

Largest campaign launched for the Kimberly region by APT

Friday, 28 November 2008

APT have coincided the launch of a major press branding campaign with the release of the film *Australia*.

The campaign is the largest of its kind for APT, in the past 16 years of operating within the Kimberly area.

During the time that APT have worked in the region, they have developed a close association with the Wunan Foundation, who represents the local indigenous people.

GM Chris Hall explained that "With more than 300 departure dates set next year for our Kimberley small group 4WD adventures, our own network of remote permanent tented camps and lodges, specially-designed 4WD vehicles and a close working association with the Wunan Foundation, APT is the best equipped operator to show off the spectacular country featured in this movie."

The campaign featured image-based advertising, and focuses on the 13-day *Kimberly Complete* adventure.

Within the \$5695 price, based from Broome, the itinerary includes the Mitchell Plateau, a scenic helicopter ride over Mitchell Falls, Windjana Gorge, Tunnell Creak, the Gibb River Road, the Emma Gorge and cruising the Ord River and Lake Kunukurra.

Discounts are also available for early bird purchases.

The campaign by APT, an Advanced EcoTourism certified company, seems to be capitalizing on the hopes of Tourism Australia that the Baz Luhrmann directed film will urge international travelers to see the country behind the movie.