



## **MEDIA RELEASE**

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### **Indigenous Tourism gains great momentum**

The Great Tropical Drive had launched North Queensland's Indigenous tourism into the realms of the World Wide Web. The new Indigenous webpage explores Aboriginal stories and experiences throughout the region, including Townsville, Charters Towers, Ayr, Ingham, Cardwell, Tully and Babinda.

This project stems from the development and promotion of the Indigenous experience trail of the Great Tropical Drive. Townsville Enterprise has been working with government agencies and Indigenous tourism operators such as the Cultural Centre Townsville and other small businesses to develop content for the site.

Townsville Enterprise Chief Executive Officer Glenys Schuntner said the development of Indigenous tourism in North Queensland will greatly enhance the overall experience for visitors to the region.

"The new Indigenous webpage provides insight into the unique culture, stories and product that the region has to offer. It has given the region's Indigenous operators a great chance to showcase their culture."

Cultural Centre Townsville General Manager Scott Anderson said the Great Tropical Drive Project has created greater awareness of Indigenous tourism products within North Queensland and is a great way of accessing information about what is currently available.

"This is a great starting point for the promotion of existing Indigenous tourism products. We're aim to work with other Indigenous groups to develop more products within the region," he said.

"We want to ensure we work alongside other mainstream operators to incorporate Indigenous elements into their tour products also. The ultimate aim of our project is to increase employment and economic growth for Indigenous people within the tourism industry."

The new Indigenous webpage can be found at [www.GreatTropicalDrive.com.au](http://www.GreatTropicalDrive.com.au).

**ENDS**

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