



17 December 2009 - Final edition for 2009

# WELCOME TO IN TOUCH WITH TTNO

## ROB'S VIEW



I was going to give you a three page wrap up of the year, but decided instead, to [wish you and yours a Merry Christmas and Happy New Year.](#)

If you would like to read my review of 2009 [click here.](#)

Rob Giason  
Chief Executive Officer

## MARKETING NEWS

### Last Chance REMINDER - Japan Marketing Opportunity

TA has launched its 'Aussie Oji' campaign and is searching for Australian industry 'Ojis'. Cairns & Great Barrier Reef region has the largest amount of product participating in this Campaign and it would be great to see more represented. The deadline to register is end of December 2009 and the campaign will run until April 2010. The campaign was officially launched on 4 November and the new digital 'Aussie Oji' campaign encourages consumers to search for the ultimate 'Aussie Oji'. Colloquially this is a man (and TA believe females too!) who personifies a particular Australian experience. As part of the campaign Australian industry are invited to be an 'Aussie Oji' or ambassador in each of the following special interest categories: World Heritage wildlife; food and wine; outback/Indigenous; spa and natural cosmetics; marathon; beach and surfing. 'Aussie Ojis' will be profiled on [the campaign site](#). For operators interested in taking part, click [here](#) to find out more or contact Yoshimi Kobayashi at Tourism Australia in Sydney [ykobayashi@tourism.australia.com](mailto:ykobayashi@tourism.australia.com)

### QoT China REMINDER

Registration for Queensland on Tour China is open and operators are also invited to participate in the 2010/2011 Chinese Travel Planner. Taking place 8-12 March 2010, Queensland on Tour will visit Shanghai and Lijiang. Limited spaces are available. Registration deadline is 18 December. Meanwhile, Tourism Queensland invites operators to participate in the 2010/2011

Chinese Travel Planner, which is distributed to key international wholesalers and travel trade through TQ's Hong Kong, Taiwan and Shanghai offices, and to inbound tour operators handling the China market. Booking deadline is 18 December. For more information about both initiatives please contact [monica.au@tq.com.au](mailto:monica.au@tq.com.au)

### **QoT South East Asia**

Registration for Queensland on Tour South East Asia is now open. Taking place 11-17 April 2010, Queensland on Tour will visit Singapore and Malaysia with an optional extension to Jakarta. Limited spaces are available. Registration deadline is 15 January. For more information and a prospectus, contact [Christine.chew@tq.com.au](mailto:Christine.chew@tq.com.au)

### **Lexus Magazine Famil**

Freelance journalist Matt Kirkegaard and photographer Michael Curtain travelled from Cairns to Cooktown over five days in early December on a commission to write a story for Lexus Magazine. The story about their experiences on the drive, in a Lexus vehicle of course, will be a five to six page feature in a future edition of the publication.

### **Jetset Travelworld Group Conference November 2009**

Tropical North Queensland has many new fans in the Jetset Travelworld Group following their national conference and Qantas Holidays agents' famils in our region at the end of last month. Many of the agents who sell more than 140 touring and accommodation products from TNQ had either not previously experienced the region or not visited for many years. To see some of their feedback click here. [Read more...](#) [View photos](#)

### **Christmas Opening Hours**

The Cairns & Tropical North Visitor Information Centre closes for Christmas Day and New Year's Day. Between 26 December and 3 January hours will be 10am to 6pm. TTNQ will take a break from 24 December, returning on 4 January. The next edition of In Touch will be published on 14 January.

## **DIGITAL NEWS**

### **[CairnsGreatBarrierReef.org.au](http:// CairnsGreatBarrierReef.org.au)**

TTNQ celebrated  [CairnsGreatBarrierReef.org.au](http:// CairnsGreatBarrierReef.org.au)'s one month anniversary last Friday. Steve, Kerri and the digital team are very proud to report site visitation and length of stay have continued to rise and rise since we launched on 12 November.

Here is a snapshot of our first month's performance:

- 6295 visits to [www.cairnsgreatbarrierreef.org.au](http://www.cairnsgreatbarrierreef.org.au)
- Over 28,000 page views
- An average length of stay of five minutes
- Achieved position number one in Google searches for "Tropical North Queensland" and "Cairns Great Barrier Reef"
- Referral traffic from search engines has increased by 20% and from referring sites (i.e. our wonderful members) up by 10%
- Heaviest visitation has been from Australia, USA, Europe and India

- Top 5 most popular pages are
  1. Things to do Search
  2. Accommodation Search
  3. Great Barrier Reef Experience page
  4. Video collection
  5. Webcams – especially the Cairns webcam

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](http://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](http://www.cairnsgreatbarrierreef.org.au) already. You can check out your own website analytics to see just how many.

### **Micro Sites**

This month we have also launched two of our micro sites, powered by the data you ( i.e. our members ) enter into our database on [www.cairnsgreatbarrierreef.org.au/adm](http://www.cairnsgreatbarrierreef.org.au/adm). Check out [www.cairnstours.org.au](http://www.cairnstours.org.au) and [www.eclipse2012.org.au](http://www.eclipse2012.org.au) – we'd love to hear what you think - [WebAssist@tnq.org.au](mailto:WebAssist@tnq.org.au).

## **BUSINESS EVENTS CAIRNS & GREAT BARRIER REEF**

### **EIBTM 2009**

As part of the Australia stand, Anne-Marie Coulton along with two representatives from the Cairns Convention Centre participated in the Global Meetings and Incentives Exhibition held in Barcelona last week. EIBTM was attended by almost 4,000 qualified buyers from 71 countries. The region had 35 one-on-one appointments over three days and received 22 requests for further information. [View photos](#)

### **Mice.net Magazine Post TNQ Famil Feature**

The new issue of Mice.net Magazine features a Post TNQ Famil write up. The famil was held 14 – 17 August this year for seven domestic corporate event planners and one Mice.net Journalist who visited Cairns, Palm Cove and Port Douglas. [See the article](#) on p42-43.

### **If you missed the Business Events Update**

Last week the BECGBR team provided an update to 35 TTNQ members on the current state of play of the Business Events sector, together with information regarding forthcoming Business Events activities and trade shows, and a round up of Sell TNQ and the high line pre-audit Business Events Survey (BES) results, which tracks our destination's performance in the Business Events arena.

A copy of the December presentation may be found on the TTNQ Corporate website or [click here](#). The next Business Events member update including audited BES survey results and our forward plans for the 2010/2011 financial year, will be held during March/April.

## RESEARCH

### **Tourism Barometer**

The first survey of members operations' performance proved very successful. I urge all members to complete the survey –a greater number of participants will provide better analysis and provide us with an comprehensive and contemporary performance tool for the region.

Only those members participating in each monthly survey will receive a full report of findings as a reward for taking the time to provide this critical information. The summary will be provided monthly to the general membership. [Read more...](#)

### **IVS**

IVS results released last week show the number of international visitors holidaying in the Cairns & Great Barrier Reef region fell again for year ended September 2009, led down by a 41% decrease in holiday visitors from Japan. There was some good news though, two of the top ten international markets (Germany and France) recorded increased holiday visitor numbers, and five of the top ten recorded increased number of nights for holidays in the region. The sector that represents one third of all international arrivals (backpackers) didn't fall, and nights stayed by backpackers increased 21%. Three emerging markets (Korea, Taiwan and Singapore) showed significant growth in holiday visitor numbers, albeit from a small base. See the [IVS](#) on our website.

### **NVS**

The NVS data released on 16 December showed the positive trend continuing in the domestic visitor numbers for year ended September 2009, with a 5% increase in holiday visitors, and 6% increase for all visitors, with nights increasing slightly. There has been a 7% and 2% increase in interstate and intrastate holiday visitors respectively. Holiday visitors from regional QLD and regional VIC have increased, with large increases in those nights. Our intra-regional holiday visitors have increased 23% and represent 56% of our holiday visitors from within Queensland.

Of the major Australian holiday destinations, TNQ has the largest increase in both holiday visitors and holiday nights. The NVS data will be loaded onto our website next week.

## WELCOME NEW MEMBERS

### **Cairns Harley Rides & Tours - Bronze**

Welcome to Cairns Harley Rides and Tours and to the beautiful Cairns and Tropical North Queensland. We invite you to join us and share in our two greatest passions, our love of Cairns and Tropical North Queensland and our love of the Harley Motorcycle. We offer a unique local tour experience where "getting to your destination is as much fun as being there".

[www.cairnsharleyridesandtours.com.au](http://www.cairnsharleyridesandtours.com.au)

### **North Queensland Aero Club – Bronze**

North Queensland Aero Club offers scenic flights at rates that can't be beaten. We provide pre-planned package flights to most of the must-see locations including the Great Barrier Reef, taking in sights such as Green Island, the rainforest and the northern beaches. Our newest

package, whale watching, takes visitors to the inner reefs, that in season, are a playground for Humpback Whales.

[www.ngaeroclub.com.au](http://www.ngaeroclub.com.au)

### **Cairns Backpacker Xpress Magazine – Bronze**

Cairns Backpacker Xpress Magazine is the only magazine especially for Adventure travellers, Backpackers and young thrill seekers in Cairns and its immediate surrounds. Out every month, the magazine has exceptional marketing impact highlighting Tropical North Queensland attractions, backpacker events, the nightclub scene, food and accommodation.

[www.cbxmagazine.com.au](http://www.cbxmagazine.com.au)

### **Farrellys Lawyers - Supporter**

Farrellys was established by Laurie Farrelly in December 1962. While Farrellys continues to grow in size, we have not lost sight of our philosophy of providing prompt, efficient and personal service to our clients. Our Partners and Solicitors have acquired experience in many aspects of law enabling the firm to advise clients on areas of Family Law, Commercial Law, Litigation, Conveyancing and more.

[www.farrellys.com.au](http://www.farrellys.com.au)

### **Port Douglas Retreat – Bronze**

Port Douglas Retreat is a 3.5 star property of self-contained holiday apartments, perfect for couples or single travellers. We offer studio apartments with featuring private patios or first floor balconies with outdoor dining settings and holiday kitchens. Facilities include a beautiful lagoon-style pool and spacious outdoor deck has barbecues and at night is surrounded by the light of exotic gas flares.

[www.portdouglasretreat.com.au](http://www.portdouglasretreat.com.au)

### **Savannah Way – Bronze**

The Savannah Way is one of Australia's ultimate adventure drives, linking Cairns in Tropical North Queensland with the historic pearling town of Broome in Western Australia, via the natural wonders of Katherine in the Northern Territory. Whether you explore just a section, or the entire route, you'll pass through an amazingly diverse and spectacular landscape of wide horizons, ancient gorges, rock pools, salt pans, hot springs and abundant wildlife.

[www.savannahway.com.au](http://www.savannahway.com.au)

## **UPCOMING EVENTS**

TQ International Market Briefing is scheduled for 22 February 2010, the venue will be announced closer to the event.

## **TTNQ APPLAUDS ACHIEVEMENTS**

Congratulations to Megan Bell, a truly worthy recipient of the 'Outstanding Individual Contribution to an ATEC Branch' Award at ATEC's Meeting Place conference in Sydney. [Read more...](#)

The winner of the **2009 Kamsler Award** for Excellence in Tourism Service is Michaela Flood of Back Country Bliss Adventures. The Award is Cairns Region Tourism Association's supreme Award for Excellence in Tourism Service. Michaela took home the perpetual trophy and tickets for a tropical cruise for two with Coral Princess Cruises. The standard of entries for 2009 was so high that judges were unable to separate the 2nd and 3rd place getters so presented an unprecedented two Special Mention Awards. The "Special Mention Award" winners are Anna Skeer of The Northern Greenhouse and Nicole Cain of Cairns Coconut Holiday Resort. [View photos.](#)

## ON THE MOVE

Ajay Zalte has been appointed Executive Chef of Rydges Esplanade Resort. [Read more...](#)

## NEWS FROM AROUND THE TOURISM INDUSTRY

### **Crocodile Explorer**

From 1 December, Calm Water Cruise and Crocodile Farm Tour was rebranded 'Crocodile Explorer'. Customer feedback drove the change, as the opportunity to see saltwater crocodiles in their natural habitat was consistently identified as the highlight of the tour. [Read more...](#)

### **Survey identifies a gap between what business travellers want, and what advertisers are delivering**

Jasons Travel Media recently conducted two surveys that examined both travellers' expectations and the offerings of accommodation operators' to business travellers. The majority of advertisers overwhelmingly saw 'a comfortable bed' and 'location' as the key factors in winning business customers, followed by 'car parking' and 'free Internet and newspapers'. [Read more](#)

### **Charities Celebrate Tourism's Generosity**

The Salvation Army, St Vincent de Paul, Lifeline and the Douglas Shire community are all recipients of this year's donations from the 6<sup>th</sup> annual [Quicksilver Group Christmas charity appeal](#). The appeal has attracted more than \$10,000 worth of food and gifts from the local tourism industry. Over 100 accommodation houses, tour desks, hotels, local suppliers and members of the community have donated to this worthy cause. [View photos](#)

### **TTNQ donates to ARF**

TTNQ staff donated their annual charity funds to the Australian Rainforest Foundation to adopt 250 square metres of rainforest. Our donation expands a crucial wildlife corridor within the Daintree rainforest which is an important cassowary habitat. ARF is securing the site to assist in conservation efforts for the long-term survival of the cassowary species. To see how to assist the ARF [click here](#).

### **TAFE requesting promotional material**

Daniela Lacey at TAFE is looking for promotional pens, message pads, coasters and the like to put into the orientation kits for 250 new students beginning next semester in the Business, Environment, Sustainability & Tourism faculty. If you are able to assist, you can contact Daniela on Ph 4042 2577 or [Daniela.Lacey@deta.qld.gov.au](mailto:Daniela.Lacey@deta.qld.gov.au)

### **Palm Cove named region's cleanest beach**

Palm Cove has won the 2009 Tropical North Coast Clean Beach Challenge and the Partnerships Award for involving all groups within its village-style community. Progressing to the State Awards, Palm Cove took out the Friendliest Beach and Partnerships Awards for Queensland. [View photos](#) [Read more...](#)

### **Seeking alumni of James Cook University**

JCU would like to hear from graduates, as the institution celebrates several landmark anniversaries in 2010. To update your profile with JCU go to [www.jcu.edu.au/alumni](http://www.jcu.edu.au/alumni) and follow the prompts. Your user name will be firstname.surname and your password is your birth date in the dd/mm/yyyy format.

### **A pair of late baby storks arrive at the Rainforest Habitat**

The Tropical North's leading wildlife sanctuary, The Rainforest Habitat in Port Douglas, has welcomed two new baby black-necked storks after an exceptionally late breeding season. The two chicks named Jabbie and James hatched at the end of October, much later than usual, to the only breeding pair of black-necked storks in captivity in the world. [Read more...](#)

### **Mamu Rainforest Canopy Walkway Annual pass**

Mamu Rainforest Canopy Walkway is introducing an Annual Pass so pass holders can visit as many times as they like within one year, for the cost of just two visits. [Read more...](#)

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

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