



MEDIA RELEASE

MARTIN FERGUSON

Minister for Resources and Energy
Minister for Tourism

PETER GARRETT

Minister for the Environment,
Heritage and the Arts

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NATURE-BASED TOURISM BOOST FOR GREEN CAULDRON

The Minister for Tourism, Martin Ferguson AM MP, and Minister for the Environment, Peter Garrett MP, have announced Australia's Green Cauldron's inclusion in the National Landscapes program.

A collaboration between Tourism Australia and Parks Australia, the National Landscapes program promotes distinctive natural and cultural environments to Tourism Australia's key target market - experience seekers; travellers who wish to experience new adventures and destinations which enable them to engage with a local culture.

Australia's Green Cauldron stretches from Byron Bay to the Gold Coast and west towards the Great Dividing Range and has been included in this program because of the area's unique and distinctive natural and cultural experiences; including the world's second largest shield volcano crater; immense environmental biodiversity; and the World Heritage-listed Mount Warning, which has special meaning for Indigenous communities.

Minister for Tourism, Martin Ferguson, said: "Attaining National Landscapes status means this special region will benefit from increased exposure in Tourism Australia's significant global marketing initiatives.

"Nature-based tourism is very important to the Australian industry, with 3.4 million international tourists participating in nature-based activities and spending around \$1.8 billion during 2007. Domestically, visits to National and State Parks are growing at 7 per cent annually and these visitors spent \$6.6 billion during 2007."

Minister for the Environment, Heritage and the Arts, Peter Garrett said: "The iconic locations included in the National Landscapes program provide Australia and the world with a wonderful opportunity to celebrate our stunning scenery, diversity, and rich heritage.

"Many people from all over the world visit Australia specifically to experience our stunning network of national parks which will play a vital role in the future health of our tourism.

"The National Landscapes program demonstrates how properly managing and taking care of our environmental and cultural assets can bring enormous long-term economic benefit to these regions and the broader economy."

Landscapes already included in this program include Australia's Red Centre, Kakadu, the Flinders Ranges, the Australian Alps, the Great Ocean Road, and Australia's Coastal Wilderness.

For further information on the National Landscapes program visit www.australia.com

Media contacts: Michael Bradley (Minister Ferguson) 0420 371 744