

Bindi Crowned Queen of Australian Tourism: Survey

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AUSTRALIANS would most love to see Bindi Irwin ask travellers "where the bloody hell' are they, according to a new survey. Bindi, the pint-sized entertainer and daughter of The Crocodile Hunter, the late Steve Irwin, was voted the preferred face of Australian tourism in a survey conducted by leading online travel directory totaltravel.com.

The survey asked "Who the bloody hell do you think should be the face of Australian tourism?"

Online voters could choose from Bert Newton, Kath and Kim, Shane Warne, Bindi Irwin and Kenny. Eight-year-old Bindi, who has her own fitness DVD and cable TV show Bindi: The Jungle Girl, was the hands-down winner with 38% of the vote (605 people). totaltravel.com global marketing manager Paul Fisher said he wasn't surprised that Bindi was so popular with the public.

"The Australian people have fallen in love with this very bright, talented and well-adjusted young girl, who, like her late father, is passionate about the environment and conservation," Mr Fisher said.

"She would be a perfect ambassador for Australia.

"I'm sure international visitors would love to see Bindi say G'day mate!"

In the survey, Bindi was closely followed by movie character, plumber Kenny on 28% (448 people) and the foxy morons, TV characters Kath and Kim on 24% (388 people).

Retired cricketer Shane Warne's shenanigans off the field cost him dearly, with only 6% (95 people) of the vote. Rounding out the survey was TV legend Bert Newton on 5% (73 people). Mr Fisher said the survey was light-hearted in spirit, but offered an interesting glimpse into the public's thoughts on some Aussie icons of popular culture.

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The survey, which attracted 1609 responses, was held over five weeks. Launched in 2002, totaltravel.com delivers both a travel guide and a place to find accommodation, activities, transport, restaurants and other visitor information. Earlier this year, totaltravel.com was voted by internet magazine NetGuide as the best Australian travel/tourism site in its annual awards for the second year in a row.

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