



Media Release – For immediate distribution

Rose Gums Wilderness Retreat Leads International Promotion of the Cairns Highlands

10 July 2007

A new wholesaler tourism package released by Rose Gums Wilderness Retreat will promote a significantly wider dispersal of international visitors into the Cairns Highlands.

Owner Peta Nott said the demand from repeat visitors had stimulated the concept of a three day regional itinerary which included all transfers.

“As the largest boutique accommodation provider on the Cairns Highlands, we are finding that our repeat visitors are seeking new experiences and this is tailored to meet those needs. Repeat visitation out of the UK market is now over 60%, and the USA and European visitors will also enjoy the experiences in this program. The itinerary includes transfers by luxury coach, so it really suits people who do not wish to self drive,” said Mrs Nott.

The package was developed by Etch Tourism Marketing in conjunction with transport partner Australian Wild Escapes, and received an excellent reception from international wholesalers when it was launched at the Australian Tourism Exchange last month.

Michael Nelson of Etch Tourism Marketing said the itinerary was designed to offer wholesalers a tempting Cairns Highlands package featuring easily identifiable attractions with which they were already familiar.

“It’s been very well received because it features product they know such as Kuranda Scenic Railway’s new Gold Class and Skybury’s Australian Coffee Centre. Added to this is touring through the Cairns Highlands food trails and the picturesque waterfall circuit so it really covers the best highlights of the region,” said Mr Nelson.

More Information

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