

## MEDIA RELEASE

### GREAT BARRIER REEF DRIVE READY TO BE TRAVERSED

**Port Douglas, August 8, 2019** - It has never been easier to navigate Tropical North Queensland's most scenic and unforgettable *Great Barrier Reef Drive*.

Tourism Port Douglas Daintree (TPDD) has welcomed the roll out of new signage along the iconic stretch of road on the Captain Cook Highway by the Department of Transport and Main Roads.

Tara Bennett, executive officer of Tourism Port Douglas Daintree, said the strategy to recognise the drive was first developed in 2012 and supported by the Douglas Shire Council.

"It has taken seven years of lobbying to all levels of Government, to see the project come to fruition.

"The launch of the Great Barrier Reef Drive today presents an opportunity to encourage extended length of stay in region as well as capturing the day drive market from Cairns.

"It is also a really timely promotional opportunity for the growing drive market both domestically and from key western markets," Ms Bennett added.

Marking the launch, TPDD will also take to market dedicated self-drive itineraries highlighting the touring options between Cairns (Smithfield) and Cape Tribulation (north and southbound).

"The one and five-day suggested itineraries give self-drive visitors a lot of flexibility to explore the spectacular 140km coastal drive, with information on iconic sites and a list of key stops.

"This drive is rated as one of the best in the country, and with this dedicated brand it will soon have an identity," Ms Bennett said.

"We have done the mapping to include all the best spots locals know and love and now we can invite even more drive tourists to experience our magical region."

It is estimated that more than 792,000 self-drive visitors journey along Tropical North Queensland roads each year.

Julia Leu, mayor of the Douglas Shire, welcomed the new signage. "It will significantly value add to the existing experiences that can be enjoyed in our region.

"It will encourage self-drive touring along the spectacular Great Barrier Reef Drive, the only place in the world where two World Heritage Sites meet."

The Great Barrier Reef Drive itineraries are available at Tourism Port Douglas Daintree's website: [www.greatbarrierreefdrive.com](http://www.greatbarrierreefdrive.com).



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For more information, please contact:

Tara Bennett, Executive Officer

Tourism Port Douglas & Daintree

Phone: 07 4099 4588

Email: [eo@visitportdouglasdaintree.com](mailto:eo@visitportdouglasdaintree.com)

Web: [www.visitportdouglasdaintree.com](http://www.visitportdouglasdaintree.com)