



WELCOME TO IN TOUCH

26 February 2009

FROM THE CEO'S DESK

As the global financial crisis continues to impact on our regional economy, it is time for all of us to stand up for the tourism industry.

The state election gives us the opportunity to talk to those who aspire to represent our region. Crucially, the economy is the major issue in a state election. The message we need to deliver, loud and clear is that our regional economy is driven by Tourism. While other regions rely on sectors such as mining, farming, construction, fishing and so on as the basis for local jobs and growth, Tropical North Queensland's economy is based on tourism. Government backing to keep the tourism industry in Tropical North Queensland healthy will support jobs and flow on to the other sectors in the region. I encourage you to talk to candidates, email or write to them to make sure they understand that tourism is critical to this region, and from an economic standpoint, the most important thing they can do is support tourism.

On 18 March TTNQ will be holding a "Meet the members" event. We'll let you know the place and time shortly.

To protect businesses and jobs in our industry please step up and give candidates this message.



Rob Giason
Chief Executive Officer

THE LATEST NEWS

Roadshow

The [whatIsTNQ Roadshow](#) is TTNQ's most ambitious project outside of Cairns in many years. A briefing in Adelaide for 32 travel agents kicked off the Trade Roadshow on 23 February. On the road, the first agencies to be visited were Phil Hoffman Travel, RAA Travel and Encounter Australia where presentations by TTNQ, Angsana Resort and Spa, Reef Magic, Ocean Spirit and The Hotel Cairns were the highlight of the day. This Friday night, 27 February one of the milestone events of the Roadshow will be a promotion for holidays in TNQ to more than 160 of Sydney's travel agents at Shangri-la's Blue Horizon Bar in The Rocks. A major prize including Qantas return airfares, accommodation and day tours in TNQ will be won by one of the attendees.

Continental Nagoya Media Famil on 30 Jan – 1 Feb

In conjunction with TQ and Continental, TTNQ organised the CO Nagoya Media Famil over the weekend 30 Jan – 1 Feb. The objective was to promote to media from western Japan, the holiday opportunities presented by six additional flights from Guam into Cairns next month and two additional weekly flights from April to September 2009. Continental has services into Guam from seven Japanese cities. The media crew visited Cairns, Palm Cove and Kuranda, experienced indigenous culture at Tjapukai Aboriginal Cultural Park and nature based attractions such as Rainforestation. [View photo.](#)

Pacific Venus

Japanese cruise ship *Pacific Venus* stopped in Cairns on 18 Feb as part of her 2009 Australia Cruise schedule. She carried 250 Japanese passengers plus crew. During their one day stop-over passengers enjoyed Tropical North Queensland's optional tours to Kuranda, Great Barrier Reef, Atherton and Tablelands as well as Wildlife Tours.

The first Air Niugini Boeing 757 arrived in Cairns on 14 Feb

A campaign conducted by Air Niugini Japan, promoting holidays in Cairns has been so popular that the direct Port Moresby to Cairns flight capacity was exceeded and PX needed to bring the larger Boeing 757 from Sydney to Cairns to meet the demand. The first flight arrived in Cairns on 14 February. The special service is scheduled for 14 and 28 Feb, every Saturday in March and 4 April. TTNQ continues to work with PX Port Moresby and its Tokyo office for a permanent increase in the capacity into Cairns. [View photo.](#)

Seiryō Women’s University Students visit TTNQ

On 12 February 20 Tourism students from Seiryō Women’s University, Kanazawa city, Japan visited TTNQ with their university professor. The visit was part of an inspection trip to Cairns that included trips to the Great Barrier Reef and Kuranda. [View photo.](#)

Australian Geographic feature on Tropical North Queensland.

You can advertise in the April edition of Australian Geographic at reduced rates in a TNQ feature. TTNQ has taken an advertisement and provided editorial.

The deadline for advertising is 6 March and the contact at Australian Geographic is Quentin Long Ph 02 9281 6080 Qlong@australiantraveller.com

Ad Size	TTNQ Member Rate	Reduced from
Full Page	\$7,000	\$10,000
Half Page	\$3,550	\$5,500
Third Page	\$2,380	\$4,000
Sixth Page	\$1,200	N/A to other advertisers

An online advertising option is also available as an add-on to advertising in the magazine for a flat fee of \$1,000.

Australian Geographic is a leading destination magazine in the Australian market, published for around 20 years. The readership is classified as big spenders with a preference for holidays where they can see nature and historical places. 95% of the 145,000 print run are mailed to subscribers.

TTNQ member inductions

TTNQ has recognised that member inductions held previously, have targeted new members only and we may have missed inducting new staff of our current members. Therefore, from this point on, our member inductions dates will be blasted via our newsletter in advance for all to attend. Should you have staff that you wish to send to a TTNQ induction you can email emily.beresford@tnq.org.au and advise how many staff will attend. TTNQ member inductions take approximately 90 minutes. For further information, please contact Emily Beresford on 4015 1208 or email.

ATDW

The Australian Tourism Data Warehouse (ATDW) listing www.tq.com.au displays your business contact details, a description, images and rates.

You need to review and update your ATDW listing annually. This keeps your listing up-to-date on ATDW and the websites it feeds.

Tourism Queensland provides the opportunity to update your ATDW listing through an online form. If you haven't received an email from Tourism Queensland giving you access to the online form contact atdw@tq.com.au or Ph 1800 629 749.

The ATDW subscription cost for tourism operators will be 30% subsidised for the 2009/10 under the Queensland Tourism Strategy (QTS) reducing the cost from \$210 to \$140 (GST included) for TTNQ members.

Travel intentions survey results offer hope for industry

The Visa/PATA Asia Pacific Travel Intentions Survey 'Determining Travel Preferences in 2009 and Beyond'. found that, of the 5,554 people surveyed, 36 percent said they did not expect to make any changes to their travel plans in the near future while 64 percent of respondents were reviewing their plans in the light of economic uncertainty.

Among those respondents reviewing their plans, 57 percent said they would still travel but would look for cheaper alternatives while 38 percent said they would travel within their own country instead. Only 36 percent said they would postpone their travel as a result of economic uncertainty.

Australians, British, Singaporeans, Indians, French and Americans were less likely than the average respondent to let economic concerns keep them from travelling. Those in Chinese Taipei, Korea, Japan, Hong Kong and China were more likely than the average to have their plans affected. Travellers aged 45 and over were far more likely to keep their travel plans intact compared with those in younger age groups.

Guide Dogs welcome

Legislation passed through Queensland Parliament this month requires all Queensland tourism operators to accept visitors with guide dogs. The new laws enshrine the rights of guide, hearing and, for the first time, assistance dogs who play a significant role in the lives of Queenslanders with a disability.

Marine Tourism Fact Sheets

Marine Tourism Fact Sheets: 1. Weather; 2. Trends in Tourism
Through the Marine and Tropical Science Research Facility funding and research conducted by James Cook University, facts sheets on GBR Tourism will continue to be published. The first of these fact sheets have been released: [Fact sheet 1](#) Highlights how weather can affect a reef experience, and [Fact sheet 2](#) highlights consumer motivation, activities, satisfaction and other trends over the past few years in reef tourism. Visit www.planetsaferesearch.com.au to view other fact sheets, and a host of MTSRF research and activity.

Research reveals keys to successful interactive tourism web marketing

New research from by Sustainable Tourism Cooperative Research Centre (STCRC) has revealed that almost a third of people think interactive web tools such as blogs, reviews and star ratings are 'very influential' in their holiday planning, with a further 50% saying these tools have 'certain influence' on their travel decisions.

The research involved the review of 30 prominent UGC travel websites and surveyed more than 12,500 Australian travellers who use the Internet to plan trips. View the [full report - Users are DOING IT FOR THEMSELVES](#) here.

Queensland Tourism Indigenous Employment Champions Network

Building on the QTIC Indigenous Employment Map, the program will appoint several 'Indigenous Employment Champions' to develop an Employer Education and Awareness Strategy delivered to industry through a series of networking events.

QTIC would like to hear from tourism operators, employers or consultants that have current or previous experiences with Indigenous employment. Jennifer Tasker is interested in case studies to develop Indigenous Employer Guidelines. Contact Jennifer Tasker Ph 07 3236 1445
jennifer.tasker@qtic.com.au

Updated TTNQ members' logo

Members who would like to include the 2009/10 TTNQ member logo in brochures and websites can contact Emily Beresford on 4015 1208
emily.beresford@tnq.org.au As you plan new brochures please check that you are using the current logo.

WELCOME NEW MEMBERS

Outback Jacks Bar & Grill – bronze

www.outbackjacks.com.au

Outback Jacks Bar & Grill is new to the Cairns dining scene, part of a chain of Restaurants specialising premium quality steaks. This is the place for serious steak fans. The restaurant is fitted out with contemporary Australian themes and the giant crocodile over the bar is a stunning feature.

Ace Event Services – bronze

www.koeeandfriends.com.au

Ace Event Services is a service provider to Professional Conference Organisers and Corporate Clients. Flexible service which means Ace Event Services will do as little or as much as clients require. This can include all or various components of the following: Audio Visual Services, Production Management, Creative Theme Design, Entertainment Coordination, Offsite Location Selection and Gala Dinners. Incorporating Kooee the Kangaroo for corporate events, meet and greets, personal appearances and product launches.

Posh Photography – bronze

www.poshphotos.com.au

Event, conference and wedding photography is the focus for Posh Photography. Their skill in bringing out the fun and personality of people at any function results in stunning photography and hundreds of happy clients every year. Call them for a quote on your next function, corporate brochure or for wedding photography packages.

Ken Duncan Gallery - bronze

www.kenduncan.com

Iconic artist Ken Duncan is recognised as the pioneer of panoramic landscape photography in Australia. He is renowned for his ability to capture the very spirit of a place at a given moment in time. Ken's Cairns Gallery is a sanctuary where you can relax and contemplate the beauty of creation, and be inspired by the wide range of beautiful and unusual gifts.

IMPORTANT UPCOMING EVENTS

Rare Disease Day 2009

Inaugural walk from the Cairns Lagoon to Muddy's playground and back. Saturday **28 Feb** starting at 9.30am.

Cairns Tourism Association

Cairns Tourism Association's March Awards Presentation will be held at the newly refurbished All Seasons Gateway Resort at Woree from 6pm on Tuesday **10 March**.

International Safe Community

Join Tourism Minister the Hon Desley Boyle MP and Mayor Val Schier to celebrate Cairns' designation as an International Safe Community. Friday **20 March** 1pm – 5pm in City Place. [View invitation](#)

STAFF ON THE MOVE

Pullman Reef Hotel Casino welcomes Adrian Williams as General Manager from 2 March. Adrian has previously overseen the Formule 1 and Mercure brands nationally for Accor. A global roll out of the new upscale Pullman name will see the brand growing to some 300 hotels.

GOOD NEWS STORIES

Although Valentines Day has come and gone for 2009, here is some news that could come in handy for celebratory occasions.

2009 Travellers Choice Awards have named Thala Beach Lodge at Port Douglas in the top 10 in the South Pacific region in two categories Best Luxury and Best for Romance. Thala also makes the top 100 list in the world wide category Best for Romance.

There is another handsome trophy in the hands of a TTNQ member this week. Queensland Shopping Centre of the Year Awards has rated Cairns Central runner up in the Super/Major regional centres category.

The first of Channel 7's Getaway programs for 2009 featured Beachcomber Coconut Caravan Village at Mission Beach on the first of a two-week special on the best cheap and cheerful holidays.

Cairns Tourism Association congratulates their February Monthly Winner, Rianna Rees from Passions of paradise and Amanda McCormack from Reef Magic Cruises, who was the Special Mention Winner.

On a recent edition of the high rating Channel 9 program Domestic Blitz, the featured family were given a surprise holiday in Tropical North Queensland. The Shangri la Hotel and GBR Helicopters were on the itinerary and great images were beamed into tens of thousands of Aussie living rooms.

Blazing Saddles shared this message from a happy customer with us.

Hey guys,

On Sunday just passed my girlfriend and I popped in to Blazing Saddles un announced and wanted to ride your ATV's.

Unfortunately there were no groups booked and we had no time to wait for the next group as we had a flight back home to Sydney that afternoon. The gentleman taking the bookings was not only very polite and well mannered but an absolute superstar. He ran around for us and organised a special ride. Something I am sure he would have rather not do on a squelching hot day. The guy is a great representation for your business.

The reason for this email is to say a MASSIVE THANKYOU to everyone we encountered while at Blazing Saddles.

Please pass on a special thankyou to Yugi (I think that was his name) who gave up his break time and took us out. Yugi is an exceptional instructor and is a credit to your company. My girlfriend had never ridden an ATV but was mad to feel extremely comfortable and safe and was speeding round like a lunatic in no time.

We had an absolute ball and will be definitely recommending you guys to anyone heading to Cairns in the future. I only wish we had more time to enjoy your ATV's. If I'm ever back, I will be sure to pop in again.

I don't know if you have testimonials on your website however if you would like to write one, I would be happy to put my name to it.

Thanks again for a great time and keep up the good work

Gus Foster / Account Manager
Ferret, Chatswood NSW



IN TOUCH WITH TTNQ

We hope you enjoyed the new format of *In Touch with TTNQ*. We welcome your thoughts and value your opinions, so please take a minute to [give us your feedback](#) about the content and format of In Touch so we can continue to improve and deliver you a useful and informative service.

Do you have a good news story?
Are you planning an upcoming event?
Has your business recently achieved success?
Do you have new staff to introduce to the TTNQ members?
Have you been visited by any celebrities?

Yes?

Send your information to [Stevie King](#) so TTNQ spread the word.
Remember to include a jpeg picture if possible!

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