



MEDIA RELEASE

DAINTREE TOURISM RADIO MAKING WAVES

Cape Tribulation, embargoed to 14th November, 2019 – The beauty, uniqueness and antiquity of the Daintree Rainforest along with useful travel tips from those who know the region best – locals – will now be shared with visitors through a new community-based tourism radio initiative.

Spearheaded by the Daintree Discovery Centre with the support of the Douglas Shire Council, the project has been more than 12 months in the making and Abi Ralph, manager of the Daintree Discovery Centre, said it was incredibly rewarding to be able to turn the narrowcast licence on just in time for the Christmas holiday period.

Running in a similar format to a “podcast”, the information on Daintree Radio 87.6FM will be played on an approximate 35-minute rotation at the Daintree River ferry crossing.

“The content in the broadcast has been specifically curated for the visitor market, giving them the opportunity to hear the authentic voices and stories about the Daintree and helping them get the most out of their visit.”

Ms Ralph said the broadcast also contained lots of great information on swimming safety, wildlife spotting, driving to conditions particularly with cassowaries, sticking to paths and boardwalks and being an environmentally conscious traveller, helping to protect the fragile environment.

“Visitors will be able to engage with the colour, adventure and spirit of the Daintree through our broadcast and range of interviews,” she added.

Among those taking to the airwaves is Lauren Bath, the world-famous photographer who’s been called Australia’s first professional Instagrammer.

Bath, who has a dedicated following of almost half a million people on Instagram, talks about her favourite locations in the Daintree and how to take the perfect pic in this “green” environment.

“I don’t know if anyone knows this, but I actually lived in the Daintree Rainforest for three years.

“Well before my career as a travel photographer and professional Instagrammer, I was a chef at Heritage Lodge, so I have a real love and appreciation for the area,” she said.

Also featured in the broadcast is Brooke Nikora, Master Reef Guide at Ocean Safari who shares her knowledge of the Great Barrier Reef and the importance of reef and the rainforest and the connecting of these two World Heritage listed sites.

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Peter Eldred, operations manager at the Daintree Discovery Centre also points visitors in the right direction to make the most of their time including spotting the elusive cassowary and Matt Cornish, wildlife educator and tour guide offers up information on where to find the best ice cream, swimming hole and most unique accommodation – among other treasures.

Foodies aren't forgotten either with Bill Conway of Port Douglas's Salsa Bar and Grill summing up delicious Daintree produce while listeners can take the road less travelled with tour operator Laurence Mason on the Bloomfield Track.

Taking people on the journey is radio broadcast veteran Mark Littler, from Triple M, who was very happy to support the community project, bringing the overall vision together and to the airways.

"It has been fantastic to work on this project and share just how special and unique the Daintree Rainforest is.

"We hope the visitors get a lot out of it, and come away from the Daintree Rainforest with a real appreciation for this incredible natural wonder."

Visitors can tune in to the Daintree Radio on FM frequency 87.6 at the Daintree River Ferry.

NOTE: A narrowcast licence is designed to target special interest groups or which are received in a limited location for limited period of time – so in the case of Daintree Radio, it is specifically for travellers who are positioned close to the Daintree River ferry crossing.

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