

Aboriginal Experiences of North Queensland forges ahead

Aboriginal Experiences of North Queensland comprises some of the most dynamic Aboriginal experiences in Australia. The collective brand encompasses , Cape York Turtle Rescue, Aurukun Wetland Charters, Walker Family Tours and Encounter Cape York, all of which have recorded substantial growth in the last 12 months.

The next 12 months however, promises to be even more positive, with extensive exposure and support in international programs throughout the Western Hemisphere and Domestic Australia, as well as inclusion in a significant number of extended touring programs with Cape York operators.

Cape York is widely regarded as one of this country's last frontiers and these products offer an interaction with this area and with Aboriginal Australia that truly defines experiential Australia.

Comments from visitors who this year, have experienced these products, have been outstanding and with these comments has come the confirmation of the suitability of these products for the international market.

The successes achieved this year have been on the back of a dedicated marketing effort, including sales trips to the UK, Europe, the US and around Australia, as well as attendance at the Australian Tourism Exchange, where in 2008, all products will again be present.

All of the products included in Aboriginal Experiences of North Queensland are being mentored by Don and Judy Freeman of Freeman Productions under the Federal Governments Indigenous Business Ready Scheme. Etch Tourism Marketing was appointed by Freeman Productions in October of last year to represent these products in the wider tourism market.

For More Information:-

Michael Nelson
Managing Director
Etch Tourism Marketing
Phone 0437 022 330
International +61 437 022 330
Email:- Michael@etchmarketing.com.au