



MEDIA RELEASE

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For immediate release

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Extra Chinese New Year flights commence

Tourism Tropical North Queensland and Cairns Port Authority welcome Saturday's arrival of the first of five additional Qantas flights into Cairns from Hong Kong, scheduled to meet demand generated by the Chinese New Year holiday period.

TTNQ Chief Executive Officer, Rob Giason, said he expected the visitors on board the flights would enjoy discovering Australia's tropical destination as well as the additional events on offer in the region throughout the Chinese New Year period, including a colourful street festival in Cairns.

"Qantas have advised us they have achieved excellent loadings on each of the 450 seat capacity flights and hotels active in this market are also expecting a busy time with visitors booked to stay anywhere from 2 – 10 days. This is great news for us, a good influx of visitors from an emerging market with huge potential for our destination," Mr Giason said.

During the year ending September 2006 Tropical North Queensland attracted 32,700 visitors from China, an increase of 13 per cent on the previous year.

"Activity such as the Chinese New Year flights is helping us to build a stronger presence in this market, which we will be following up with our own in-market activity in the near future, including participation in the Queensland on Tour China mission next month."

CPA Acting Chief Executive Officer, Neil Quinn, said "The move by Qantas to schedule these five additional flights into Cairns shows the company's strong commitment to our destination and reinforces our strong attraction for visitors from mainland China and Hong Kong, particularly during this time which is one of the main holiday periods for international travel from these markets."

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