

CaPTA Pty Ltd
278 Hartley Street
PO Box 2945, Cairns QLD 4870
Phone: (07) 4041 9400
Fax: (07) 4041 9499
Sales: (07) 4041 9408
Email: sales@capta.com.au
Website: www.capta.com.au
ABN: 63 257 712 278



- Rainforestation Nature Park
- Tropic Wings Coach Tours
- RnR White Water Rafting
- The Rainforest Habitat Wildlife Sanctuary
- Cairns Wildlife Dome
- Jungle Tours
- Australian Butterfly Sanctuary

MEDIA RELEASE

THURSDAY 25TH JANUARY 2007

TOURISM TO BENEFIT FROM CHINESE SALES VISIT

Tourism in the Tropical North is to benefit from one of its largest operators improving its representation in China.

The CaPTA Group has two full-time sales representatives based in Shanghai and Beijing, who are currently visiting Cairns to familiarise themselves with the region.

Ms Diana Wang and Jessica Xue are employed through the services of Chinese based company Asia Tourist Relations, and are currently in Cairns with ATR's Managing Director Glen Hingley.

CaPTA Sales Director Michael Bowmaker said the representation was in recognition of the growing Chinese market.

"China is potentially the largest market in the world. As it's relatively close and has a similar time zone to Australia, we strongly believe it will be one of the largest markets for Cairns in the future," he said.

Mr Bowmaker said the whole region would benefit from the representation, as their main focus is to change existing travel trends to give a greater focus on itineraries including Cairns.

Ms Wang and Ms Xue will be visiting CaPTA trips and attractions today and over the Australia Day long weekend, returning to China on Monday.

The CaPTA group is locally owned and operated by the Woodward family of Cairns, and runs Rainforestation Nature Park in Kuranda, Tropic Wings Coach Tours, RnR White Water Rafting, The Rainforest Habitat Wildlife Sanctuary in Port Douglas, Cairns Wildlife Dome, Jungle Tours, and Australian Butterfly Sanctuary.

Ms Wang and Ms Xue will be visiting Rainforestation Nature Park in Kuranda today from 12:30pm, The Cairns Wildlife Dome on Saturday from 11am, and rafting on the Barron River Saturday afternoon.

For more information or to arrange an interview or photo opportunity, please contact (07) 4041 9408.

