

TOURISM AUSTRALIA

Youth Sector STORYTELLERS



RODERIC REES

Cairns Adventure Group



With an avid appetite for adventure, Roderic Rees started his tourism career 15 years ago as a white water rafting guide in tropical north Queensland. Working his way through the industry, it wasn't long before Roderic bought into the companies he was working for, eventually establishing Cairns Adventure Group as a proud family owned and operated adventure company.

The group encompasses outdoor and adventure tours under the brands Foaming Fury, RnR Mini Expeditions and Raging Thunder (white water rafting), Waterfall Wanderers (waterfall tours of Atherton Tablelands), Active Tropics Explorer (Cape Tribulation and Daintree

Rainforest tours), Aussie Drifterz (rainforest tubing tours), and RnR Mini Expeditions.

He developed waterfall tours specifically for young people who want a relaxed adventure with like-minded travellers with an emphasis on fun. 'Our waterfall tours were developed specifically for the youth market, creating a laid-back tour through the Atherton Tablelands where people can stay in their swimmers all day.'

'The youth market is massively important to our business and is our key market,' Roderic says. 'White water rafting and adventure activities are really popular with the youth sector.'

"WE ENCOURAGE OUR GUIDES TO HAVE INTERESTING, ENGAGING COMMENTARY THAT IS RELEVANT TO YOUNG PEOPLE, TO GIVE OUR GUESTS AN EXPERIENCE THAT IS ON PAR WITH THE LUXURY TRAVEL MARKET."





“CONSERVATION STARTS EDUCATION AND IF WE CAN TAKE PEOPLE INTO OUR WORLD HERITAGE AND NATIONAL PARKS, IT GIVES THEM A BETTER UNDERSTANDING OF WHY WE NEED TO PRESERVE AND PROTECT THESE WILD PLACES.”

Young travellers are lured to tropical north Queensland not just for exciting adventures, but so too for the work opportunities the region offers. White water rafting guides are in high demand and Cairns Adventure Group actively encourages working holiday makers to apply for seasonal guiding jobs within the group.

‘Working holiday makers make up a big proportion of our white water rafting guides. In a normal year we would employ 15 to 20 rafting guides who travel from all over the world to work with us.’

The youth market is hungry for education and Roderic says his company places great emphasis on training their guides to entertain, inform and educate.

‘We’re really passionate about guide training programs. We encourage our guides to have interesting, engaging commentary that is relevant to young people, to give our guests an experience that is on par with the luxury travel market.’

Keen to dispel the reputation that young travellers just want to listen to music, party and have fun, Roderic knows from first-hand experience that the youth market welcomes a much greater experience.

‘There is a false perception that young people just want to party, but that’s not the case. They don’t just come for Instagram photos. They want something

deeper, to learn and to be changed by the experience. Our guides help them to do that.’

Cairns Adventure Group introduced a ‘Welcome to Country’ experience six years ago, creating a relaxed, friendly environment that showcases Indigenous culture while inviting travellers to engage with First Nation people. Along with learning about traditional cultural practices, the experience creates opportunities for travellers to meet Aboriginal people and talk with them in a casual social setting.


‘Personally, the most rewarding part of working in the youth travel market has been developing the ‘Welcome to Country’ at Mossman Gorge with Kuku Yalangi elders.’

‘It’s a very immersive, tactile experience where travellers can ask the questions they want to ask, to just talk with each other rather than watch a performance. This personal experience enables

travellers to go away with a positive impression of First Nations people.’

Cairns Adventure Group operates within a World Heritage area along with some of Australia’s most significant Wet Tropics protected areas. Preserving and protecting the pristine environments in which they take visitors to is an integral element of the business. The natural environment is also a key attraction for their guests.

‘Conservation starts education and if we can take people into our World Heritage and national parks, it gives them a better understanding of why we need to preserve and protect these wild places.’ ‘We take people into the Daintree Rainforest and they are just blown away.

Hopefully, when we show people and teach them how amazing these World Heritage areas are, and the Daintree is a great example of that, they leave with a greater appreciation for why conservation is so important.’ 

CONTACT DETAILS:

Roderic Rees

Director

Cairns Adventure Group

+61 418 794 140

roderic.rees@ CairnsAdventureGroup.com

CairnsAdventureGroup.com.au

