



» ON THE ROAD: Queenslander Weekender presenter Bridget Adams interviews Blue Gem Caravan Park owners Claire and Ewan Letts yesterday as camera man Mark Deadman films. PHOTO: EMMA BOUGHEN

## All roads lead to Central Queensland

THE Queensland Weekender crew hit the road this week in search of the “great road trips in our region”.

The episode, expected to hit the air waves in May, will cover key drive journeys like Dig the Tropic, the Capricorn Coast scenic loop, Rockhampton local drives and the drives on offer around the Sandstone Wilderness.

Mount Hay Gemstone Tourist Park at Blackdown Tableland National Park, Pat’s Gems, Rubyvale Hotel and Blue Gem Caravan Park all received a visit

when the Channel 7 crew rolled into The Gemfields yesterday.

As they enter their busy season, Blue Gem Caravan Park owners of more than three years, Claire and Ewan Letts, said the show would bring a welcome boost to the region.

“Tourism is very important to The Gemfields and Queensland,” Mr Letts said.

“With the advent of the coal industry, tourism and primary production seemed to fall off the radar but tourism is the one industry that has remained relatively stable.”

Since taking over the park, the Letts have increased park bookings by 20%, and 40% during peak times.

In the middle of the season they see up to 400 customers through their storefront every day, and about 80,000 customers through the year.

“We love what we do,” Claire said.

Presenter Bridget Adams said the road trip so far had been “great fun”.

“It’s all about the people; we’ve met some great characters along the way.”