# 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

- General Factsheets
- Media E News Newsletters
- Wildlife Calendar
- Flagship Species
- Suggested Itineraries
- Landscape Videos eg. Australia's Red Centre

visit certain areas at very specific times of the year. Most sarrier keer year-round, while others 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

### 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

#### 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

## 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



### 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 ReeP'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-







### 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 Earthwatch Institute Australia Expeditions www.earthwatch.org/australia/

Smaller Earth Australia www.smallerearth.com Seagrass-Watch www.seagrasswatch.org/

## **Itineraries**



**Director of National Parks** 





Tourism Australia



### Trade



# The Kimberley Ningaloo - Shark B Great South West

hotline@tourism.au Tel: 1800-388-4662

Summary

# Visit australi

Australia

#### Module Pages

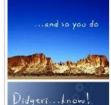
#### Australia's Red Centre The Australian Alos Australia's Coastal Wilderness Australia's Green Cauldron Flinders Ranges Greater Blue Mountains Kangaroo Island The Great Ocean Road The Kimberley

Ningaloo - Shark Bay

Summary

Great South West Edge

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



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

#### National Landscapes

#### Introduction







#### Australia's National Landscapes

Australia is a place of great natural beauty where ancient reinforests 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



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

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



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, oultural and spiritual experiences to your customers.

- World Hentage Areas
- Areas of natural, culture and spiritual significance



The arm of the module is to assist you in encouraging your customers to hike, snorkel, dimb, dive, surf, slo 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 oustomers who want to immerse themselves into the nature of Australia, take a journey or revel in Australian Culture.



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.







