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## **MEDIA RELEASE**

### **All roads lead to the Capricorn Region**

The official launch of Tourism Queensland's five touring routes leading to the Capricorn Region was hosted in Brisbane today by Tourism Minister, The Honourable Margaret Keech and Acting Minister of Transport and Main Roads, The Honourable Desley Boyle.

The newly named Capricorn Highway, Great Inland Way, Australia's Country Way, Leichhardt Highway and the Pacific Coast touring route offer visitor's perfect access to the Capricorn region from a wide range of destinations across Queensland and interstate.

The Tourism Queensland 'Drive tourism' program commenced in 2004 to further position Queensland as the drive capital of Australia.

The latest statistics from Tourism Queensland illustrated the demand for the campaign with 70% of holiday makers using highways to travel to the region.

Capricorn Tourism General Manager, Alan Chamberlain considers the highway launch a great opportunity to attract drive tourism to the Capricorn Region.

"The introduction of the five Queensland highway routes will be a huge economic boost for the Capricorn region in terms of holiday opportunities and accessibility," he said.

Capricorn Tourism Chairman and newly appointed Tourism Queensland Board member, Grant Cassidy emphasised the benefits of the new touring routes to the Capricorn region.

"The Capricorn region will benefit from visitors being able to access the regions diversity and fully appreciate the variety of attractions available along the driving routes," he said.

The Capricorn Region highway launch was attended by local representatives, Capricorn Tourism General Manager, Alan Chamberlain, Capricorn Tourism Chairman and Tourism Queensland Board member, Grant Cassidy and Chair of Capricorn Highway Promotions Committee Gary Lynch to officiate the wonderful opportunity for the Central Queensland tourism industry.

To view maps and more information of the launched highway routes visit [www.driveqld.com](http://www.driveqld.com).

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