



20th September 2007

Media Release

Etch Tourism Marketing was pleased to play a part in organizing a famil for nine of Australia's top inbound agents, to Western Cape York and the regions best indigenous products.

The famil was one of the largest ever organised to the area and showcased Aurukun Wetland Charters and Cape York Turtle Rescue. Etch Tourism Marketing was thrilled to be awarded the contract, to represent these products, 12 months ago by Don and Judy Freeman of Freeman Productions who are mentoring the product under the Federal Governments Indigenous Business Ready Scheme.

The agents spent two nights at Cape York Turtle Rescue and were rewarded with some extraordinary interaction with the turtles of the Western Cape, before encountering the spectacular Aurukun Wetlands and members of the Aurukun community for two nights aboard the MV Pikkuw, a live aboard charter vessel which is the perfect base for exploring this incredible part of Australia.

The famil follows some extensive exposure of the products in the UK, Europe and the United States, as well as attending ATE and or course distributing the products through inbound tour operators and domestic wholesalers within Australia. These products represent some of the most engaging experiences on offer not only with Aboriginal Australia, but also with an area that is widely regarded as the last frontier in Australia.

Participating in the famil were Inga Afheldt from ATS Pacific, Graziella Caruso from Goway Travel, Allen Brooker from Pan Pacific Travel, Ulrike Bogle from The AOT Group, Natalie Pickett from Southbound Australia, Karen Holloway from Sunlover Holidays, Ausilia Cristiano from Odyssey Travel, Russell Boswell from Wilderness Challenge and Jo Davies from Conservation Volunteers.

Ends: -

For more information: -

Michael Nelson
Managing Director
Etch Tourism Marketing
Michael@etchmarketing.com.au
0437 022 330
www.etchmarketing.com.au