

WET TROPICS NATIONAL LANDSCAPE

A regional Voice for Nature based
Tourism

A REINVIGORATION OF TOURISM

- ▶ Our region working together for a common purpose
- ▶ Based on our greatest asset - our natural landscape
- ▶ The opportunity to extend and deepen the range of experiences
- ▶ Providing genuine access – longer stays – more to do going to more interesting and unique places
- ▶ Promoting what we have go to offer clearly and coherently to the international experience seeker – new high value markets

EXPERIENCE DEVELOPMENT STRATEGY

- ▶ How the nature can innovate, improve and renew the experience for tourists in order to remain a competitive destination
- ▶ We can't compete on price so we have to think big and go for quality
- ▶ Focus on our strengths – our nature based assets and quality interpretation and experiences
- ▶ Clarity of our brand and marketing

WET TROPICS POSITIONING STATEMENT

- ▶ *The Wet Tropics is a triumph of natural wonder,*
 - ▶ *hidden beauty, accessible nature and diversity*
- ▶ *From the Daintree, to the Tablelands or*
 - ▶ *spying a wandering Cassowary,*
- ▶ *this World Heritage landscape delivers an entrancing,*
 - ▶ *intriguing and engaging experience.*

Examples of content to be created by TA

(edited by Steering Committee)

- General Factsheets
 - Media E News Newsletters
 - Conservation Factsheets
 - Wildlife Calendar
 - Flagship Species
 - Suggested Itineraries
 - Landscape Videos
- eg. [Australia's Red Centre](#)



Great Barrier Reef year-round, while others visit certain areas at very specific times of the year. Most visitors will be able to meet a number of these magnificent creatures as part of their Great Barrier Reef experience – some tour operators and conservation organisations offer experiences that allow visitors to get directly involved in conservation activities.

SEA TURTLES: ANCIENT MARINERS OF THE OCEAN

Often referred to as the ancient mariners of the ocean, sea turtles have been swimming the ocean for more than 150 million years, first appearing during the age of the dinosaurs. Turtles use the Reef as a valuable feeding and nesting ground, coming ashore to lay their eggs. The Reef is a refuge for six of the world's seven species of marine turtle – the green, loggerhead, hawksbill, flatback, olive ridley and leatherback turtles.

TURTLE HOSPITAL AT REEF HQ

Nursing sick and injured turtles back to health, the Reef HQ Turtle Hospital aims to enhance the long term survival of marine turtles. The hospital gives visitors the chance to see and learn more about marine turtles through educational talks and guided tours. You can help this important work by visiting Reef HQ Aquarium in Townsville or donating at info@reefhq.com.au

DWARF MINKE WHALES: UP-CLOSE AND PERSONAL

Only found in the southern hemisphere, the dwarf minke whale can be seen in the north Great Barrier Reef in June and July. These small baleen whales were discovered in the Great Barrier Reef in the mid 1980s when they began to approach boats and swimmers. Under strict codes of practice, tourism operators run tours where visitors can swim with these whales – an experience found nowhere else. The tours help by collecting research data on these curious creatures.



Come close to a Green Turtle



Swim with the Dwarf Minke Whale as they migrate

HELP US PROTECT THIS UNIQUE ENVIRONMENT

You make your own contribution to protecting the Great Barrier Reef when you choose a high standard operator that is ecologically sustainable. Operators that display these logos are recognised by the Great Barrier Reef Marine Park Authority for their contribution to protecting and presenting the marine park at a consistently high standard.

WANT TO MAKE A DIFFERENCE?

Volunteers help with some of the most important research and monitoring on the Reef. There are lots of ways to get involved – contact your preferred volunteering organisation to find out more:

- Earthwatch Institute Australia Expeditions www.earthwatch.org/australia/
- Smaller Earth Australia www.smallerearth.com
- Seagrass-Watch www.seagrasswatch.org/



MANAGING NATURE'S GIFT TO HUMANKIND

The Great Barrier Reef is protected within the Great Barrier Reef Marine Park – one of the world's largest marine protected areas, stretching from Bundaberg in the south to the tip of Cape York in the north. A vast multiple use area, where protection goes hand-in-hand with sustainable use, it is widely recognised as one of the world's best managed marine parks. The Reef's vast size and complexity means a collaborative approach is necessary to look after its biodiversity long-term. The Australian Government's Great Barrier Reef Marine Park Authority, the agency responsible for protection and management of the marine park, works with many other government agencies, stakeholders and community members towards its protection and sustainable use. By working together we can all protect this valuable asset so it can continue to be experienced and enjoyed by future generations. To find out more visit: www.gbrmpa.gov.au



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- Australia's Coastal
- Australia's Green C
- Flinders Ranges
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- The Kimberley
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- Great South West E
- Summary

hotline@tourism.australia.com
Tel: 1800-388-4662

Australia
Visit australia

Didgeri... Know!

The kangaroo is unique to Australia and one of our most easily recognised mammals.

Australia's 140 million (mostly merines), produce more than 70 per cent of the world's wool.

Module Pages

- Introduction
- Australia's Red Centre >
- The Australian Alps >
- Australia's Coastal Wilderness >
- Australia's Green Cauldron >
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National Landscapes


You have answered 0/17 questions

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Introduction

Australia's National Landscapes


Australia is a place of great natural beauty where ancient rainforests and vast National Parks and wilderness areas, rugged mountain ranges and reefs, beaches, and waterways, provide a sanctuary for Australia's unique wildlife. It is also home to the world's oldest living cultures.



The Kimberley Region, NT

The aim of the module is to assist you in encouraging your customers to hike, snorkel, climb, dive, surf, ski, and fly through some of Australia's most beautiful and awe-inspiring natural wonders, spotting native flora and fauna along the way.


The landscapes will inspire your customers who want to immerse themselves into the nature of Australia, take a journey or revel in Australian Culture.



Uluru Kata Tjuta National Park

National Landscapes is a collection of Australia's most cherished and outstanding National Parks (many of which include World Heritage Listed sites) and all very different to each other.

They are not just beautiful natural landscapes; they also have cultural significance to the Aboriginal custodians, who have a unique relationship to the land and waters of their country.



Snowy Mountains


This module is designed to guide you through the National Landscapes and support your knowledge of nature in Australia.

Once you've completed the module, you will be able to recommend the best distinctively Australian natural, cultural and spiritual experiences to your customers.

Question

Australia's National Landscapes are:

- National Parks
- World Heritage Areas
- Areas of natural, culture and spiritual significance
- Itineraries



Zig Zag Railway

Throughout the module we have created helpful suggested itineraries for each landscape. You'll need to download and read these to help you to answer a question or two at the end of each national landscape. You may also like to keep these downloads as a useful resource for your clients.

Adding at least one landscape from this collection into your itineraries will enable your customers to experience a completely immersive Aussie experience.

Kata Tjuta and Uluru Gorge

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