



14 August 2009

WELCOME TO IN TOUCH WITH TTNO

ROB'S VIEW



It might be all blue skies for the travelling public enjoying the spoils of airfare wars, but as airlines fight for bums on seats they are lurching dangerously into the red.

Already reeling from high oil prices when the Global Financial Crisis hit and then further decimated by Swine Flu, the outlook is grim for the global aviation industry. Here in the Asia Pacific region we have seen June passenger traffic fall by 14.5 per cent compared to last year. Globally it declined by 7.2 per cent.

Revenue has dropped sharply with International Air Transport Association (IATA) figures showing premium volumes in the Asia Pacific region falling 31.6 per cent in May 2009. While premium passengers account for only 7-10 per cent of numbers, they provide 25-30 per cent of passenger revenue.

Airlines are concerned because these poor figures occurred despite continued growth in China and signs in Japan and Australia that economic activity is starting to turn up. While IATA has predicted traffic will start to recover in 2010 in the Asia Pacific region, the Centre for Asia Pacific Aviation says there is little reason for optimism. "Some isolated hints of wider economic improvement are showing, but at this stage it may take some time to distinguish them from the immediate effects of government financial stimuli," the Centre reports.

Cathay Pacific had a 9.9 per cent fall in passenger numbers in July 2009 to 2.1 million while capacity dropped by 7.5 per cent. Cathay Pacific chief executive Tony Tyler said he had not seen the airline industry in such bad shape in the 30 years he had been in the business.

There have been some bright notes for Cairns. Continental Airlines doubled its flights between Cairns and Guam to four in April and Jetstar intends to resume four weekly services between Cairns and Osaka in December. In February, Jetstar introduced three weekly services between the Gold Coast and Cairns to further service the Japanese market. And Cathay Pacific remains committed to the destination with its six services a week into Cairns performing well.

Transport Department figures show Jetstar became Australia's second biggest international carrier by passenger market share in May with 9 per cent of the market. However, the company has predicted it could lose its crown thanks to Swine Flu impacting on passenger numbers in June and July.

On the domestic front, Qantas, Jetstar and Virgin Blue are currently recording very healthy load factors into the region. The challenge for TTNQ and Cairns Airport is to convince all of our carriers to commit more seats into the region from key capital city ports.

Interesting side note, when arguing the importance of tourism to the Cairns community. Townsville with a larger population is serviced by 16,100 seats per week while Cairns is serviced by 32,800 seats per week. This again demonstrates the value and importance of tourism to the broader community. That's my view.

Rob Giason
Chief Executive Officer

MARKETING NEWS

Travel Channel goes high definition

The UK-based *Travel Channel* is currently filming a series of special high definition TV programs on the planet's 30 most spectacular locations. Needless to say, the five-episode series would not be complete without a story on the Great Barrier Reef! A former Cairns local, Ruth Berry, is the producer and along with cinematographer Richard Chapelle and GBR Helicopter pilot Chris Rose, the crew filmed from the skies above and sea below last weekend with the assistance of TTNQ and TPDD.

The aim of the series is to highlight the natural beauty of these special locations with a minimum of commentary – just a series of stunning pictures designed to whet the appetite. The complete series, including the seven minute segment on the Great Barrier Reef, will be shown worldwide in 2010.

Best Adventure campaign

A new online tourism campaign focusing on the adventurous side of Tropical North Queensland and featuring Best Job in the World candidates Greg Reynen and James Hill went live last month. A Tropical North Queensland Best Adventure microsite has been established to feature the range of adventure-based activities and operators who were involved and supported the campaign. Banner advertisements will also appear across websites news.com.au, and TheVine.com.au, along with an electronic direct mail send and search engine marketing which will direct consumers through to the campaign website. The campaign's timing was ideal following Ben Southall, the Best Job in the World Island Caretaker's recent visit to the region. Ben's visit means Tropical North Queensland and its diverse adventure-based experiences are now top of mind for the 94,000 subscribers who have signed up to receive Best Job in the World updates.

International joint radio broadcast for 4CA and K57 Guam

From 6am to 9am on Friday 21 August Mike "Locco" O'Loughlin from radio 4CA and Ray Gibson from radio K57 will collaborate to broadcast a breakfast show live to audiences in both Cairns and Guam. The studio for the morning will be set up near the Cairns lagoon where Locco and Ray will be interviewing guests and chef Francis Luzinier from Rydges will be cooking the regular 4CA Friday tropical breakfast. Drop by on your way to work and say hello.

Flight Centre famil

Tourism Queensland and TTNO brought 10 agents from Flight Centre agencies around Australia to Cairns this week. The agents spent three days getting up to speed with the accommodation options at Palm Cove and the holiday experiences of the region. Flight Centre is one of the biggest chains of agencies in Australia so having their agents see our destination first hand is a great motivator for selling holidays to Cairns & Great Barrier Reef. [View photos here](#)

Display at Cairns & Tropical North Visitor Information Centre

It is that time of year again when we offer our members a monthly display in the Visitor Information Centre. The structure has changed this year to make it more affordable for our members. There will now be four displays each month at \$100 per product. These opportunities usually book out very quickly so please email val.shields@tnq.org.au to book.

Send news stories to *Queensland Weekender* and *Creek to Coast*

If you have a story that you think suits the format of Queensland TV programs, *Queensland Weekender* and *Creek to Coast* you can send news releases and story ideas directly to them. The central email address for story ideas is info@tpdmedia.com.au

ATEC NQ "How to..." Seminar

The RSVP date for the event on 18 August at Paradise Palms Resort & Country Club has been extended to **4pm Friday 14th August 2009**. Contact Shelley.griffiths@atec.net.au or fax to 4053 5077. [More information...](#)

Australian Geographic competition winner

Best Job in the World winner Ben Southall has just completed one of his toughest assignments - picking the winner of a closely fought competition for a dream holiday in Cairns and the Great Barrier Reef. Victorian resident Zoe Mathers' desire to visit paradise won her an adventure-filled trip worth more than \$3,000 to the region. The competition ran in conjunction with a travel feature on the region in the April edition of Australian Geographic Magazine. She will enjoy accommodation at Rydges Esplanade and Daintree Heritage Lodge & Spa, plus unforgettable nature-based experiences with Poseidon Outer Reef Cruises, Sailaway Port Douglas, Skyrail Rainforest Cableway, Kuranda Scenic Railway and Jungle Surfing Adventures.

Marketing Plans

Seven students in Diploma of Tourism at TAFE are specialising in marketing, and will complete their Diploma studies over the next six months. They are required to undertake a major project which includes market research and developing a marketing plan. TAFE is offering TTNO members with small businesses the opportunity to benefit from their Diploma of Tourism team developing a comprehensive marketing plan for their business. The commercial in confidence plan would be based on sound research and analysis of both internal and external environments. If you would like to participate, contact Brad Riley Teacher, Business, Environment, Sustainability and Tourism Ph 4042 2360 / 0412 160 494.

Outstanding membership renewals

We kindly ask all members who haven't yet renewed their membership to finalise these ASAP. The TTNQ membership year is 1 July – 30 June therefore membership renewal is due 1 July. Memberships not renewed by 31 August will become suspended and payment received after that date will attract a late fee. For those members that may already be in the process of submitting their renewal payment, thank you. If you are still considering your membership with TTNQ, we encourage you to talk to us about any questions or reservations you may have, please contact Emily Beresford on 4015 1208 or emily.beresford@tnq.org.au. Thank you to all members for your ongoing support which is more vital than ever.

CAIRNS & REGION CONVENTION BUREAU

Business Tourism Opportunity for Bronze Members

Maximize your exposure in the highly lucrative business tourism market and join the Cairns & Great Barrier Reef region at the 18th Asia-Pacific Incentives and Meetings Expo (**AIME 2010**). Expressions of Interest are being sought from bronze level members to participate in AIME at the Melbourne Exhibition Centre from 2 to 3 March 2010. AIME is known as the premier business tourism event in the Southern Hemisphere for the meetings, incentive, convention and exhibition industries.

AIME 2010 will give members the opportunity to conduct business with more than 3,500 buyers and trade visitors, including approximately 500 hosted buyers. [Visit their site for more information or to download the AIME 2010 Prospectus](#). Please see contact CRCB for more information, either email: amba.thistlethwaite@tnq.org.au or Ph 4015 1218.

CRCB Staff Update

CRCB welcomes Debbie Yee on board in the role of Business Events Executive on a short-term contract basis. Debbie has replaced Sharon Kennedy who has taken on a full-time sales role with Novotel Cairns Oasis Resort. The team wishes Sharon well in her new role and would like to thank her for her contribution over the past few months.

WELCOME NEW MEMBERS

Tagalong Tours – Bronze

Tagalong Tours of Australia is a locally owned and operated business, specialising in self catered 4WD camping safaris to Cape York as well as guided crossings of the Simpson Desert. We offer an exciting opportunity for adventurers to explore rugged and remote areas in their own vehicles, but with the security and peace of mind of an experienced tour guide.

www.tagalongtours.com.au

Kuraudia Australia Pty Ltd – Bronze

Established in 2001 and now with branches in both Cairns and on the Gold Coast, Kuraudia Australia provides specialist wedding coordination & costume services to a diverse international and domestic clientele.

Pandanus Gallery – Bronze

Pandanus Gallery brings a world class gallery specialising in fine Aboriginal and Torres Strait art and artefacts to Tropical North Queensland. Our principal strategy is supporting Aboriginal owned, remote community based art centres in a collaborative, transparent relationship where the artists and community benefit personally and commercially. Our objective is to provide an exciting window on the beauty and significance of Aboriginal and Torres Straits life and culture through fine art that reflects their unique heritage.

www.pandanusgallery.com

Kingfisher Park Birdwatcher Lodge - Supporter of Tourism

Located at Julatten, 1½ hours drive north-west of Cairns and half hour from Port Douglas. Accommodation and camping facilities are provided within a five hour rainforest nature reserve at an altitude of 440m. We cater for birdwatchers as well as photographers and anyone else with an interest the natural environment. Ecotourism Accredited.

www.birdwatchers.com.au

Elsewhere Productions – Bronze

Elsewhere Productions is a film-production company based in Sydney, Australia. Formed by childhood mates, Tim Charody & Tim Doyle, Elsewhere is devoted to the production of wickedly energetic travel films & innovative corporate videos. Elsewhere lives and breathes travel. We love nothing more than an irregular day at the office, working strange hours & then throwing on our backpacks, grabbing the cameras and heading off into the unknown. Thriving on new, exciting & adrenalin-rich experiences, Elsewhere blends a larrikin sense of humour with a professional touch to its films, creating a unique & exciting breed of travel journalism.

Phone: 0431 613 688

Excita Group – Bronze

Excita Group consists of a variety of specialized and unique products providing services to the tourism, conference and domestic markets. One phone call puts all of these products at your disposal. Our team brings you years of experience in event management, pyrotechnics, offsite events and now exclusively in North Queensland the stretch hummers are here and its hummer time all year round.

www.excitagroup.com.au

Congratulations and welcome to our newest platinum level member **Accor Hotels Far North Queensland**. The membership includes the following properties:

Novotel Cairns Oasis Resort = main Member

Grand Mecure Rockford Esplanade Apartments = merged member

Mercure Hotel Harbourside Cairns = merged member

Novotel Palm Cove = merged member

Mercure Port Douglas Treetops = merged member

UPCOMING EVENTS

Tourism Futures National Conference **17-19 August** 2009, Gold Coast

www.tourismfutures.com.au

QMI Solutions and DEEDI 5S and Sustainability Clinic, 7-9am on **27 August** at Rydges Esplanade Resort. Register www.qmisolutions.com.au or call Vineeta on 3364 0607.

[More information...](#)

Festival Cairns 2009, **21 August – 6 September** www.festivalcairns.com.au

Great Adventures, Green Island Ocean Swim, **6 September**. [Read more...](#)

Cassowary Festival, Tanks Art Centre, **8 September**. [Read more...](#)

TTNQ APPLAUDS ACHIEVEMENTS

The self-guided eco walk on **Green Island** has been named as one of the top 10 bushwalks in the state.

Daintree Eco Lodge and Spa is one of only two Australian spas listed in the 101 Best Spas of the World, 2009 by travel magazine *UK Tatler*.

For the third year running **Bayleaf Balinese Restaurant at Bay Village Tropical Retreat** has won Restaurant and Catering Awards for Excellence (Nth QLD) as well as Best Specialty Cuisine and Best Themed Restaurant.

Congratulations to Maris Polis, **Airport Tropical Ambassador** of the month for July. Maris is one of the original team that began welcoming visitors two years ago at Cairns Airport.

[View photo here](#)

Oliver's celebrated with anniversary dinners on 7 and 8 August for their third year in business in Cairns. Master Chef David Bres created special menus and local songwriter and performer Emma Louise entertained guests.

Following the **Pacific Islands Forum**, Vicki McColm at the Cairns & Tropical North Visitor Information Centre received the attached message. [Read more...](#)

Lyn Ullrich at **Bay Village Tropical Retreat** received the attached message from a happy guest.

[Read more...](#)

ON THE MOVE

Continental Airlines has appointed Charles Duncan as President of Continental Micronesia.

[Read more...](#)

Wayne Woods has been appointed General Manager of Rydges Plaza Cairns after spending two years as Executive Assistant Manager at Rydges Esplanade Resort. [Read more...](#)

NEWS FROM AROUND THE TOURISM INDUSTRY

Festival Cairns 21 August – 6 September

This year's Festival Cairns kicks off on Friday 21 August followed by the Grand Parade and fireworks on Saturday night 22 August. The program is vast so get out and about with family and friends to enjoy what's on offer. See the full program at www.festivalcairns.com.au

AIPC

Geoff Donaghy has been re-elected Vice-President of the International Association of Congress Centres (AIPC) for a further two year term.

Skyrail Rainforest Foundation

The Skyrail Rainforest Foundation has announced a \$30,000 commitment to support several projects by PhD, masters and honours students at James Cook University. All the projects focus on environmental management and protection of rare, threatened and vulnerable species and bio diversity. [Read more...](#)

Fishing Australia

Two segments filmed in Cairns and Great Barrier Reef region go to air on Saturday 15 and 22 August on WIN TV at 5pm.

Fitzroy Island

Cairns Regional Council has appointed Raging Thunder Adventures as managers and caretakers of Fitzroy Island Camping Ground. [Read more...](#)

Whale sightings inside the reef

Seeing whales inside the reef is extremely exciting. In the last few weeks an 11m humpback whale was spotted through the glass of the Big Cat semi-submersible only 100m from the shore at Green Island, Sunlover's *Tropic Sunbird* had a close encounter with a humpback whale showing off her newborn calf near Fitzroy Island and another whale and calf thrilled visitors to Mission Beach playing in waters between Dunk Island and the mainland. [View photos here...](#)

Migaloo sighted

Guests and crew aboard ARISTOCAT enjoyed an extra special event yesterday (13 August) seeing a white whale at 0944 hours two nautical miles northeast of Snapper Island. John Joyce from ARISTOCAT Reef Cruises, Port Douglas tells us that they believe the whale was Migaloo, the only known white humpback whale in the world.

Visitor Centre famil

Australian Muster Experience and Coral Reef Coaches provided a famil opportunity for 12 volunteers and staff from Cairns and Tropical North Visitor Information Centre last week.

[View photos here](#)

New Sunbus vehicles

Great news for visitors who take the bus, Marlin Coast Sunbus took delivery of the first four of the 24 new air conditioned vehicles to completely upgrade the Cairns bus network.

Art Show

Internationally renowned artist Billy Missi unveiled a new direction in his work with the exhibition Along Ancestral Lines (Bway Dagamungu Garpalgi) which opened at Pandanus Gallery in Palm Cove last night (13 August) and runs until 10 September. It is the inaugural exhibition of the Torres Strait artist's limited edition stone-cut lithographs which tell the story of his totems and island culture. [View photo here](#)

New line-up at The Fig Tree Lodge Hotel Motel & Willie McBrides Irish Bar & Restaurant

Ian Pike is the new Manager the Fig Tree Lodge Hotel Motel & Willie McBrides Irish Bar & Restaurant. Ian who owned and operated the Kuranda Trading Post Restaurant & Eco Tours Kuranda for 13 years is back serving Guinness in Cairns. He has brought an Irish Chef from Dublin to put a "signature" on the Restaurant, and live music has Thursday and Saturday nights pumping.

YATEC Development Program

Young ATEC has launched the 2009 Young ATEC National Development Program, to help young people in the tourism Industry expand their knowledge and skills while gaining valuable contacts and networking opportunities. Lecture sessions will include Sales and Business Planning, Rates – Structure and Distribution, Presentation Techniques, and Cultural Awareness. Guest speakers at the seminars will represent all sectors of the tourism industry, and the broader business community. [Read more...](#)

Contact Meredith Baxter Ph 02 8281 9643 / 0447 825 462 to contribute by:

- Supporting your junior/new staff to participate
- Volunteering as a mentor
- Sponsoring the seminars
- Recommending your staff attend the seminars

I Love Cairns Speech Festival

Do you love the Cairns Region enough to write and deliver a 5 - 7 minute speech to a Cairns audience? You can [participate in the inaugural I Love Cairns public speaking competition](#) talking about this wonderful part of Tropical North Queensland, to win a \$500 prize. Entries close 15 August.

Send news for In Touch with TTNQ to [Stevie King](#) and include a picture if possible

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