



14 January 2010

WELCOME TO IN TOUCH WITH TTNO

ROB'S VIEW



Welcome to 2010!

Since the IVS for year ending September 2009 showed an 18% decrease in international holiday visitor numbers to the Cairns & Great Barrier Reef region, led by a 41% fall from Japan, there have been commitments from Jetstar, Qantas, Pacific Blue and Continental that will give us the opportunity to arrest the downward trend and begin to rebuild.

Jetstar's new Osaka service will provide 63,000 seats annually commencing in April and Pacific Blue will introduce a twice weekly 180 seat Boeing 737-800 service between Auckland and Cairns from 23 March 2010. Continental will fly a seasonal daily service between Guam and Cairns over the period 17 March to 6 April, providing a total of almost 1,500 seats to meet seasonal demand.

We are also gearing up with partners Cairns Airport Pty Ltd and Tourism Queensland to welcome to Cairns 14 Chinese New Year charter flights over the period 11 – 17 February (Chinese New Year falls on 14 February). We are expecting 6,000 visitors from three regions, (Beijing, Guangzhou and Hong Kong) with three airlines participating in the charter program.

Running counter to the international trend, the domestic holiday visitor numbers to TNQ have grown in the last two National Visitor Surveys (year ending June and September 2009). In the year ending September 2009 TNQ was the only major Australian holiday destination to record increases in both holiday visitors (5%) and holiday visitor nights (2%).

Our intrastate TV advertising campaign offering members subsidised advertising to the valuable Queensland market, will continue through until October 2010 thanks to additional funding from Cairns Regional Council.

Jetstar will boost its scheduled flights into Cairns with two extra flights per week on its Adelaide and Perth services commencing on 28 March, and will double the daily services from both Sydney and Melbourne to twice daily services from 1 April. In all that's 18

more Jetstar domestic flights into Cairns every week. Qantas will add another 912 seats into Cairns each week from 29 March when the Boeing 737 servicing the Brisbane to Cairns route is replaced by the larger Boeing 767.

The additional scheduled and charter flights demonstrate consumer, airline and wholesaler confidence in our destination.

Rob Giason
Chief Executive Officer

MARKETING NEWS

Project Osaka

To market the Jetstar Osaka (KIX) to Cairns services that will be arriving four times weekly from 1 April, TTNQ has a range of activities planned.

Sunday 31 January – Cairns Day at Tennoji Travel Court Station Plaza, Osaka
TTNQ in conjunction with TQ will conduct a consumer awareness event with major travel retail shops JTB, Kintetsu and Nippon Travel Agency, in the middle of Osaka city at Tennoji Station Plaza.

Sunday 31 January – Cairns Day at Ramada Hotel Osaka
The Cairns & Great Barrier Reef destination is being promoted direct to consumers with an Australian Dinner Buffet Fair from 8 January – 28 February at Ramada Hotel Osaka's "Neufneuf" café. TTNQ in conjunction with TQ will give away Cairns & Great Barrier Reef region tour brochures, maps and mini promotional gifts to guests dining on Sunday 31 January.

Monday 1 February – KICK OFF KIX Event at Osaka Hilton
To mark two months before the inaugural flight TTNQ with Jetstar, TQ and TA will host the major "kick off KIX event", a trade focused function for 100 group sales and retail sales staff of major wholesalers and other stakeholders in Osaka.

Monday 1 Feb – 12 Feb Osaka/Tokyo Sales Calls
TTNQ will be conducting sales calls in Osaka and Tokyo, meeting key package planners, group sales representatives and supporting partners to discuss strategic marketing activities for the promotion of JQ Osaka/Cairns services in Japan.

TV commercial
Becky, the celebrity "face of Jetstar Japan" will shoot a TV commercial in Cairns for Japanese TV to stimulate holiday travel to the Cairns & Great Barrier Reef region using the new Jetstar Osaka/Cairns direct service.

Tuesday 23 Feb – Thursday 25 Feb JAM 2010 (Japan Australia Mission)
Lisa Monks will be attending JAM 2010, TA's premier trade event held in Tokyo. Lisa will meet with key wholesalers and operators to promote Cairns & Great Barrier Reef region, supporting all air links to Cairns.

Domestic Marketing Plans

The first four months of this year will see TTNQ partner for the first time with Viva Holidays and Virgin Blue to deliver a multi-media campaign in February, aimed at our core markets of Brisbane, Melbourne and Sydney but also including both trade and consumer activity in Adelaide and Perth.

In March, TTNQ, TQ and Blue Holidays will deliver a campaign designed to drive airline bookings to TNQ during the low and shoulder seasons. The campaign aims to increase awareness of the region, its accessibility and to set up a strong level of support for the 2010 season.

TTNQ, TQ and Sunlover Holidays are all contributing to a second major campaign to focus on our region this April to drive visitation during the traditional domestic shoulder season.

TTNQ and 17 member operators have partnered with Qantas Link's in-flight magazine "Spirit of Regional Australia" to deliver comprehensive editorial and compelling products and packages between February and April this year. Aimed at the 750,000 largely high income earning passengers (60% are listed as professional/corporate flyers), who will fly with the regional airline nationally, the campaign is designed to take advantage of the increase in seats available to Cairns between key mining and military community towns of Mackay and Townsville.

In early April, TTNQ will also lead a group of member operators on the second major Domestic Trade Roadshow which will provide retail agents, wholesalers and airline call centre staff the opportunity to meet first hand with our member operators and learn how to sell more TNQ products and packages to their clients. Starting in Brisbane and ending in Melbourne, the group of more than 15 will make direct contact with over 500 agents over the two week roadshow.

For information on these or any other domestic campaigns, please contact Marcus Brady Marcus.brady@tnq.org.au ph 4015 1211.

Jasons Travel Media

Tropical North Queensland is the destination of the month on www.jasons.com and visitors to the site have the chance to [win a "Cairns & Great Barrier Reef experience for the family"](#). Jasons Travel Media consistently rates in the top four travel websites in New Zealand, and is one of the largest sources of information for travel to Australia and New Zealand. The site is currently attracting 200,000 unique browsers per month. You can see [details of the destination of the month feature](#) and the [competition here](#).

"Oceans 18" close to unveiling the North America Signature Weekend Event

TTNQ and 16 members from the region are busily working together to create a weekend event in Las Vegas to which North American travel industry partners have been invited. The timing could not be better for us to be in market as a region and showcasing the destination with new vigour. The weekend event's objective is to provide quirky activities that allow the Cairns & Great Barrier Reef suppliers, along with all the travel

industry partners in the North American market, to strengthen relationships and establish new ones. The theme for the entire weekend is "Oceans 18". In true Cairns & Great Barrier Reef style the Oceans 18 crew has developed a YouTube video which was sent out as an invitation to travel key industry partners in the North American market. [Click here](#) to see the video.

Melbourne Adventures Travel and Backpacker Expo

The next Adventures Travel and Backpacker Expo will be held in Melbourne at the Royal Exhibition Building from the 20 to 21 February 2010. If you are interested in attending the weekend event please contact Geoff Benson backpackingcairns@gmail.com at Backpacking Cairns.

Trade famil from Nagoya

From 6-10 December Mr Hideaki Takahashi, Continental's Sales Manager in Nagoya, escorted the CO/HIS Nagoya "Koala Tai" Famil to the Cairns & Great Barrier Reef region. The "Koala Tai" program is a unique and original program in Nagoya, which celebrated its second anniversary with the famil, strongly supported by Continental. [View photo...](#)

Christmas and spring charters from Japan

Over the Christmas/New Year period, five well supported charters with ANA and JAL brought more than 1,700 holiday visitors from Tokyo. In March ANA will bring another 650 holiday visitors to Cairns on two charters from Nagasaki and Fukuoka, for Japan's spring holidays.

Special RTO funding

The Queensland Government has approved \$72,000 in special RTO Grant Funding to TTNQ to implement two projects to help raise awareness of the value of tourism to the region. A new market intelligence reporting system (Tourism Barometer) to look at how seasonal booking patterns affect the region, and the Tourism Awareness Strategy which aims to increase locals' appreciation and understand of the importance of the employment and economic benefits of tourism to the region. The grant is part of \$1 million in Queensland Government funding allocated to the state's 14 regional tourism organisations.

DIGITAL NEWS

The momentum gained by cairnsgreatbarrierreef.org.au has continued over the Christmas – New Year period, which is great to see. We are now developing our handshake program to ensure our online presence, and exposure of your product to consumers, continues to grow.

Handshakes

Members who attended our website introduction presentation and *Tech Talk* workshops in September and October 2009 will remember our *handshake strategy* which is a new advancement on traditional reciprocal link programs.

Our handshake strategy aims to increase the page ranking (i.e. search engine credibility and visibility) and traffic volume of our members' individual websites as well as the

region's flagship destination site, cairnsgreatbarrierreef.org.au. [Click here](#) to download our presentation and workshop notes and information about special TTNO member only offers from Narnoo and bugbitten.

Currently, only 10% of our members are linking back to us. However, the traffic referral this has generated for our site, and therefore our region, has been significant. We eagerly encourage you to continue to show your commitment to building the strength of our region's tourism industry by creating an online *handshake* with us. Your business's online presence will also be strengthened in the process.

Entering into a *handshake* with cairnsgreatbarrierreef.org.au is easy and can be done a number of ways. Such as:

- A HTML link (hyperlink)
- A horizontal page banner 650x200px
- A page skyscraper 200x400px
- A page or banner button 100x100px
- Place our logo on your site and hyperlink it to cairnsgreatbarrierreef.org.au

Here are some examples of text you can use to develop your *handshake* with us – please feel free to replace it with your own if you would prefer.

- Plan your Cairns & Great Barrier Reef vacation today at cairnsgreatbarrierreef.org.au – Tropical North Queensland's official tourism website.
- Plan your Cairns & Great Barrier Reef holiday today at cairnsgreatbarrierreef.org.au – Tropical North Queensland's official tourism website.
- www.cairnsgreatbarrierreef.org.au
- [Cairns & Great Barrier Reef](#) – Official Tourism Website

Micro Sites

In late December we launched four of our micro sites, powered by the data you - our valued members - entered into our database on cairnsgreatbarrierreef.org.au/adm. Check out them out - www.cairnstours.org.au, www.cairnsaccomodation.org.au, www.portdouglasaccomodation.org.au and www.eclipse2012.org.au.

As per TTNO's membership structure, your membership entitles you to a listing on our flagship consumer site, cairnsgreatbarrierreef.org.au, formerly tropicalaustralia.com.au.

Until 30 June 2010, TTNO will offer our members a "honeymoon period" for the micro sites. This means all members can cross populate product/service listings (where appropriate) from www.cairnsgreatbarrierreef.org.au into www.cairnstours.org.au, www.cairnsaccomodation.org.au and www.portdouglasaccomodation.org.au as well as

our soon to be launched mobile site cairnsgreatbarrierreef.org.au/m as part of your membership subscription for 2009/2010.

As we all know honeymoons don't last forever. From 1 July 2010, although members will continue to enjoy the benefits of listing and self-managing their product/services on our flagship consumer site www.cairnsgreatbarrierreef.org.au, as well as traditional membership benefits on renewal, cross population of your product/service listing across any of our micro sites will become a buy-in marketing opportunity, similar to those offered by our leisure marketing team. That means from 1 July 2010, listing on TTNQ's micro sites which send consumers directly to you for commission-free bookings, will be at a cost additional to your annual TTNQ membership subscription fee.

TTNQ will develop a pricing schedule and digital opportunity rate card for the microsites which will be available for your perusal in March-April 2010. Keep an eye on your Inbox for more information. In the meantime, we encourage you to monitor your website's analytics and enjoy the current opportunity of free listing on the micro sites.

How does your product listing look?

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**. [Download our cheat sheet](#) to guide you through the log in/update process..

Many members have received direct referrals (i.e. customers) to their sites from their listings on www.cairnsgreatbarrierreef.org.au already. Check your own website analytics to see just how many!

Regional "Tech Talk" website Information session

TTNQ and Local Tourism Organisations will present TTNQ member-only "Tech Talk" workshops with TTNQ's web developer Steve O'Malley in regional venues over the next three months.

Members can learn techniques that will help you understand web technology and apply it to your business to reduce costs, while increasing revenue and exposure.

Topics to be covered are:

- Website search engine optimization and marketing
- Google analytics
- Web translation and share tools
- Links strategy
- Reciprocal linking
- HTML tags
- RSS feeds
- Organic listings –v- paid listings.

Steve will discuss TTNQ's digital strategy and show you how you can make the new regional site www.cairnsgreatbarrierreef.org.au work for your business.

The previous "Tech Talk" sessions held in Cairns were very well supported and our feedback was members found them valuable. Members in regional areas can contact their LTO for dates and venues.

MEDIA MENTIONS

[Follow this link](#) to full page story on Ben Southall by Anne Loh which appears in the current issue of Jetstar magazine. The magazine has national and limited international distribution on all Jetstar routes and is available online. The story includes Tropical North Queensland and Whitsunday regions.

BUSINESS EVENTS CAIRNS & GREAT BARRIER REEF

The team at Business Events Cairns & Great Barrier Reef (BECGBR) have begun the new year in a flurry of activity and are busy preparing their involvement in a number of forthcoming trade events. Following hot on the heels of the Cairns Convention Centre Roadshow mid February is the Asia Pacific Meetings and Incentives Expo (AIME) 2010. AIME is the largest Business Events trade show held in the Southern Hemisphere, and our region will be well represented with nine operators attending as part of the Cairns & Barrier Reef stand. Following AIME, Business Events Cairns will head to Beijing for one-on-one appointments with more than 120 Asian Business Events buyers at the Team Australia Business Events Educational event, known as TABEE.

Two Business Events Trade Show opportunities

Business Events Cairns and Great Barrier Reef wish to share information regarding two forthcoming domestic Business Events Trade shows and encourage your involvement if they are in line with your business objectives. *Please note this information is provided as a courtesy only and Business Events Cairns & Great Barrier Reef will not be exhibiting at either show.*

Is South East Queensland Your Target Market?

Event Connection Queensland (ECQ) is Queensland's only B2B trade show for the Business Event sector and will be held 17 – 18 March 2010 at the Brisbane Convention & Exhibition Centre. ECQ provides an opportunity to meet with Corporate, Government and trade meeting planners from across the Brisbane area in a free flow trade show with no set appointments. If your target market is South East Queensland this show may be of interest to you.

Is Sydney Your Target Market?

Australian Business Events Expo (ABEE) is the only Business Events trade show held in NSW and provides an opportunity for Business Events product to meet with trade and corporate meeting planners from across the Sydney with some limited appointments with hosted buyers. ABEE will again be co-located alongside the RSVP Sydney show. ABEE 2010 will be held at the Sydney Exhibition and Convention Centre 22 - 23 July 2010.

For more information, contact Anne-Marie Coulton am.coulton@tnq.org.au at BECGBR.

RESEARCH

Tourism Barometer

The Tourism Barometer report is being well received by those participating in the survey, and we're delighted that one member has provided us with a testimonial, and trust that this will encourage more of you to participate.

Testimonial from Andrew Steel, Managing Director, Hot Air:

"Found it to be a thoroughly useful quick take of topical metrics, some of which have rarely been captured or filtered down to such a useful level for a tour operator. The report is certainly worth taking the time to sit down and read in more depth, and something all operators should participate in to provide some current and relevant benchmarks for their own business"

The second survey of members' operations has been provided to us with interesting results, but with a variance in those responding. It is critical to maintain consistency of reporting and we continue to urge all members to complete the survey – a greater number of participants consistently reporting will provide better analysis and provide us with a 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. A summary is provided monthly to the general membership. [Read the summary here.](#)

Please contact Annie Riddet annie.riddet@tnq.org.au ph 4015 1201 if you wish to participate.

Product Distribution Channel snapshots

In 2008, TQ and Tourism Research Australia commissioned a review of existing marketing and booking channels used by both Queensland tourism operators and visitors to Queensland.

Report Highlights:

- The four snapshots below have been designed to assist operators benchmark their existing distribution practices against other businesses.
- They also provide consumer insights and address future trends.
- Snapshots are available on the topics of:
 - * [Accommodation](#)
 - * [Tours](#)
 - * [Transport](#)
 - * [Attractions](#)

WELCOME NEW MEMBERS

Society Restaurant and Bar – Bronze

Society Restaurant and Bar is located in the heart of the Cairns CBD. The new funky cocktail bar offers something for everyone. The restaurant includes indoor and outdoor dining and classy lounge areas, including VIP areas for private functions. Come and experience our full A La Carte menu or select from our diverse Tapas menu. Open for lunch and dinner until late.

www.societybar.com.au

Gateway Media Group – Bronze

First impressions are lasting...that's why we at Gateway Media Group ensure visitors and locals get the most out of this region. It's all here on our doorstep, and tapping into that sublime experience allows everyone to taste the essence of the tropics. Whether it's the Gateway Magazine, crammed with details on the area's finest, one of Gateway Tourism Television's inspiring programs, detailed maps of this pristine region (available in English, Chinese, Japanese and Korean languages), The Big Gateway Map, Gateway Backpackers and Budget Travellers Map, Port Douglas Map, interesting information and offers on a Gateway 'Intouch' Guest Service Card, our message is always entertaining and memorable...just like Tropical North Queensland.

www.gatewaymedia.com.au

Commonwealth Bank Local Business Banking - Supporter

Running your own business is hard work. That's why it's important to have an expert team behind you to give you the support you need. Our Local Business Bankers are small business specialists who make it their business to know yours. Ask how they can help you manage your finances on ph 131 998.

www.commbank.com.au/lbb

Bolton Print – Supporter

Bolton Print is a locally based company offering a large modern graphic design facility, film reproduction, and quality multicolour printing. We specialise in designing and producing promotional material for the tourist industry, whether for a small tour operator an international conference.

www.boltonprint.com.au

NQ Watersports – Bronze

NQ Watersports offers Parasail, Jetski and Bumper Tube Rides. For all your watersport thrills and spills join the crew of NQ Watersports for the adventure of your life.

UPCOMING EVENTS

German Breakfast Seminar

Tourism Queensland in conjunction with Gebeco will be holding a "German Breakfast Seminar" to present the reactivation project of group travel to Queensland with Gebeco. Monday 22 February from 7.15am to 8.30am at The Sebel Cairns.

International Market Briefings & Round Table Conversations

Tourism Queensland will be holding International Market Briefings in Cairns on Monday 22 February from 8.30am to 3.45pm at The Sebel Cairns. In response to industry feedback following TQ's October Market Briefings the format has been updated. A light lunch will be provided during the "Round Table Conversations".

For more information on the German Breakfast Seminar and the International Market Briefings & Round Table Conversations or to RSVP contact Tash Petrolati ph 3535 5422 tash.petrolati@tq.com.au.

TTNQ APPLAUDS ACHIEVEMENTS

Congratulations to Gerry Collins who received the Gatton Gold Medal from the University of Queensland for his outstanding contribution to the cattle and tourism industry. [Read more...](#)

Isn't it great when clients write to say "thanks"! [Skysafari](#) and [Daintree Discovery Centre](#) shared messages from happy clients with us.

ON THE MOVE

Simone Howe has joined TTNQ in the role of Destination Management Officer, working with key stakeholders on destination and product development. Simone, who grew up in Townsville, spent three years living and working in Japan before joining Coffs Harbour City Council's Economic Development Unit. Attracting investment and marketing the Coffs Harbour City Centre gave Simone the opportunity to co-ordinate the Growers Market and assist with the production of the Coffs Harbour International Comedy and Buskers Festival, among a range of development activities. You can contact Simone via email simone.howe@ttnq.org.au or ph 4015 1226.

NEWS FROM AROUND THE TOURISM INDUSTRY

Bama Way Aboriginal Journeys, an Indigenous Tourism Champion

The Indigenous Tourism Champions program, a joint initiative between Tourism Australia and Indigenous Business Australia, has chosen 20 businesses as Indigenous tourism champions, to be featured in international and domestic marketing promotional campaigns.

According to Aden Ridgeway, Chair of Tourism Australia's Indigenous Tourism Advisory Panel "The Indigenous Tourism Champions initiative will help to generate unprecedented exposure of our better established Indigenous tourism products, helping to enhance the profile of the entire sector."

The Bama Way is an innovative partnership which brings together three highly acclaimed Aboriginal owned and operated tours with Aboriginal Tour specialist Adventure North

Australia to feature three products: Kuku Yulanji Cultural Habitat Tours – Cooya Beach Mossman; The Walker Family Tours – Wujal Wujal and Guurrbi Tours – Cooktown.

Nick Baker, Executive General Manager Marketing, Tourism Australia says "The emergence of an authentic, sustainable, top quality range of Indigenous travel experiences is absolutely key to Australia's international tourism image. A significant focus of this Indigenous Tourism Champions program will be to work with these businesses to make sure they are properly represented and profiled in the global tourism sales distribution system so that international consumers can easily book them."

Qantas Club Lounge opens

Qantas has opened its new Qantas Club at Cairns Domestic Airport, offering customers a spacious contemporary environment to relax or work. The new lounge is almost double the size of the previous Qantas Club and is equipped with individual workstations, PC access and complimentary wireless internet throughout.

North Queensland Cowboys raft with RnR

On 11 December, an action packed day with RnR on the Tully River was part of the pre-season training programme for the North Queensland Cowboys. [Read the full story.](#)

Santa delivers Model T Ford to Herberton

Christmas came to Herberton with Santa delivering a Model T Ford to add to the growing collection of vintage vehicles at Herberton Historic Village. Owner Craig Kimberley said the cream and black 1923 Model T has been christened "Daisy" by the staff. The sporty roadster has been fully restored to absolute mint condition.

"Daisy", the darling of the Village has a special timber platform alongside her display area so people can photograph her well from an elevated angle.

Also newly opened at the Village is the Camera Shop, with a range of classic still cameras and movie cameras on display. [View photo....](#)

Cairns Region Tourism Association (CRTA)

CRTA is host to the Kamsler Awards for Excellence in Tourism Service and has been in the business of identifying and rewarding excellent service since 1987, drawing its inspiration from accolades for our frontline champions from VERY happy visitors from all parts of the world, who have been impressed enough to complete a nomination form.

The person judged to be the best nominee each month is presented with a trophy, a certificate and a number of prizes. All monthly award winners go on to the Annual Awards "The Kamslers" - which includes a fine trophy and a tropical cruise for two.

It is not a requirement that nominees be, or work for members of CRTA, and recognition is open to all, however it is a volunteer organisation which depends on sponsors and membership to finance the Awards, and every membership helps.

So if you are a lapsed member, or have never been a member, you can help keep the Awards going - membership starts at \$50.00 per annum. For information, contact John

Vickary sponsors@cairnstourism.com.au ph 0418 183 911 or visit the website www.cairnstourism.com.au

If you are interested in donating a Cairns Region Tourism Association Monthly Award prize or a raffle prize in 2010, contact Val Shields prizes@cairnstourism.com.au ph 4015 1228.

Productivity Places Program training

There is one more round of funding for the PPP program in May 2010. This Commonwealth funding through the Qld Department of Education and Training is for the training of *currently employed workers* in the tourism and hospitality sector. Training is available State-wide, with a focus on enhancing productivity in regional areas of Queensland. The funding in the May round is for training to be completed by June 2012. If you are interested [read more from QTIC](#) and [read more from TAFE](#).

Skybury's roaster smoking

There's a new attraction operating at Skybury's Australian Coffee Centre. An impressive large cast iron drum roaster is now roasting the daily grind of Skybury Coffee in the foyer, sending the aroma of freshly toasted coffee beans into the surrounding Mareeba fields. [Read more...](#)

City Centre Alive

Click here to read the first of an occasional series of newsletters from Cairns Regional Council. These newsletters provide those who have an interest in the Cairns City Centre with an update on current and proposed projects and planning for the City Centre. [Read more...](#)

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

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



In Touch with TTNQ e-newsletter is produced by Tourism Tropical North Queensland. If you would like to unsubscribe to future mailings of In Touch with TTNQ, please email membership@tnq.org.au.

While every effort is made to ensure the information in this newsletter is accurate, Tourism Tropical North Queensland disclaims all responsibility and liability (including without limitation, liability in negligence) for all expenses, losses, damages and costs incurred as a result of the information being inaccurate or incomplete in anyway, and for any reason.

© January 10