



## MEDIA RELEASE

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### The Great Tropical Drive – An Historic Journey

Pat Comben, Chairman of the Australian Council of National Trusts today hosted the launch of the book *The Great Tropical Drive – An Historic Journey*. This publication, featuring a collection of historic photographs from the Townsville and Cairns regions and hinterlands, was a partnership between the Great Tropical Drive Committee and the National Trust of Queensland.

The Great Tropical Drive (GTD) is leading a major resurgence, up 23%, in domestic visitation to the Tropical North Queensland. Aussies are spending more time and money exploring their backyard and part of this is finding out more of our rich and exciting history – something that North Queensland is steeped in.

John McIntyre, GTD Project Manager, said “draft copies of the book were taken to the UK and Germany recently and the interest in the book was very high among some of the top niche tourism wholesalers. They intend to use the information in the book to develop new and exciting itineraries for their customers that put an additional spin on our core ecotourism product.”

One outcome of the recent promotional trip will be a visit by Germany’s leading radio journalist (a sort of German Australia all over show) to the region in August to do a feature on the extensive German involvement in our early history. “History and tourism are inextricably linked”, John said.

Chair of the Great Tropical Drive Committee, John Grey said in the Foreword to the GTD book that ‘what makes the region truly outstanding is our people (and) how they faced the challenges of this rich, dangerous and remote land’.

The book is designed for popular attraction, and will retail for just \$15.00 from northern Visitor Information Centres and the National Trust.

**Historic Photographs are available for use with this media release.**

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