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SADDLE UP FOR THE GREAT AUSTRALIAN OUTBACK CATTLE DRIVE

Following hot on the heels of the release of Australia – the movie, Tourism Minister Jane Lomax-Smith has today announced details of the ultimate Australian tourism experience, The Great Outback Cattle Drive 2010.

“Bookings are now open for The Great Australian Outback Cattle Drive, which will run from Friday 30 July - Sunday 29 August 2010,” Dr Lomax-Smith says.

“The Great Australian Outback Cattle Drive is divided into six tours – each tour is four nights and five days and has its own highlights.”

Dr Lomax-Smith says the Cattle Drive will allow visitors to experience all the romance and adventure of the real Australian Outback, while dining and sleeping in luxury.

“Guests will herd cattle by day under the expert eyes of real life drovers, while at night they will enjoy great food, a warm campfire, hot showers and cold beer and wine.”

Dr Lomax-Smith says the release of Australia – the movie is expected to fuel demand for holidays that allow visitors to explore the real Australian Outback, and The Great Australian Outback Cattle Drive is the perfect way for people to immerse themselves in this unique landscape.

“Baz Luhrmann came on The Great Australian Outback Cattle Drive in 2005 to find inspiration for the pivotal droving scene in the movie,” she says.

“Described by the international media as ‘a once in a lifetime experience’ and ‘a peerless, first-class affair’, The Great Australian Outback Cattle Drive in 2010 is again expected to be popular with both interstate and international visitors.

“The event positions South Australia as the gateway to the Outback, and motivates visitors from all around the world to experience the quintessential Australia.”

The Great Australian Outback Cattle Drive will be a partnership between the South Australian and Federal Governments, staged in close collaboration with regional communities, including traditional landowners and pastoralists who will be a critical component to the success of the event.

The Great Australian Outback Cattle Drive 2010 is on sale now. Visit www.cattledrive.com.au or call 1300 655 401 (Australia) or 618 8303 2220 (outside Australia) to book a saddle.