



Wet Tropics launched as a National Landscape

A major triumph for the region's tourism and conservation sector was celebrated in early August when the Wet Tropics World Heritage Area was officially launched on the National Landscapes Program.



Minister Tony Burke proclaimed the Wet Tropics as the fourteenth national landscape to a throng of eager journalists perched on a river bank near the Barron Gorge National Park.

The exciting initiative by the Commonwealth Government sees a partnership between Tourism Australia and Parks Australia that promotes collaboration and planning between tourism organisations and operators that work with protected area agencies, local councils, conservation groups, government agencies and Rainforest Aboriginal groups.

Wet Tropics executive director Andrew Maclean said the Wet Tropics Management Authority's investment in helping to establish the Wet Tropics as one of Australia's National Landscapes has already paid dividends in terms of sharing ideas and forging partnerships in tourism and conservation.

"National Landscapes heralds rejuvenation for a fiercely competitive eco-tourism market in the Wet Tropics region. It will give us an opportunity for formal and meaningful discussions about the protection and presentation of the Wet Tropics World Heritage Area with our partners."

"Through these partnerships we will promote discovery, understanding and connection to the rich natural and cultural values of our Wet Tropics World Heritage Area," Mr Maclean added.

Dubbed as one of Australia's premier nature destinations through the National Landscapes Program, the Wet Tropics will benefit by its inclusion in an international marketing initiative led by Tourism Australia.

The Wet Tropics is already featured on the National Landscapes website and brochures alongside the other 14 National Landscape sites that include the Great Barrier Reef, Australia's Red Centre and the Flinders Ranges.

“Through the National Landscapes Program, the Wet Tropics Management Authority and its partners want to ensure that the flow on effects of having a World Heritage Area in our backyard benefits recreational users, Traditional Owners and our regional economy. At the same time we will be seeking to maintain a careful balance between conservation and sustainable tourism,” Mr Maclean said.

“The Wet Tropics Management Authority currently Chairs the Wet Tropics National Landscapes Committee and is directing a number of tourism projects around World Heritage presentation, guide training and accreditation.”

“We are also investigating the use of digital technology in marketing and promoting the World Heritage Area and supporting the emergence of new Indigenous and quality tourism products and initiatives,” he added.

For more information about the Wet Tropics National Landscape, fact sheets and suggested itineraries for visitors visit [here](#).

