



## **MEDIA RELEASE**

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### **Indigenous Tourism Development**

As part of the Commonwealth funded Great Tropical Drive self drive touring project Townsville Enterprise has been working with government agencies and Indigenous tourism operators to develop and promote Indigenous tourism businesses in North Queensland.

The development and promotion of Indigenous tourism is one of the key aims of the Great Tropical Drive project. Development activities have included business workshops, training and sponsorship of strategic conferences. Marketing initiatives included the development of indigenous web content for [www.greattropicaldrive.com.au](http://www.greattropicaldrive.com.au), a photo shoot for an indigenous image library and business support to tourism operators including the Cultural Centre Townsville and other small businesses.

The approach included strategic partnerships with Government organisations – business development workshops ran in Cardwell in cooperation with the Department of Employment and Workplace Relations.

The Great Tropical Drive recently sponsored the “Caring for Country Land and Sea Conference.”

Townsville Enterprise Chief Executive Officer Glenys Schuntner said the development of Indigenous tourism in North Queensland will greatly enhance the overall experience for visitors to the region.

“Aboriginal culture is the oldest surviving culture in the world and many visitors are very keen to have an authentic Indigenous experience” she said.

“The direct benefits of developing tourism for Indigenous people include the preservation and sharing of their culture and employment opportunities. There are also many benefits to the region as a whole.”

“Indigenous cultural tourism experiences promote an understanding of Aboriginal culture to both visitors and the broader local community. There are also many

opportunities for mainstream tourism operators to work with Indigenous businesses to enhance their own products.”

“At a regional level there is also a fantastic opportunity for North Queensland to offer a number of different Indigenous based experiences throughout the region.”

“The development of sustainable indigenous tourism products will be a major drawcard for visitors to North Queensland” Ms Schuntner said.

**ENDS**

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