

Rose Gums's Award Winning Ways

Rose Gums Wilderness Retreat has capped off an amazing year with the retreat taking out the Tourism Tropical North Queensland Awards for Best Unique Accommodation. This is the third year in a row that Rose Gums has won this award, which will now see the retreat inducted into the Tourism Hall of Fame. Following on from the TTNQ awards, Rose Gums was also nominated as a finalist in the Queensland Tourism Awards in the same category.

Rose Gums Wilderness Retreat is the largest boutique accommodation property on the spectacular Cairns Highlands and remains at the forefront of marketing this area to international visitors. With initiatives, this year including an expansion to nine timber pole tree houses, a carbon credit program in conjunction with an already extensive reforestation program, a complete destinational touring module in conjunction with Australian Wild Escapes, as well as developing their own day touring itineraries for their guests, Rose Gums continues to evolve to meet the growing demand of repeat international visitation.

Owner of Rose Gums Peta Nott said "Our visitors are amazed at the diversity of the highlands. Our guests are telling us it is one of their highlights of their trip to Australia and is a complete contrast to anything that they have already seen.

The future looks very bright for this beautiful retreat, with extensive coverage being offered by international wholesalers. Etch Tourism Marketing has been charged with introducing Rose Gums to the international market. Managing Director Michael Nelson said "There has been enormous interest in Rose Gums in the last 12 months and it is simply because the product suits the Western Hemisphere international markets so well. It is truly an example of experiential Australia.

Rose Gums is an advanced eco accredited boutique wilderness retreat located just over an hour from Cairns. The retreat offers accommodation in nine timber pole tree houses in rainforest adjoining the World Heritage Wooroonooran National Park.

Ends

The logo for Etch Tourism Marketing features the word "Etch" in a white, stylized, handwritten font. The letters are thick and have a slightly irregular, sketched appearance. The background of the logo is a dark blue rectangle with faint, light blue brushstrokes or abstract patterns.

T O U R I S M M A R K E T I N G

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