

# NEWS RELEASE



3 April 2008

## QUEENSLAND TOURISM SMALL BUSINESS LEADS THE GREEN CHARGE

Australia's first solar powered resort, Hidden Valley Cabins will launch their Solar System and Interpretative Centre to business and government peers tomorrow Friday 4 April at 1:00PM..

The small family run business located in Paluma in the rural Townsville hinterland, has demonstrated to other businesses how a commitment to a carbon-neutral future and the utilisation of industry and government support makes great business sense.

Hidden Valley Cabins Marketing Manager, Chelsea Cox said the company decided to include an Interpretive Centre for their customers so they could explore the operational aspect of the renewable energy system.

"The Interpretative Centre includes timelines on the development of the project and suggested ideas on how the consumer can help with the fight against climate change," Ms Cox said.

"There is interpretive signage throughout the resort so guests can walk through at their leisure, learning about the system and piecing together the story.

"We have been delighted by the interest in our work from both our customers and peer tourism operators. They are passionate about sharing our message and showing everyone how they can contribute to combating the effects of climate change," she said.

Hidden Valley Cabins has completed in-house audits following the guidelines set down by Climate Friendly<sup>1</sup> to reduce carbon emissions and has purchased carbon credits to offset the rest of their operational activities.

Hidden Valley Cabins & Tours has also successfully received federal funding, through the Renewable Remote Power Generation Programme to install a stand alone solar system to run the entire resort 24 hours per day.

Queensland Tourism Industry Council (QTIC) CEO, Daniel Gschwind said Hidden Valley Cabins are setting a wonderful example to all businesses in the tourism industry.

"I congratulate the Hidden Valley Cabins team as Australia's first carbon neutral accommodation and tour company," Mr Gschwind said.

"The tourism industry nationally has been a major advocate of these carbon neutral initiatives. We aim for Queensland tourism businesses to not only understand the impacts of climate change, but implement actions that make effective contributions to the businesses bottom line and combat the impacts of climate change.

"A challenge for lead agencies and industry organisations is to help industry digest a wealth of information on climate change and turn this into achievable and effective steps for business.

"This is critically important when considering that the majority of tourism businesses in Australia are small to medium sized enterprises.

---

<sup>1</sup> Climate Friendly™ is an organisation dedicated to positive, meaningful and real action to address our global greenhouse problem.

# NEWS RELEASE



“We are delighted by the business excellence that Hidden Valley Cabin is demonstrating to the rest of the industry.

“I encourage all businesses to make use of the full range of expertise and support that is available through programs such as Tourism Queensland Awards, Tourism Pipeline, and Smart Business to improve business sustainability and ensure the long term viability of our wonderful Queensland tourism experience,” Mr Gschwind said.

Queensland Tourism Industry Council (QTIC) is the State’s peak body for tourism. The Council is a not-for-profit membership organisation representing members’ interests - both large and small.

**For further information, interviews, and images please contact:**

**(Photos of the event are available from Chelsea Cox)**

**DANIEL GSCHWIND**  
CEO  
Queensland Tourism Industry Council  
(07) 3236 1445 or 0419 219 795

**LAUREN DIAMOND /LISA NIXON**  
Consultant/Director  
BBS  
07 3221 6711 or 0421 448 268

**CHELSEA COX**  
Marketing Manager  
Hidden Valley Tours & Cabins  
07 4770 8088