



3 December 2009

WELCOME TO IN TOUCH WITH TTNQ

ROB'S VIEW



Prospects are looking better for 2010.

For the first time in a long time there are some truly positive signs on the horizon for our community and our industry.

Demands to the State and Federal Governments for relief, recovery and reform to tackle unemployment and revive small business have produced some tangible outcomes. In Cairns last Friday Premier Anna Bligh announced a multi-million dollar commitment from the Queensland Government which included a \$2.5m funding injection to help grow the local

marine industry.

Although the Federal Government is yet to announce its response to the "New Deal", Craig Emerson, Minister for Small Business Independent Contractors and the Service Economy will be in Cairns on 8 December for the "Finance Round Table", and Senator Mark Arbib Minister for Employment Participation, will be in Cairns for the Jobs Expo at the Fred Moule Exhibition Centre on 9 December.

An advertising campaign for Jetstar in the Japan Market will be filmed in Cairns in January 2010. The campaign slogan is "Let's Go Cairns" and features Jetstar's ambassador Becky (Rebecca-Eri Rayborn), a celebrity with huge appeal in Japan.

Jetstar's announcement of four times weekly scheduled services between Osaka and Cairns to commence from 1 April 2010, will increase capacity into Cairns by 63,000 seats annually, restoring almost 40% of the inbound capacity lost from the Japan market in December last year.

The domestic aviation market also gets a boost from 1 April 2010, when Jetstar doubles its services from Melbourne to Cairns. The market from Melbourne has been performing strongly. Holiday visitation increased by 18% in the year ended June 2009, and Jetstar's increase in capacity from April will provide a real opportunity for further growth. [View photo...](#)

The Cairns Airport upgrade is ahead of target with for completion now expected by October 2010 rather than December as originally planned. Already passengers are enjoying new departure facilities in both the international and domestic terminals.

The plans for the new cruise ship terminal on Trinity Inlet have been unveiled. In 2009 almost 18,000 passengers arrived in Cairns on more than 40 ships and in 2010 we are expecting similar numbers. By years end 2010 those passengers will be arriving through the new terminal.

As I said at the start of this message, it's been a long time since we've looked to such a positive future, and my view is, it's about time.

Rob Giason
Chief Executive Officer

MARKETING NEWS

Eco accommodation for Ninny Rise National Park at Mission Beach

Under a new eco-tourism plan, the Queensland Government wants to establish eco-tourism holiday accommodation at seven National Parks including Ninny Rise at Mission Beach and is calling for investors. Also on the list are Wallaman Falls, Jonah Bay, Eurong, Mount Mee, D'Aguilar, Cowan South and Lamington National Parks. [Read more...](#)

First Russian trade famil

TTNQ had help from Japan Airlines, Tourism Queensland and Tourism Australia to bring the first site inspection visit of Russian travel wholesalers to the Cairns & Great Barrier Reef region last week. Ten of Russia's leading travel wholesalers sent senior representatives to assess the region as a holiday destination for their clients. This inspection tour which demonstrates an interest and willingness by Russia's major travel wholesalers to explore new destinations, visited Kuranda, Port Douglas, Daintree, and Cape Tribulation as well as Cairns. The group was accompanied by two Russian journalists.

Tropical Breaks

If you haven't booked your television advertising as part of the Tropical Breaks campaign, consider what Alex Blake at The Sebel Cairns has to say "We used this heavily subsidised advertising avenue to drive membership to our all new *Club Sebel Cairns*, a loyalty program for Tropical North Queensland residents. With the repetition of advertisements in prime time we are now receiving a much greater response than we were expecting, with membership increasing substantially. The flexibility of choosing which region in Queensland to target, allows us to focus on our core Cairns and region market." Contact Marcus Brady to participate marcus.brady@tnq.org.au Ph 4015 1211.

Huge appeal of UK/Europe Sales and Marketing Mission

The team from TTNQ and members, presently delivering training to 300 travel agents in the UK and Europe has reported great attendance and interest in-market. The initiative of a "signature

event" for Product Managers was introduced into the sales and marketing mission for the first time and has proven very successful. [View photo...](#)

New Product Workshop in North America

The prospectus for the 2010 New Product Workshop in North America is now available. The workshop provides the opportunity for new export-ready product to develop key contacts, important relationships, product distribution and valuable insights into the North American travel market. The workshop aims to introduce new Australian export-ready suppliers to the North American Market. And to offer the opportunity to Australian product suppliers to meet one-on-one with product decision makers from key North American wholesale companies. [View the prospectus and lodge an expression of interest here.](#)

Qantas Holidays famils

Twenty eight domestic Sales Agents from Qantas Holidays in WA, SA, Vic, NSW and Qld took the time to get a first hand experience of local holiday activities, including some of the region's adventure and relaxation experiences. The agents were here to attend the Jetset Travelworld Group national conference which began in Cairns on Friday 27 November. TNQ is one of the top selling domestic destinations for the Jetset Travelworld Group through Qantas Holidays, which produces and distributes a dedicated Tropical North Queensland annual brochure. The 70 page brochure is available through the retail agency network throughout Australia and features suggested itineraries, maps, and packages. There are currently over 140 touring and accommodation products included. [View photo...](#)

VIC busy with Cruise Ships

When ships berth in Cairns, the Cairns & Tropical North Visitor Information Centre volunteers welcome passengers at the wharf and the VIC is always busy with passengers who haven't pre-booked local tours. It will be a particularly busy time this week with ships arriving Wednesday, Friday and Saturday. In fact during December there will be five cruise ships visiting Cairns. During 2009, almost 18,000 cruise ship passengers will have visited Cairns. One of the most interesting ships for the year, "The World" arrives on Friday and sails out on Saturday. The ship has 165 residential units (apartments and studios), all owned by the ship's residents. When "The World" arrives in Cairns there will be 102 residents and 254 crew aboard. [View photo...](#)

Charley Boorman chose Cairns to launch adventure book

Actor and adventurer Charley Boorman spent time with TTNQ and members in May on his adventurous journey from Sydney to Russia "By Any Means". He was so impressed by the region and our warm welcome, that he decided to launch his book about the trip, in Cairns in November. [View photo...](#)

Want to host a 2010 Member Networking Function?

TTNQ is seeking expressions of interest from members who may like to host a networking function for the 2010 calendar year. If you'd love the chance to showcase your product to TTNQ's extensive membership base, then this is a great opportunity. The venue needs to be able to hold at least 150 pax for the networking aspect plus provide a meeting room for 100 with a screen for a power point presentation prior to the networking event. If you're interested, please email emily.rossi@tnq.org.au to lodge your EOI. Preference will be given to members with silver or higher membership.

Help reward our Volunteers this Christmas

The Cairns & Tropical North Visitor Information Centre operated by TTNQ, relies on our 30 Volunteers to provide a service to visitors and the tourism industry. They do this with dedication and passion, donating on average 12 hours each week to welcome visitors to our region and to educate themselves on our members' products. We consider these volunteers the backbone of our operation. Every Christmas, to say thanks to our volunteers we have a Christmas party and provide gift bags. We encourage you, our members, to contribute to these gifts bags in the form of vouchers to experience your product or other donations of your choice. Your support will reinforce how much they are appreciated by the industry. If you would like to assist please email val.shields@tnq.org.au or henny.goldsmith@tnq.org.au , or drop into the centre and meet some of the volunteers. We thank you in advance for your continued support.

DIGITAL DEPARTMENT NEWS

cairnsgreatbarrierreef.org.au

Steve, Kerri and the TTNQ team extend a big thank you to all members who have logged into their profiles on www.cairnsgreatbarrierreef.org.au and added/updated product information. We are happy to report site visitation and length of stay have continued to rise and rise since we launched www.cairnsgreatbarrierreef.org.au 12 November.

Here is a snapshot of our performance for the month of November (12-30 November):

- 5516 unique visits to www.cairnsgreatbarrierreef.org.au
- Over 23,396 page views
- An average length of stay of five minutes and thirty seconds per visit
- Achieved position number one in Google searches for "Tropical North Queensland" and "Cairns Great Barrier Reef"
- Search engine traffic has increased from 0 to 37%
- Heaviest visitation has been from Australia, USA, Europe and India

As you can see from the stats above, the new site is turning heads, so if you haven't already logged on, click here www.cairnsgreatbarrierreef.org.au/adm and use your unique log in and password to update your product information – **especially your product images and video**. Some members have received direct referrals (i.e. customers) to their sites from their listings on www.cairnsgreatbarrierreef.org.au already. **You can check out your own website analytics to see just how many.**

TTNQ will issue monthly reports to members about the performance of www.cairnsgreatbarrierreef.org.au, the performance of your own listing/s and the number of customers referred directly to you from www.cairnsgreatbarrierreef.org.au . The first reports will be available in the next two to three weeks – keep an eye on your inbox for more information.

We have received an overwhelmingly positive response from members and the public since launch, as well as some very useful feedback. As with anything new and cutting edge, we're

sure there'll be some bugs. Please let us know if you find any so we can have them rectified – WebAssist@tnq.org.au.

Digital Strategy:

We will be conducting our first physical and strategic review of www.cairnsgreatbarrierreef.org.au and our related digital strategies in January 2012. Some of the issues we'll be looking at are, ways to improve the site's search engine performance and product search results plus the launch of our micro sites.

We'll email further information and opportunities for members to be involved in the review process.

Micro Sites:

We will be launching our first two micro sites – www.cairnstours.org.au and www.portdouglasaccommodation.org.au before Christmas. The sites are currently in development and once again, watch your inbox for previews and further information.

BUSINESS EVENTS CAIRNS & GREAT BARRIER REEF

PCO Association Conference

Business Events Cairns & Great Barrier Reef will represent the region at the PCO Annual Conference 2009 to be held 13 – 15 December at the Canberra National Convention Centre.

Site Inspection Visit

As a direct result of the recent Sell TNQ 2009, Business Events Cairns & Great Barrier Reef coordinated a recent site inspection visit for a client considering the region for both a state and national conference.

QBES Audit

QBES audits are being undertaken in the month of December. Thank you to all venues who support and assist to collate this data which forms the basis of BEC&GBR's funding from the Queensland Government.

REMINDER Business Events Update

The next Business Events Update will be held on Wednesday 9 December from 9am to 10.30am at Novotel Cairns Oasis Resort.

WELCOME NEW MEMBER

Calypso Productions - Bronze

Established in 1994 by Stuart Ireland, Calypso Productions provides underwater filming and photography services to a wide base of clients, from BBC/Discovery to tourists. We have produced corporate/training/ documentary videos for many local, national and international

clients. Our new premises Focus Reef Imagery Centre, retails our DVDs, books, imagery and rental cameras.

www.calypsoproductions.com.au

UPCOMING EVENTS

Members ONLY Activities	Date	More details
New member induction session	9 December	Read more...

TTNQ APPLAUDS ACHIEVEMENTS

Congratulations to CaPTA for introducing the [Locals' Annual 4 Park Pass](#), providing a discount of over half the usual price plus giving the bearer additional discounts on entry for visiting friends and relatives, and purchase of souvenirs and wildlife photos.

Heli Charters Australia won over some critics, [click here to read how](#).

ON THE MOVE

Rydges Sabaya has appointed Matt Graham formerly of Hayman Island Resort to the position of Director of Sales based in Port Douglas.

Vincent Cooper has been appointed as General Manager of Daintree Eco Lodge and Spa.

Jennifer Isaac, previously Operations Manager has been appointed to the role of General Manager at Peppers Beach Club, Port Douglas.

NEWS FROM AROUND THE TOURISM INDUSTRY

Best Holiday in the World campaign

Daintree Discovery Centre, Cairns Tropical Zoo and Sea Temple Palm Cove are three of the VIP Queensland Experiences offered as prizes for the second phase of TQ's Best Holiday in the World campaign. The campaign with Netflights and Emirates, runs from 1 to 21 December 2009. [Read more...](#)

Dunk Island set to become travellers' Utopia

The recent acquisition of world heritage listed Dunk Island by Hideaway Resorts marks the beginning of a new era for the popular Australian island paradise. [Read more...](#)

Queensland Tourism Awards "ring ins"

Alan Curtis and Jayne Powell from Daintree Discovery Centre insist they were networking at the Queensland Tourism Awards on the Gold Coast. They claim they have business cards from the VIPs pictured. [View photo...](#)

Island Caretaker mates experience Green Island Resort

From Huntington Beach California to Green Island on the Great Barrier Reef, Barbie Defeo and her family have embarked on the trip of a lifetime.

Stepping off Great Adventures' catamaran in Cairns after a two night stay at Green Island Resort, Barbie was excitedly commenting on their tropical island experience, "It was wonderful, perfect weather and we couldn't have asked for more."

Their first trip to Australia, Barbie, her husband Paul and two teenage children have begun a five-week all-expenses-paid trip, having won Tourism Queensland's "Best Experience in the World". Her highly sought after role is to assist "Best Job in the World" Island Caretaker Ben Southall explore the Islands of the Great Barrier Reef. [Read more...](#) [View photos...](#)

Suncorp North Queensland Games April 2010

Games headquarters begin operations at Barlow Park this week for the 2010 Suncorp North Queensland Games. The event will bring thousands of competitors and spectators to Cairns from 9 to 12 April 2010. [Read more...](#)

TTT Board

Following the AGM for Tourism Tropical Tablelands, the new board members are Michael Trout (Chairman), Bram Collins (Vice Chairman), Michael Took, Jason Chuck, Brett Stevenson, Jo Hollis, Barry Smith, Neil McGilp and Cr Rhonda Sorensen. [Read more...](#)

Operation Rainforest Big Bird

Australian Rainforest Foundation is raising funds for a cassowary habitat corridor through Operation Rainforest Big Bird. Sponsors can donate \$10 at www.winthebestholiday.com and enter a competition to win a 14 day luxury holiday in North Queensland including fine dining, adventure activities, eco tourism, Reef trips and spa treatments.

Great Train Ride

Kuranda Scenic Railway sponsored the 9th annual 'Great Train Ride', providing five carriages and staff for a day of entertainment for 225 people from retirement villages, aged hostels, family support groups, respite centres and local schools. The community event is organised by the Rotary Clubs of Cairns North and Kuranda, CWA and Kuranda Lions Club. [View photo...](#)

Send news for In Touch with TTNQ to [Stevie King](#) and include a picture in jpg format.

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