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New logo promotes World Heritage tourism

World Heritage tour operators will stand out from the crowd with a new branding initiative by the Wet Tropics Management Authority (WTMA).

World Heritage Tour Operator stickers featuring the iconic cassowary will be appearing on tour operator vehicles throughout the region.



WTMA's executive director, Andrew Maclean, said the new cassowary stickers recognise the vital role that tour operators play in educating visitors about our Wet Tropics World Heritage rainforests.

"Tour guides do a wonderful job teaching visitors about the beauty and complexity of the rainforests and why they are World Heritage listed. The Authority works closely with the tourism industry to provide a wealth of interesting information for tour operators about the World Heritage Area. Some tour operators also help monitor and manage the sites that they visit," he said.

Managing Director of Down Under Tours Australia, Gordon Dixon, said the World Heritage cassowary branding was a great way to acknowledge the importance of World Heritage rainforests and wildlife for a healthy tourism industry. The tourism industry is keen to help conserve the Wet Tropics and let visitors know its importance to the local tourism economy.

"The new cassowary branding will also be a valuable marketing tool for us. We are pleased to be associated with the high standards of World Heritage management," Mr Dixon said.

"The cassowary is a tourism drawcard for many operators in the region and we hope that tour operators display the new logo with pride," Mr Maclean added.

The World Heritage tour operator stickers have been distributed to all companies with commercial activity permits for the Area.

Wet Tropics visitor centres have also received cassowary stickers to recognise their contributions to World Heritage education and their role in promoting tourism.

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