

## Media Release – For Immediate Distribution

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### **Crocodile Explorer formerly known as Cairns Habitat Cruises .**

After 5 years of operating the 'Calm Water Cruise and Crocodile Farm Tour' along Trinity Inlet, Cairns Habitat Cruises is being rebranded with a new name and logo. The new name, 'Crocodile Explorer', was chosen to reflect the company's new marketing focus for the tour.

Initially the product was positioned as a calm water cruise but customer feedback has consistently proven that the most compelling reason for choosing the tour was the opportunity to see saltwater crocodiles in their natural habitat.

As Kim Thomas, general manager of Crocodile Explorer says "Our feedback from customers showed the most popular aspect of our tours on Trinity Inlet is the crocodiles. International tourists are especially fascinated by these prehistoric creatures".

Luckily the Crocodile Explorer tour can guarantee sightings of saltwater crocodiles. Even if wild crocodiles aren't spotted basking on mangrove banks, there are over 20,000 to see inside the intriguing Cairns Crocodile Farm including 200 large breeding crocodiles.

Crocodile Explorer is a fully guided half day tour comprising 3 experiences:

1. A **Wilderness Cruise** through Trinity Inlet  
The MV Crocodile Explorer takes small numbers of visitors in air-conditioned comfort along waterways winding through a 300 square kilometre maze of mangroves. This national park is rich in wildlife and is the natural habitat of the saltwater crocodile.
2. A visit to the **Cairns Crocodile Farm**  
Australia's largest commercial crocodile farm and home to over 20,000 farm crocodiles and 200 large breeding crocodiles. Skins from this farm are considered the highest grade in the world and are currently exclusively supplied to Hermes. There are no jumping croc shows – this is a purely commercial enterprise and a fascinating insight in to the industry.
3. A **Scenic Coach Tour** through Southern Cairns  
A short 30 minute coach tour through the sugar cane fields and mountain ranges of southern Cairns.

Crocodile Explorer is owned by the Wallace Family who are well known pioneers of cruises in Far North Queensland. They also own and operate the award winning Big Cat Green Island Reef Cruises. They are the only operator taking visitors to the unique Trinity Inlet Great Barrier Reef Coast Marine Park.

Crocodile Explorer departs twice daily (9.30am & 1.30pm) from the Reef Fleet Terminal in Cairns. Prices for the half day tour are great value at \$59.00 for adults and \$29.50 for children. Packages combining both Green Island and the Crocodile Explorer are available for \$132.00 per adult and \$65.50 per child.

In another development, Cairns Sunset Cruises will enhance its product offering for 2010 with the introduction of a children's price and also finger food to complement the welcome drink offered to guests on arrival. Director of Sales and Marketing Sharon Livingston said "We have had some terrific customer feedback that has suggested to us that passengers see this as a great family experience which is why we have introduced the childrens price. With the introduction of "lite bites" along with the welcome drink, the pricing for this product will change from 1<sup>st</sup> April 2010 to \$29.00 per head with the childrens price \$14.50.

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For More Information

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