



Campervan, 4WD & Car Rentals

MEDIA RELEASE

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BRITZ IT TO FAR NORTH QUEENSLAND

NEWSPOLL CONFIRMS GREAT BARRIER REEF AS AUSTRALIA'S TOP DESTINATION FOR FOUR-WEEK DRIVING BREAKS

Global warming may be putting pressure on Australia's iconic Great Barrier Reef, but for huge numbers of Australians down south battling colds and dreaming of a decent dose of Vitamin D, Far North Queensland beckons like nowhere else in the country.

A recent Newspoll survey of 1,200 people nationwide found the Great Barrier Reef is the stand-out when it comes to Australians' preferred destination for a four-week driving holiday with almost 27% of the poll choosing the Reef as their preferred holiday destination. The closest competition, Victoria's Great Ocean Road, was the next preferred destination at 16.3% of those surveyed.

The comprehensive phone survey was conducted for Britz, the largest campervan rental company in Australia. Britz Brand Manager Johanna Penny says Australians have always loved the beach and significantly they're not put off by a long drive to reach their holiday nirvana or the rising petrol prices.

"Interestingly more than one third of the people we surveyed said they'd be happy to spend more than 30 hours in the car travelling to get to their preferred spot for a two-week driving holiday, let alone a four-week getaway. It has been really interesting to see that even with the cost of fuel on the rise, many holiday-makers recognise that the additional daily cost to their holiday is minimal" she says.

"When you live in a country as big as ours you have to be pragmatic about what's required in really getting away from it all. Most people recognise the great Aussie road trip as an excellent option for an economical family holiday that allows you to see some beautiful stretches of coastline at a fairly leisurely pace along the way.

"A small percentage, just 3.5%, said they were only prepared to spend up to three hours travelling over two weeks, and for Victorians in this category the Great Ocean Road is an obvious choice. But for most southerners fighting off the winter chills, a road trip to FNQ is a more adventurous and highly achievable target," said Johanna.

A great way to 'Britz' Far North Queensland is to jump on the Great Tropical Drive loop, which takes you from Townsville right up to Cooktown (for 4WDs) through Cairns and then back south inland via Mareeba and Charters Towers. Drive from Melbourne or Sydney via the Pacific Coast Touring Route or fly to Brisbane, pick up a campervan and head further north, joining up to the Great Tropical Drive in Townsville for the 8-14 day scenic trail.

For the thousands of Australians with annual leave stockpiling and stress levels rising, winter is the perfect time to grab a Britz campervan and hit the beach. Britz has more vehicles and branches than anyone else in Australia and can provide a wealth of information for turning holiday dreams into reality www.britz.com.au. For more information on Tourism Australia's study into Australians' 70 million days of accrued annual leave see www.noleavenolife.com.au.

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