

MEDIA RELEASE

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Nature Coast unites SEQ's best eco experiences

A collection of South East Queensland's leading tourism bodies has joined forces to promote a world class eco-destination to be known as Australia's Nature Coast.

Sunshine Coast Destination Ltd (SCDL) working in partnership with Tourism Fraser Coast Tourism Noosa, Gympie Cooloola Tourism, Great Sandy Biosphere and Noosa Biosphere has created the strategy aimed at breaking down barriers and increasing visitor numbers across all partnering destinations.

Tourism Australia Managing Director Andrew McEvoy launched the concept of Australia's Nature Coast at Australian Tourism Exchange (ATE) yesterday and said the innovative partnership approach being demonstrated was something for which the region's tourism leaders deserved credit.

"From our own recent research, we know that Australia's biggest strength is its world class nature, well regarded from all markets and core to our global tourism offering," he said.

"Given the fact that the greatest drivers of international visitor demand to Australia are coastal, aquatic and wildlife experiences, this joining of forces, under the new banner of Australia's Nature Coast, makes sense.

"At Tourism Australia, we've made a concerted effort in the past 18 months to encourage the industry to speak with one voice, when selling Australia overseas, rather than our states, territories and regions all competing against each other. This is a great example, and one which I think will resonate well with our overseas markets," Mr McEvoy said.

Dr Evelyne Meier of the Great Sandy Biosphere and Chair of Australia's Nature Coast said that it makes sense to combine resources to create a world-class eco-destination that showcases our region's natural beauty and impresses upon visitors the need to live more sustainably. Sustainable economic development is also a function of a Biosphere and ecotourism has the potential to add significantly to the region's economy.

"Creating a world class eco-destination that showcases the natural beauty within our biosphere through the Australia's Nature Coast aligns nicely with the principles of a biosphere designation and is the perfect vehicle for impressing upon visitors the importance of living more sustainably. It also has the potential to add significantly to the economy of our region."

Trade and International Manager of Sunshine Coast Destination Ltd (SCDL), Jan Foletta said the aim of the partnership was to work as a collective to increase the dispersal of visitors through the designated nature coast region, and increase the average length of stay.

“By pooling the existing resources of the partner organisations, rather than competing, we can provide a seamless experience of the region to better target the international and domestic markets,” Mrs Foletta said.

Australia’s Nature Coast brings together the only two adjoining biospheres in the world, the Noosa Biosphere and the Great Sandy Biosphere; the laid back coastal and hinterland lifestyles of the Fraser, Cooloola, Noosa and Sunshine Coasts; World Heritage Listed Fraser Island; Noosa’s National Park and cosmopolitan café culture; the “Home of the Humpbacks” Hervey Bay plus world class dining, accommodation, adventure experiences and more.

“Australia’s Nature Coast will aim to be a leader in personal natural encounters and ecotourism experiences, in a safe, fun and family-friendly setting.

“The aim is to position ourselves as a world-class must visit destination and the premier destination for natural experiences,” Mrs Foletta said.

IMAGE CAPTIONS (left to right)

ATE2.jpg – Andrew McEvoy (Tourism Australia managing director), Dr Evelyn Meier (Chair Australia’s Nature Coast), Robbie Cornelius (Tourism Fraser Coast), Ian McNicol (SCDL), Jan Foletta (SCDL), David Hay (Tourism Fraser Coast) and Damien Massingham (Tourism Noosa).

ATE3.jpg - Andrew McEvoy (Tourism Australia managing director), Dr Evelyn Meier (Chair Australia’s Nature Coast and Jan Foletta (Trade and International Manager, SCDL)

ATE4.jpg - Robbie Cornelius (Tourism Fraser Coast), Andrew McEvoy (Tourism Australia managing director) and Jan Foletta (SCDL)

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