



## DOMESTIC MARKET INDUSTRY UPDATE APRIL 09



Introducing,

Marcus Brady - TTNQ's new Domestic Sales and Marketing Manager.

Hi Everyone,

After spending 30 years of my life living in South Australia, I have reached the land of coconuts, coffee and coral trout. I hope to get to know you all shortly and wanted to start with the publication of this regular newsletter which will give you a quick update on new products being introduced into the market place by our members. I will also take the opportunity to highlight any major domestic campaign activity undertaken by TTNQ during the course of each month.

During March, I was lucky enough to be invited to the opening of an amazing new experience called **Breakfast with the Beasts**, the latest "feat with the beast" experience being offered by Cairns Wildlife Safari. This experience is close by, involving a short 25 minute drive from Cairns where you will enjoy breakfast while being surrounded by the largest pride of lions in Australasia. From the 9<sup>th</sup> April this experience will be available daily.

At the beginning of March, we also completed the "**What is TNQ – Media and Trade Roadshow**" which saw teams of people dressed as some of the more unique animals from TNQ (cassowary, crocodile and clown fish etc.) travelling down the east coast from Cairns to Melbourne. The return journey was dedicated to promoting TNQ and training as many domestic retail travel consultants as possible and our tropical team came into contact with over 500 of you in the trade.

[http://www.tropicalaustralia.com.au/corporate/trade\\_centre/whatistnq\\_trade\\_road\\_show](http://www.tropicalaustralia.com.au/corporate/trade_centre/whatistnq_trade_road_show)

Remember the best way to learn how to sell a tropical holiday to your clients is to experience our region. So get on the phone to our many reef, rainforest, adventure and accommodation operators and hit them up for a great deal on a trip to paradise.

Marcus Brady

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Photo taken at **Breakfast with the Beasts** which was launched on Friday 20<sup>th</sup> March at the Cairns Wildlife Safari Zoo. Guests can get up close and personal with the King of the Jungle while washing a pile of muffins, bacon and eggs down with some champagne!!  
Awesome experience.



Jenny from **Cairns Wildlife Safari's** with Georgina from **Blazing Saddles**  
The two companies will work together to provide a great adventure package!!



### TNQ TRADE ROADSHOW – DID WE SEE YOU?



Photo of our TNQ team with Dennis Basham: National Product Manager for Blue Holidays at the Virgin Village in Brisbane.

Thank you to those operators who supported this campaign with their professionalism, hard work and dedication to the job of representing Tropical North Queensland;

- Poseidon / Sailaway
- Hotel Cairns
- Ocean Spirit Cruises
- CAPTA Group of companies
- Shangri-la
- Angsana Resort and Spa
- Reef Magic Cruises
- Thala Beach Resort
- Rydges
- The Meridian
- Ocean Hotels

And Port Douglas Daintree Tourism

### Thanks also to our SPONSORS:



Photo of the TNQ team after a hard nights selling at the Geelong TTNQ workshop function.

