

Press Release: General Media – National

NEW! GEO-TOURISM DESTINATION:



Get your hands on history!

Officially launching on Monday 20th July, by the Federal Minister for Resources, Energy and Tourism, Mr Martin Ferguson, geo-savvy visitors, students and school groups will have the opportunity to learn first-hand all about the geological wonders located along the Tropic of Capricorn, from the Great Barrier Reef and Yeppoon, to Boulia in Outback Queensland – this is ‘Dig the Tropic’ country – Australia’s newest geo-tourism destination.

Chairman of Capricorn Tourism, Grant Cassidy, said “This project is an ideal example of how innovative tourism development can work to open new opportunities in regional areas and demonstrates the benefits of collaboration between industry stakeholders and government. This trail puts our two regions well and truly ‘on the map’”.

Dig the Tropic will position the region as a world leader in geo-tourism - defined as “tourism that sustains or enhances the geographical character of a place, its environment, culture, aesthetics, heritage and the well-being of its residents”. This means, not only will Dig the Tropic offer a great destination for all ‘geo-visitors’, it will also provide educational outcomes to complement primary and high school curriculums, and university courses in the fields of the geo-sciences, social sciences, history, the natural environment, and ‘people and places’ subjects.

Individual geo-tourists, students and groups will be able to visit geo-tourism attractions, and get their ‘hands on’ experience at a number of unique Dig the Tropic locations.

New ‘Dig the Tropic’ interpretive signage will be developed to provide visitor education and interpretation of some of the key geo-tourism themes, stories and attractions along the Tropic of Capricorn.

To coincide with the official launch this Monday, Dig the Tropic is undertaking an extensive media plan to promote the experience, including media releases, a map, fact sheets, mail-out kits to schools and geo groups, local radio promotions, and the production of an extensive educational website and online community photographic competition. Regional Councils and Mayors are major participants in this program of media activities to further enhance the marketing of this fantastic new geo-tourism destination.

The Dig the Tropic project is proudly funded by the Federal Government through an Australian Tourism Development Program (ATDP) grant. Capricorn Tourism was successful with obtaining the grant to undertake the project in September 2007.

The official Launch will take place this Monday 20th July at the Capricorn Caves from 10am – 12.00 noon. There will be opportunity for photographs and interviews with the Federal Minister.

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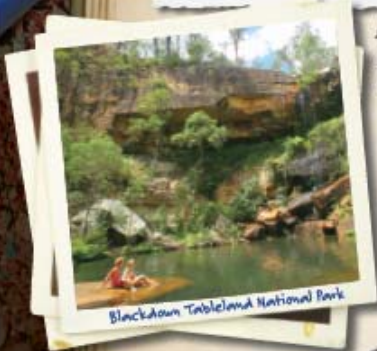


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You don't need to have a degree in Palaeontology to experience an unforgettable adventure holiday.

Join a dinosaur dig at Australian Age of Dinosaurs Museum, explore ancient limestone caverns at Capricorn Caves, fossick for gems on the Sapphire Gemfields and more... on the Tropic of Capricorn! If you have a taste for adventure, we have the place for you. Dig The Tropic links fifteen geological wonders along Tropic of Capricorn, from Outback to the Reef. Turn your next holiday into an unforgettable adventure, start planning online at www.digthetropic.com.au

Dig the Tropic of Capricorn and discover a whole new meaning to the land downunder!



Blackdown Tableland National Park



Capricorn Caves



Theropods were a group of meat-eating dinosaurs, or carnivores.



Monsters of the inland sea



www.digthetropic.com.au