

Media Release – For Immediate Distribution

Rose Gums Wilderness Retreat Targets New Market

Rose Gums Wilderness Retreat, the Cairns Highlands largest boutique accommodation provider, has recently returned from the British Bird Fair and selling both Tropical North Queensland and Australia to over 20,000 interested British birdwatchers, all of whom are looking to travel on holiday to engage in activities surrounding birdwatching.

To strengthen the presence of Australia and Tropical North Queensland, owners of Rose Gums Jon and Peta Nott convened a complete Australian stand involving 30 products from all over Australia as well as support from Tourism Australia, Tourism Tropical North Queensland and Tourism Queensland. The products and experiences featured had a strong emphasis on Tropical North Queensland which is among the best birdwatching areas in Australia.

The market for birdwatching has recently come to the fore for the region, with \$20,000 being invested in a new birding website www.birdingtropicalaustralia.com.au which was launched in August. Recognising the potential of this market, Tourism Tropical North Queensland has also formed a bird watching cluster group made up of products that have suitable experiences to cater to this market.

To further compliment the presence of the Australia stand at the British Bird Fair a co-operative campaign was also run with UK based wholesaler Discover the World, the first time that a campaign has ever been developed to target this market. This campaign has reached over 60,000 potential clients and will strengthen Tropical North Queensland and Australia as one of the key birding destinations of the world. This campaign was formulated by Rose Gums marketing company Etch Tourism Marketing.

Owner of Rose Gums Wilderness Retreat Peta Nott said "The birdwatching market is proven to continue travelling even when market conditions affect more mainstream travelers as we have seen in our region over the last 12 months. She went on to say "Our region offers some very unique bird species which are high on the "to see" list for birdwatchers around the world which makes our destination extremely suitable to cater to these travellers.

The next market to be targeted is the United States which has approximately 36 million birdwatchers and have been reported to have injected \$36 billion into the US economy.

Rose Gums Wilderness Retreat is a boutique wilderness retreat located on the Cairns Highlands just over 1 hour from Cairns. Over 160 species of birds have been recorded on the property making it one of the key experiences in Tropical North Queensland to cater to this market. Rose Gums Wilderness Retreat is in the Tourism Tropical North Queensland Tourism Hall of Fame after winning the regions "Best Unique Accommodation" award 3 years in a row. Since entering the international market 3 years ago, Rose Gums is now leading the way for dispersal of international visitors onto the Cairns Highlands with significant patronage from the UK, Germany, France and the Netherlands.

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Image Caption:- Peta and Jon Nott Rose Gums Wilderness Retreat, Tonya Chorane Inala and Warren Entsch Australian Rainforest Foundation.

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