

TTNQ Talk

Rob Giason's column in The Cairns Post Wednesday 20 May 2009

This week TTNQ has brought three groups to our region who will have an impact on holiday sales in some of our most important markets.

The first is a group of eight retail travel agents who are graduates of the Air New Zealand University in Los Angeles. These agents have completed destination training on Tropical North Queensland and will now spend a week here experiencing what they'll be selling back home in the USA. The North American holiday market into TNQ is projected to grow at 6% per annum over the next 7 years.

The second group is from Korea, an emerging market of holiday visitors to Cairns and the Great Barrier Reef region. Korean visitors stay longer in TNQ than any other holiday-makers. 30 influential Korean bloggers are here to tour, take photos and write about their experiences. The best of their photos will be used on 10 million Samsung credit cards and their blogs introduced in the Samsung newsletter. Last year Tourism Queensland and Cathay Pacific partnered with us in a similar project that very successfully promoted our region to Korean holiday-makers. This year the participation of the bloggers will reach an even wider audience.

The third group is 18 of the top travel agents from the UK and Ireland who successfully negotiated an online version of hit TV show "I'm a celebrity, get me out of here" to participate in a week's on-site education in Tropical North Queensland. The agents are travelling throughout TNQ and attending Carnivale in Port Douglas.

The CAIRNS, GREAT UP TOP FUN DOWN UNDER backpacker branding campaign is due to launch in Brisbane and Sydney this week. Around 200,000 international backpackers visit TNQ annually. It is a market sector that is expected to hold up well despite the Global Financial Crisis. TTNQ and 13 of our members who work in the backpacker market are heading for Brisbane and Sydney for the launch.