by visitors from Germany,” she said.

Townsville Enterprise Chief Executive Officer Glenys Schuntner said the sales mission supported a number of international campaign activities that Townsville Enterprise has undertaken in the past including Queensland on Tour, Aussie Specialists training programs and more recently familiarisations of German journalists into the region.

“We have been making significant inroads into key international markets through trade shows, sales missions, and media and trade fairs. We’re now seeing the results of our activities in the European market with visitor numbers and spending increasing in the past year,” she said.

“We’re particularly happy with the reception the Great Tropical Drive is receiving in international markets. The award winning development has been the talk of the town at every stop on our European missions. The Great Tropical Drive offers international visitors a chance to experience everything they love about Australia – the reef, rainforest, the outback, Australian characters and iconic wildlife.”

Project work with the Great Tropical Drive has also evolved to include German translations of the pod guides and Great Tropical Drive Brochure. The pod guides can be found at [www.GreatTropicalDrive.com.au](http://www.GreatTropicalDrive.com.au).

**ENDS**

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