

MEDIA RELEASE

A New Outback Discovery Trail for Caravanners starts from Exmouth

Last month, Exmouth was the starting point for a convoy of 10 caravans, camper trailers, motorhome and a film crew from Discover Down Under as they set off to discover the wonders of the Warlu Way, taking them through Tom Price, Karijini, Karratha and Port Hedland, and finishing in Broome.

Pat Strahan, CEO of Caravan Industry Association WA (CIAWA) which organized and sponsored the Pilbara Safari, said it was the first visit to Exmouth for some members of the group.

This included well-known country singer, Tania Kernaghan, the presenter for the two half-hour episodes that will go to air on Channel 9 nationally early in March 2008.

“We went to Shothole and Charles Knife Canyons, the scenic Yardie Creek Boat Tour and beautiful Turquoise Bay.

“They were over-awed by the beauty of the coast and the canyons, and are already planning a return visit and the hospitality.

“Exmouth locals put on a Beach BBQ sponsored by local supermarket IGA and a huge meal of fish and prawns thanks to Kailis Fisheries,” said Ms Strahan.

“Then David Dowding joined the group at Exmouth Cape Holiday Village and gave everyone a fascinating insight into the prawning and fishing industries, making it a great starting point for the trip.

Pilbara via The Warlu Way Safari is the third in a series of outback treks organized by CIAWA, each being filmed for television lifestyle programs.

CEO Pat Strahan said the aim of the safaris was to show why caravanning and camping was the ideal way to enjoy Western Australia’s hidden and popular treasures.

“Each itinerary has been well researched so that anyone can do it. There are handy hints for the novices and fresh ideas and experiences for seasoned road travellers.

“The Warlu Way, which is being designed and promoted by Australia’s North West, symbolizes a serpent in Aboriginal dreaming and the ‘path’ that will link together some famous icons in the region from the coast then inland to Karijini, through several national parks and natural geographical sites, and back to the coast.

“It contains fascinating indigenous cultural experiences along the 3,000km journey that will make it a special experience,” said Ms Strahan.

The episodes sponsored by CIAWA, are part of the fourth series of Discover Down

Under, a national caravan lifestyle shown on Channel 9 and WIN at 4pm on Saturdays.

Producer, Danny O'Loughlin, said the Pilbara via the Warlu Way Safari continued the program's dedicated search for the best parks, attractions and people.

"The first three series spent a lot of time along the coast with the more familiar and established places and now we want to cast the net further off the beaten track to see what the outback has to offer.

"We have just been filming in outback Queensland and this trip, which takes us inland rather than hugging the coast, will follow the theme perfectly," said Mr O'Loughlin.

For more information contact Pat Strahan on (08) 9240 8208 or 0414 682 892 or Discover Down Under Producer Danny O'Loughlin on 0432 357 988.

Ends.

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