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## MEDIA RELEASE

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### TTNQ welcomes research funding

Tourism Tropical North Queensland has successfully secured funding for vital tourism research within our destination.

TTNQ chief executive officer, Rob Giason, welcomed the Queensland Government grant of \$75,000.

"This funding will add to TTNQ's active research agenda with initiatives such as Destination Visitor Surveys, new reporting tool implementation and feasibility studies into alternative funding sources." Mr Giason said.

"TTNQ members will benefit enormously as we provide them with the most up to date, destination and experience specific market intelligence possible on which to base their business development."

"Destination specific visitor surveys are essential to help us build the best possible marketing profile for our region, and the various sub-regions it includes by identifying the specific market segments enjoying the various tropical experiences on offer in Tropical North Queensland and targeting our promotion and product development to these market segments." Mr Giason said.

"This funding will further support our new brand positioning which is to be launched in early March and it will help monitor and track its effectiveness in the market place."

While some of the implemented research projects will be ongoing the first results are expected to be available by October 2007.

**- Ends -**

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