



MEDIA Release – For immediate distribution

Jowalbinna Makes an Appealing Return

One of Cape York's most significant tourist attractions, Jowalbinna Bush Camp, is making a welcome return after significant improvements and a refurbishment were completed by new marketing partners, Cairns-based tour operator Wilderness Challenge.

Situated near Laura in Cape York, Jowalbinna is both destination and gateway to Queensland's most significant Aboriginal rock art sites, the Quinkan galleries, which are rated by UNESCO as one of the top ten rock art areas in the world.

Wilderness Challenge was established 18 years ago and has won numerous state and national tourism awards for operating extended tours to Cape York, The Gulf Savannah and the Kimberley region. Spokesperson Russell Boswell said Jowalbinna is now set to be the highlight of any visitor's Cape York itinerary.

"Jowalbinna is superbly located on route to the Cape and is surrounded by priceless natural attractions. There are guided walking tours to the rock art galleries. The art, engravings and occupational evidence here is astounding to everyone who sees it. It wasn't a difficult decision for us to invest in infrastructure for the project. Now, it has its great bush atmosphere with new creature comforts from hot showers through to a fully functioning café," said Mr Boswell.

Jowalbinna is being relaunched to the wider tourism industry by Etch Tourism Marketing, whose portfolio contains a highly complementary range of products. Etch's Michael Nelson believes the relaunched Jowalbinna experience matches international visitor expectations in every aspect.

"International visitors – particularly the US, UK and Europeans – are primed for an experience of this type when they choose Australia. A remote, yet accessible Australian bush camp which has all the expected comforts and is situated in the heartland of high quality rock art such as the Quinkan galleries – it just doesn't get any better. Jowalbinna will consistently match their expectations, which is exactly what we need in a marketable product located in Cape York," said Mr Nelson.

The camp is approximately 350kms north of Cairns, and features twin cabins with share facilities, as well as camping sites. All meals can be catered for by the on site Dingo's Ear Café. Prices begin at just \$8 for campsites through to fully accommodated packages including meals and board at \$125.00pp twin share. Activities include inspiring guided walks of the Quinkan rock art galleries, creek swimming and art activities.

More Information

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