



June 22, 2009

## Tourism industry toasts Home Valley Station

Home Valley Station received accolades from the pinnacle of the international tourism industry in Melbourne last week.

Home Valley Station attended the Australian Tourism Exchange 2009 at the Melbourne Convention and Exhibition Centre – a yearly event organised by the Australian government to bring together sellers of Australian tourism products with buyers from around the world.

Minister for Tourism Martin Ferguson MP selected the example of Home Valley Station, with its combination of pastoral-based tourism and training facilities for Indigenous men and women studying tourism and hospitality, to explain to the international delegation how Indigenous tourism is forging ahead in the marketplace.

Tourism Australia also selected Home Valley Station to present to international media visiting ATE as an example of an Indigenous tourism success story.

Home Valley Station was also greatly honoured to have been selected by Andrew Burns, director of AOT Inbound and deputy chair of Tourism Australia in his speech to an international delegation of the cream of the tourism industry.

Mr Burns was speaking at the annual AOT Gala Dinner at Melbourne Town Hall where he singled-out fishing along the Pentecost River with Home Valley Station Indigenous guide Alfie Campbell as one of the most inspiring moments in his recent travelling history.

“Andrew Burns travels the length and breadth of Australia seeking out product to sell to international buyers. He is revered in the industry for his high standards and Home Valley Station passed with flying colours,” Home Valley Station Manager Daniel Lukritz said.

“The combination of the new facilities and the down-to-earth-experience at Home Valley Station has captured the attention of the international tourism industry. It’s an endorsement that Home Valley Station is not only benefiting tourism in the Kimberley, but Australia as a whole. The accolades are well deserved given the investment the Indigenous Land Corporation has made in the property and its dedication to ensuring an economically sustainable future for its traditional owners.”

Home Valley Station, owned by the Indigenous Land Corporation, is a 615,000 acre working cattle station and premium tourism operation in the East Kimberley region of Western Australia.

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Images available upon request.

**MEDIA CONTACT**

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