



## **MEDIA RELEASE**

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# **International award for Great Tropical Drive**

North Queensland tourism attraction, the Great Tropical Drive, has been honoured with a 2007 Pacific Asia Travel Association Gold Award.

PATA President and CEO Peter de Jong said the quality of the Great Tropical Drive's winning entry in the Marketing - Secondary Government Destination category maintained the standard of excellence for which the PATA Gold Awards have become known.

"The achievement is all the more impressive considering that the 2007 PATA Gold Awards attracted a record 339 entries from 132 organisations," Mr de Jong said.

The federally funded Great Tropical Drive was the first joint venture ever conducted between Townsville Enterprise (TEL) and Tourism Tropical North Queensland (TTNQ) to develop and promote a major self-drive North Queensland touring route that winds its way from the Great Barrier Reef, tropical islands and palm-fringed beaches to ancient rainforests, the goldfields and spectacular outback.

Chair of the Great Tropical Drive Project Steering Group Lt Gen (retired) John Grey AC said it was indeed an honour for the project to have received this international award for what has been a ground breaking project conducted by two regional tourism organisations working in partnership.

"The PATA Awards entry highlighted the comprehensive marketing program developed to promote the Great Tropical Drive, and I congratulate Project Director John McIntyre and his team on its implementation which was carried out with support from TEL and TTNQ." Lt Gen. Grey said.

Visitors can enjoy the whole 2079 kilometres over a recommended 12 day itinerary or anything from a day trip, overnight drive to a week-long 4WD or campervan adventure on one of the Great Tropical Drive's 13 shorter Discovery Trails or 6 Experiential Trails, each one with a unique itinerary to provide a taste of North Queensland.

The award will be presented in Bali at the official PATA 2007 Gold Awards Luncheon on 28 September during PATA Travel Mart 2007.

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