



MEDIA RELEASE

FOR IMMEDIATE RELEASE

4 JULY 2019

TRAIL SHOWCASES LOCAL FOOD AND HERITAGE

To highlight the fantastic food and heritage in Broome, a food trail will now be added to the list of attractions in the region.

The Broome Food & Heritage Trail is the latest addition to the food trails across WA as part of a Tourism WA project and the Taste 2020 report.

The Food Trail include Chinatown and Town Beach locations of both food and historical significance.

The trail leads tourists to providers of local food and includes retailers, restaurants, accommodation, iconic sights and sites of significant heritage.

The food trail is the joint initiative of Broome Chamber of Commerce & Industry and Broome Visitors Centre with assistance from Tourism WA, the trail represents a walking style trail along the historic sites of Chinatown and Broome. Map marker points include Runway Bar & Restaurant, Pearl Luggers, The Roey and Broome Markets.

Broome Visitors Centre General Manager Melanie Virgo said the focus was on providing an authentically local experience.

“Tourism regions that have a lot of food and beverage experiences to offer can seem overwhelming to visitors, they just don’t know where to start”, Ms Virgo said. “This will be the first of many tour and trail experiences that can be created to showcase Broome and region.”

A workshop was hosted by BCCI and Tourism WA last year.

Following that, businesses interested in being part of the project formed a working group to lead development of the trail.

The result is an easy to read map on how to get from place to place, transport options available, food offerings and general information about the region.

“In developing this trail, the idea was to work with local businesses to narrow down the offerings and make them more accessible by creating a trail showcasing the Broome’s best food destinations,” said Broome Chamber of Commerce & Industry CEO, Elaine Jolliffe.



The trail and printed map were created using templates and concepts provided by Tourism WA and Trails WA and available from the Broome Visitors Centre

The Trails WA website features a search function for travellers and holidaymakers to seek out tours and trail ideas based on location, duration and the type of desired experience.

For more information visit www.trailswa.com.au

END

For more media enquiries, please contact:

Elaine Jolliffe, Chief Executive Officer
Broome Chamber of Commerce & Industry
Phone: 0447 275 437
Email: ceo@broomechamber.com.au

Melanie Virgo, General Manager
Broome Visitor Centre
Phone: 0438 297 600
Email: mel.virgo@visitbroome.com.au