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NEW BLOCKBUSTER TOURISM ATTRACTION PLANNED FOR CAIRNS AFTER RECEIVING CAIRNS REGIONAL COUNCIL DA APPROVAL

Friday 26th July 2024 - CAIRNS, Queensland - A major new “Blockbuster” tourism attraction called “Tomb of the Pharaohs” is planned for Cairns following DA approval by Cairns Regional Council’s Planning Department.

The “Tomb of the Pharaohs”, a 3D, immersive and interactive experience of ancient Egypt, is the brain child of Cairns Aquarium’s owners and operators Daniel Leipnik & Andrew Preston.

The new attraction has been designed to enable visitors to explore recreated tombs of ancient Egypt’s most famous Pharaohs such as Ramses IV, Seti I, King Tutankhamun as well as Queen Nefertari, King Psusennes I and King Shenshonq II. Each tomb filled with a combination of genuine artefacts and authenticated illustrative examples of some of the most incredible antiquities to have ever been found.

Creator Daniel Leipnik is thrilled to have reached this important stage of the new attraction.

“The project has been in design development for about nine months and it’s great to be in a position to proceed now that the Council DA approval has been received”.

“A large team involving town planners, exhibition designers, graphic artists, artefact curators and sales and marketing staff are busily working behind the scenes to realise the project.”

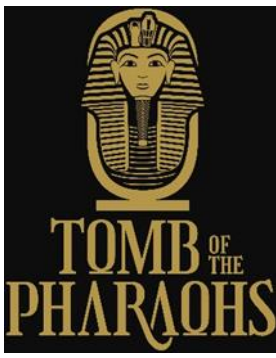
“The new attraction will provide visitors to Tropical North Queensland with an additional indoors experience right in the heart of Cairns and something completely different to enjoy. “

The Tomb of the Pharaohs exhibition follows on from the highly successful Ramses & the Gold of the Pharaohs exhibition at the Australian Museum in Sydney which concluded in May this year after welcoming over 500,000 visitors in its 6 month exhibition period. Previous ancient Egyptian exhibitions such as the King Tut exhibition at the Melbourne Museum saw a record breaking 796,000 visitors, with almost half of all attendees travelling from either interstate or overseas.

“There is an intense fascination with ancient Egypt. During its 3000 year long history, some of the most incredible objects made of solid gold, silver, precious and semi-precious gemstones, and hand-made glass were created and used as burial items for the afterlife that continue to amaze people of all ages.”

“We are so excited to create a new attraction for Cairns that showcases the most elaborate and famous tombs of the Pharaohs and lets people see them as if they are the first to enter the tombs - in their original, untouched state”.

“Visitors to Egypt who tour the tombs within the Valley of the Kings, Valley of the Queens or the Pyramids at Giza, see the emptied out chambers and passageways. We’re bringing these tombs back to life, to their original form, just as the high priests would have prepared them - as they were sealed up, full of unimaginable treasures and wealth, so visitors can see the recreated versions of these tombs like never seen before.”



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“We believe that the Tomb of the Pharaohs experience is going to draw in visitors from right across Australia and be a hit with international tourists.”

“Lovers of ancient Egypt travel across the globe to see and enjoy the richness of this incredible period.”

Leipnik may just be correct in his assumptions of the public’s interest as Egypt recorded its highest inbound tourism volumes in 2023, with over 14.6 million visitors.

“Tomb of the Pharaohs will be showcasing world first display collections such as the Tanis treasures and the never before seen riches of Queen Nefertari, the illustrious wife of Ramses II. Visitors will also be able to explore the three key chambers within the King Tut tomb; the burial chamber, the antechamber, and treasury, just as British Archaeologist Howard Carter found them in 1922.”

In total, over 300 stunning display items and museum artefacts will be showcased throughout eleven galleries consisting of an interactive discovery centre of ancient Egypt and 10 recreated tombs full of pharaonic treasures.

A retail store with private label Egyptian made souvenir items will also be available to Tomb of the Pharaoh visitors.

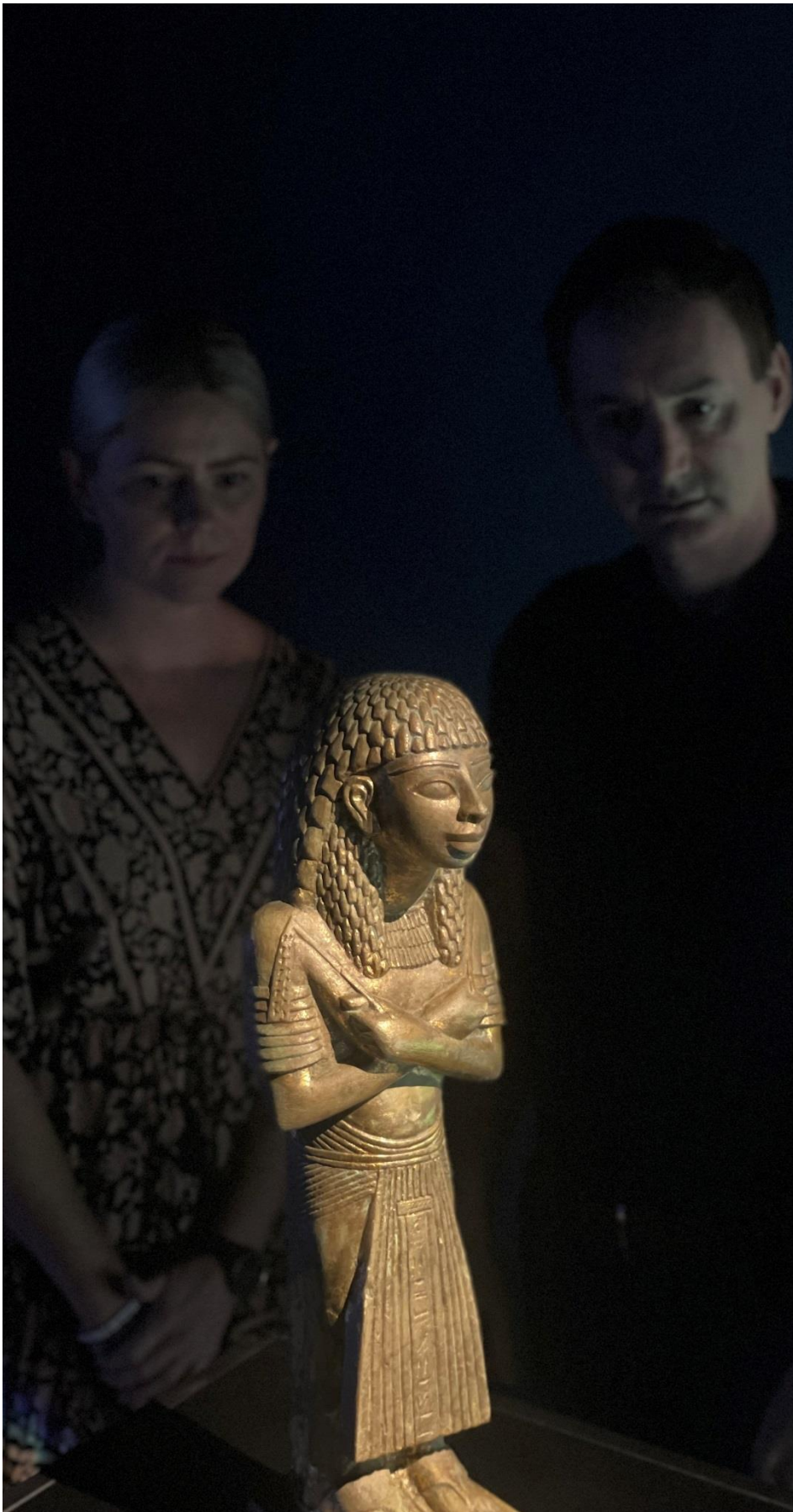
The new attraction is part of the Company’s vision to provide visitors to Cairns with exciting and world class experiences.

The “Tomb of the Pharaohs” experience is due to open in June 2025. More information can be found on the Company’s website: www.tombofthepharaohs.com.au

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Tomb of the Pharaohs CEO, Daniel Leipnik and Tomb of the Pharaohs Sales & Marketing Manager, Kellie Rokstad, viewing an illustrative example of a gilded shabti, an Egyptian Funerary servant of Ptahmes.



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