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TREES FOR TOURISM PLANTING SHOWCASES TRAVEL FOR GOOD

The Trees for Tourism biannual tree planting event took place last week with 500 trees planted on the newly upgraded Noosa Biosphere Trail from Cooran to Pomona.

Over 50 volunteers participated in the planting including event organisers from Noosa Ultra Trail and the Ironman team who deliver the Noosa Tri and Runaway Noosa Marathon, as well as students from the Cooran State School, the Cooran Cutters Club, Noosa Hinterland Brewing Co. Noosa Councillors Joe Jurisevic and Tom Wegener, Noosa Landcare's Skilling Queenslanders for Work Crew and the Tourism Noosa team including Board Director Leigh McCready.

The Trees for Tourism program is a partnership between Tourism Noosa and Noosa & District Landcare and supports tree planting throughout the Noosa region for land rehabilitation, carbon emission reduction, shade trees for walkers on the Noosa Biosphere Trails, and the protection and enhancement of koala and other native wildlife habitat.

Tourism events in the Noosa region sponsored by Tourism Noosa also donate to the program, as well as tourism members and visitors to the region.

While the Trees for Tourism program is not an official carbon-offset program, it is estimated that one tree planted on average will sequester 124kg of CO₂ over its lifetime. To put into context, an average car produces approximately 180kg of CO₂ per 100km.

To date the program has raised \$57,498 with 6,459 trees planted in the Noosa region and over 800 tonnes of carbon sequestered. The tree planting last week will sequester a further 62 tonne of carbon from the atmosphere over the trees lifetime. They will also provide additional wildlife habitat and strengthen wildlife corridors, particularly for our vulnerable koala populations.

Tourism Noosa CEO Sharon Raguse said "Improving the tourism industry's environmental and sustainable outcomes has long been a priority for Tourism Noosa and Trees for Tourism is really a way to showcase travel for good and how visitors to our region can give back to the region".

All trees planted are native to Noosa and success stories to date have included Trees for Tourism trees planted along Black Pinch Lookout and Twin Hills Lookout at Cootharaba in 2019 which prevented the land from completely slipping away in the 2022 floods.

Forests are growing thanks to the Trees for Tourism program and anyone can donate via visiting the Noosa Visitor Information Centre on Hastings Street or visit: <https://www.visitnoosa.com.au/trees-for-tourism>

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