



**6 February 2009**

### **FROM THE CEO'S DESK**

Yesterday TTNQ launched our exciting whatisTNQ campaign. Thanks again to all who provided a phenomenal \$70,000 of prizes. This is the second domestic campaign and is built around a huge media Roadshow followed by an equally huge trade Roadshow to translate our marketing into actual visitors for our members. The Roadshow is sponsored by Mantra, Breakfree, Peppers, HotFM, cairns.com.au, Telstra, Avis, Budget and Tourism Queensland.

Domestic and international visitors arrived in Cairns on the first Jetstar flight from the Gold Coast to Cairns yesterday. The three weekly flights reinstate the ability for passengers to travel from Osaka to Cairns, via the airline's Gold Coast hub, and gives Gold Coast residents their first opportunity to fly direct to Cairns with Jetstar. Services into Cairns from Perth with Jetstar will be touching down for the first time today. Jetstar will be increasing the seat capacity on the Perth - Cairns route by 60% to more than 27,000 seats.

We secured another vital link for the Japanese market with Continental Micronesia's announcement of an additional 9000 seats into Tropical North Queensland. The international airline serves eight major cities in Japan and already carries visitors from Japan into Tropical North Queensland through its Guam hub with demand for flights surging since the demise of Qantas' service. Continental has added six flights from Guam into Cairns during March and two additional weekly flights from April to September 2009. It will also give us the chance to tap into the lucrative US military recreation leave market. Thanks again to Minister Martin Ferguson, Minister Desley Boyle, Tourism Australia, Tourism Queensland, Cairns Airport, Continental's Charles Duncan and TTNQ's Harry Niihori and Lisa Monks.

Team Cairns will be delivering even more Americans to your doorstep thanks to cut-price airfares, released hot on the heels of the enormous interest generated by the *Best Job in the World* campaign. Qantas Airways is offering greatly reduced fares from the US with a free stopover when the final destination is Cairns. The fares reinforce that Cairns is the international gateway to the Great Barrier Reef.

The campaign was put together by Tourism Queensland, Tourism Tropical North Queensland and Qantas. The deal will convert the headline-grabbing publicity generated by Tourism Queensland's *Best job in the World* campaign into actual visitors. The campaign website has been visited by around 780,000 Americans.

And not to forget our other important markets, the UK's dive enthusiasts are being lured to Tropical North Queensland with the chance to win a \$10,000 holiday on the Great Barrier Reef. There are about 2 million certified divers in the UK and last year 85,000 entry level scuba divers were trained there, so there is enormous potential for this market to grow. We congratulate Dive Queensland and the other industry sponsors on this initiative. The competition is yet another way of maximising interest in the Great Barrier Reef so tourists come here to spend their money.

Looking ahead, we will be hosting 40 of AAT Kings' top consultants from Australia and New Zealand from 15-20 February. AAT Kings is one of Australia's largest and most diverse operators and this is the first time Tropical North Queensland has hosted this incentive. Rainforestation, Reef Magic and Dunk Island will be among the operators hosting them.

In response to your feedback we have simplified and streamlined our e-newsletter.

Rob Giason  
Chief Executive Officer



## THE LATEST NEWS

### **Aviation Green Paper Response**

TTNQ provided a detailed submission on issues that need to be addressed in the Australian Government's Aviation Policy Review. Unfortunately the new policies outlined in the Green Paper do not take into account the issues identified by TTNQ.

The possible implications of not addressing the identified issues include a continued reduction in international flights and exports via air freight, increased competition for seats on domestic flights from international travellers, decreased competitiveness of the region for domestic tourism due to limitations on seats and lesser seat availability for locals and visiting friends and relatives.

These issues could have been addressed by providing the option for non-Australian based airlines to provide services on routes which Australian airlines do not wish to operate, removing the Government imposed airport charges that make regional airports uncompetitive with the large metropolitan airports and allowing non-Australian based airlines to fly between Australian ports and onwards to international destinations.

### **Economic Stimulus Package – Strengthening of the Export Marketing Development Grant**

TTNQ is working with local political leaders and ATEC to lobby the Australian Government to provide some real support for TTNQ members who are active in international marketing. The proposal put forward has two objectives:

1. To bring forward payments on a six monthly basis rather than an annual basis to assist with cash flow
2. Provide encouragement to members marketing internationally to stay in the market by guaranteeing maximum rebates for all activities carried out in the current and next years.

### **Best Publicity in the World**

Queensland Tourism's Best Job in the World continues to create enormous publicity in its third week with international exposure worth \$60 million and domestic worth \$10 million. More than 2.5 million people have visited the website, there have been in excess of 15 million page views and an incredible 9,500 applications submitted. Interest from the US continues to dominate with Americans making up 31.1% of the site's visitors. The Qantas Airways offer of discounted airfares and free stopover when the final destination is Cairns leverages this publicity for our destination and reinforces our message that Cairns is the international gateway to the Great Barrier Reef.

## **EMDGS**

This week TTNQ received news that we have been granted Approved body Status under the Scheme. This will provide up to \$200,000 in rebates for international marketing activities. TTNQ has been lobbying for re-inclusion in the scheme since 2000 when the rules were changed to only allow access to national bodies. Prior to the last election TTNQ put up a very solid case the all parties that while we were not a national body, we were a nationally significant body. We are very grateful for the support on this from our local Members Jim Turnour and Jan McLucas to Simon Crean for listening to our case.

## **TNQ Operators Join G'Day USA**

Dreamtime stories and traditional dance featured for the first time at the G'Day USA Australia Week celebrations and two of the three Queensland Indigenous tourism operators were from Tropical North Queensland. Aurukun Wetland Charters and Walker Family Tours were handpicked to showcase their talents in LA and New York. The Tales from Oz Indigenous road show which will also travel to Toronto Canada as part of the trade mission is invaluable exposure for Queensland's indigenous tourism industry.

## **Great Results from UK campaign**

TTNQ received some great news last week from Travel2 in the UK regarding a campaign we ran with them last September, in conjunction with QF and TQ. We all know how tough things are in the UK at the moment, but the glass is definitely half full as we say. But the phones have been ringing well in the key UK Wholesalers' offices and call centres since the start of January - better in fact than they were this time last year. Clients are choosing to book earlier (closer to three months ahead) this has been a positive sign for business to Australia from the UK

We ran a tactical promotion with Travel2 to piggy back off a major Mail on Sunday newspaper feature that TQ ran over this similar time. The results achieved were very good, especially given the dire market dynamic faced in September in the UK as the "crunch" began to bite. The campaign achieved a 1% growth in passenger numbers to the region (year on year) and a 10% growth in revenue (against overall Australia figures being considerably down) indicating that the passengers were staying longer and spending more in the region. They were also booking more ground product with Travel2 rather than on-arrival which meets campaign objectives. Also important was the fact that passengers turning around in Cairns with Qantas were up 49% over the same period on the previous year indicating that travellers were flying into Cairns direct - again good for the region.

Travel2 is a very important wholesaler for our region. We hosted Julian Lawman the (then new) Product Manager for Travel2 post ATE last year where we whet his appetite for the region and based on these results we are already discussing with them new opportunities to capitalise on the popularity of the region with their customers.

### **Blue Holidays Retail Campaign**

From 15 February until 22 March watch your copies of the Sydney Morning Herald (Saturday edition) & the Sunday Telegraph in Sydney, The Age and the Sunday Herald Sun in Melbourne and the Sunday Mail in Brisbane for advertisements of four night holiday packages to Cairns, Palm Cove and Port Douglas with airfares from Virgin Blue.

The Blue Holidays campaign targets households in Sydney, Melbourne and Brisbane with incomes of \$80k plus.

The campaign aims to drive bookings to Tropical North Queensland during the low period of February – March 2009 and is designed to appeal to the traveller who wants to enjoy a short break and escape the grind.

Consumers will book online with Virgin Blue and select Cairns as the flight destination.

### **ATDW Renewals**

The Australian Tourism Data Warehouse listing displays your contact details, description, images and rates so it is essential to your business that you review and update your ATDW listing at least annually. This will ensure that your listing remains up-to-date and displaying on the ATDW distributor websites until 31 March 2010. Tourism Queensland emailed the link to their new online form to operators listed with ATDW. If you haven't received this email, you can contact Tourism Queensland's ATDW team on 1800 629 749.

### **VICs Vie For Award**

Cairns, Babinda and Innisfail Visitor Information Centres are in the running for the annual Visitor Information Centre Awards. The awards will be held in conjunction with this month's annual conference and AGM of the Queensland Information Centres Association (QICA) at Stanthorpe.

### **Fragile Forest**

Outdoor Australia magazine included Yungaburra's Mabi forest as one of the 10 places to see before they disappear. The forest, which is being conserved through an integrated government program, rated alongside Madagascar, the Amazon rainforest and the Dead Sea.

## **IMPORTANT UPCOMING EVENTS**

### **AussieHost Training**

TTNQ AussieHost Training Workshops, 19 February. Ph: 4042 2557.

### **Business Seminar**

Surviving Business in Tough Economic Times Breakfast Seminar, 10 February.  
Contact Jane Faulkner on 4052 3212.

### **Marine Dive Fair 3-5 April 2009**

TTNQ is planning the region's participation in the forthcoming Marine Diving Fair 2009. The Tokyo Marine Diving Fair/Beach Resort Fair is the largest annual scuba diving and beach resort fair targeting consumers and trade in Japan and Asia attended by more than 200 companies.

In 2008 about 65 countries and beach resort destinations exhibited from all over the world and attracted 51,236 visitors during the three days. This Fair is not only for scuba dive operators but also tropical resorts as there is a large consumer audience that is there to find information about a great tropical resort holiday destination.

TTNQ in conjunction with TQ Tokyo and TA will organise themed Cairns & Great Barrier Reef booths. If you would like to be part of this Marine Diving/Beach Resort Fair or want further information you can contact Lisa Monks Ph 4015 1219.

### **Meeting Planners Guide**

The Cairns & Region Convention Bureau's (CRCB) next bi-annual 2009/10 Meeting Planners Guide is currently being planned. Those members interested in Business Tourism can participate in the next edition of the highly acclaimed guide.

The Planner showcases the region's business tourism product and is the Cairns & Region Convention Bureau's (CRCB) major sales tool in attracting business events to Tropical North Queensland. The guide is also printed in two other languages in addition to the English version. It is the most cost effective way you can directly reach the business events visitor which is worth approx. \$250 million into the regional economy.

Advertisers in the guide will be included in the Planner's Guide PDF on CRCB's website.

A full prospectus will be sent to all members soon. For further information contact Amba Thistlethwaite Ph 4015 1218 or Angela Uhlig 4015 1221.

## SEEN IN THE MEDIA

TTNQ members were in the news recently in the following publications:

*Queensland Weekender*, 21 January.

*Connecting ... Solo Travel News* (members only newsletter), 4 November, 2008.

*Geo Saison* (leading German consumer travel magazine), January edition.

*Style: Tropical North Queensland*, February edition.

*World Wide Cruising*, December edition.

*Torres News*, 12 December, 2008.

## GOOD NEWS STORIES

### World Leaders

Tropical North Queensland scooped the majority of the Trip Advisor awards announced last week.

- Pink Flamingo Port Douglas was 5<sup>th</sup> for Best in South Pacific Bargains.
- The Lakes was 6<sup>th</sup> for Best for Families South Pacific.
- Thala Beach Resort was 6<sup>th</sup> for Best Romance South Pacific, 3<sup>rd</sup> for Best in South Pacific Luxury and 77<sup>th</sup> for Best in World Luxury.

### Top Nosh

Ochre was awarded Restaurant of the Year for North Queensland at The Australian Culinary Federation annual awards last week. The award is judged by the members attending lunches at some of the region's top establishments throughout the past 12 months.

IN TOUCH WITH TTNQ IS BROUGHT TO YOU BY OUR CORPORATE SPONSORS:

