



# WELCOME TO IN TOUCH

## FROM THE CEO'S DESK



Thanks to everyone who sent letters to Minister Albanese about the deficiencies of the Aviation Green Paper. Aviation access is such a critical issue for our destination and for your businesses. I will be arguing our case at the Infrastructure, Transport, Rural and Regional Communities Labor Caucus in Canberra on 16 March.

Tomorrow (Wednesday) will see the release of the latest International Visitor Survey results for the 12 months ended 31 December 2008. It's likely the figures will show a marked down-turn in arrivals - to Australia, to Queensland and to TNQ. No-one is likely to escape the storm, but combining the loss of two thirds of our air capacity from Japan with the Global Financial Crisis means our region will be hit particularly hard. I anticipate these latest IVS results will be especially sobering, but perhaps also an opportunity as our industry finds new, innovative and creative ways to overcome adversity.

Tourism is the foundation and backbone of our economy and our community, and we are now facing an unparalleled challenge. Like you, I shall be particularly interested in the policies candidates in the Queensland government election are putting forward to help cushion the blow.

Next week we've organised a *Meet the candidates* event for our members to hear what those seeking to represent us in State Parliament have planned for the tourism industry, and to ask them questions. The event will be at the Novotel Cairns Oasis Resort next Wednesday morning, full details are in the EVENTS section of this newsletter. Please plan to attend to demonstrate to all the candidates the importance of tourism and hospitality to the local economy and your concerns for its future.

Welcome home to the whatisTNQ Roadshow. The [media](#) and [trade](#) sections of the campaign have together visited 33 cities and towns and covered around 6000km inspiring Aussies to holiday in Tropical North Queensland.

Thanks to the members who donated more than \$70,000 worth of prizes, to the [12 operators to took to the road with us](#) for the Trade Roadshow and to our whatisTNQ Roadshow sponsors [Mantra](#), [Breakfree](#), [Peppers](#), [Hot FM](#), [caims.com.au](#), [Telstra](#), [BillyElliot.com.au](#), [Avis](#), [Budget](#), [Qantas](#) and [Tourism Queensland](#). The roadshow reignited Australia's love affair with TNQ.

See photos from [the media road](#) show and [Trade roadshow](#).

Thanks also to everyone who attended the TTNQ Half Yearly Marketing Updates last week. [Download the presentations here](#).

Rob Giason  
Chief Executive Officer

## THE LATEST NEWS

### Famils

Journalist Jessica Owen from [Hello Magazine](#) in UAE, two journalists from India and 10 wholesalers from the Middle East on a post Yinala famil organized by Tourism Queensland, are currently in our region. Also thanks to TQ, Journalist Daniel Scott is visiting Islands of the Great Barrier Reef for the [Sydney Morning Herald](#) and has been commissioned by [Continental Airlines InFlight magazine](#) to write about TNQ as part of a cover story on the increased Continental services between Guam and Cairns.

### In Market Activities

TTNQ will be represented at [Queensland on Tour](#) China by Liz Web, who is currently calling on wholesalers and airlines in China and Taipei with David Rose. David will be traveling to the Asia Routes Forum in Hyderabad, India with Cairns Airport's GM Commercial, Rob Evans. There they will meet more than a dozen regional airlines to discuss new route opportunities to Cairns. Jana Stankovich is traveling to [Queensland Exchange](#) in the USA and Lisa Monks leaves shortly for the Bridal Fair in Guam.

### Australia in Japan

The movie has opened in Japan to a flurry of consumer advertising from Jetstar valued at \$5M and personal appearances by Hugh Jackman. Nearly 2000 agents in Osaka and Tokyo attended a specially arranged Jetstar preview screening and the announcement of a sales competition. Agents that sell the most flights to Cairns and Coolangatta will win a free flight to Cairns or Coolangatta.

### SBS "Insight" program

Scheduled to be telecast at 7.30pm on Tuesday March 17 is a program looking at how the global economic downturn is impacting various regions and industries in Australia. Cairns and the region will be featured as the program deals with how the hospitality industry will cope with the crisis.

### Tourism Australia 2009 South American Trade Mission

If you would like to join the mission to Buenos Aires, Argentina and Sao Paulo, Brazil 11 to 18 July [download the prospectus](#) or contact David Evans in TA Los Angeles office [devans@tourism.australia.com](mailto:devans@tourism.australia.com)

### AIME 2009

3,500 trade representatives visited Asia-Pacific Incentives & Meetings Expo (AIME) the premier event in the Southern Hemisphere for the meetings, incentive, convention and exhibition industries in Melbourne last month. The Cairns and Great Barrier Reef region was strongly represented. Following the Expo, 15 international buyers experienced the region first hand on a CRCB education program. Despite global economic concerns, there was substantial interest in our region. [See the team and photo.](#)

### The Hotel Cairns – Smart cars

Guests at the Hotel Cairns now have free access to drive one of [five funky Mercedes Smart cars](#) - including one convertible. The innovative eco project was launched last month.

## **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.

## **Qantas cuts international fuel surcharges**

Qantas has reduced its international fuel surcharges effective 3 March.

## **WELCOME NEW MEMBERS**

### **The Heritage – bronze**

[www.theheritagecaims.com](http://www.theheritagecaims.com)

The Heritage opened in Sept 2008 after an 11 month \$2M refit of Cairns' second oldest building, dating from 1906. This great venue delivers amazing food, music, emotion and atmosphere and all at "Pub Prices!" The Heritage has two huge balconies, a terrace bar, pool tables and an awesome pub menu. You can enjoy the yummy pub food for only \$10 during the day and just watch the world go by. At night everyone comes out to play and the venue comes alive with loads of wicked DJ's mixing tunes 7 nights a week, live bands and an awesome party atmosphere. Opening Times: 12pm – 3am 7 days a week. Food: 12pm – 9pm 7 days a week

## **IMPORTANT UPCOMING EVENTS**

### **Register now for the 2009 TA Market Briefings**

Today is your last chance to [register for Tourism Australia's Market Briefings](#) in Cairns on **17 March**. Hear the latest market intelligence on Australia's top tourism markets in a one day seminar, free of charge for industry members.

### **Meet the local candidates for the state government election**

TTNQ will host this event to seek clarity from potential candidates on key issues relevant to the future of our industry. The candidates will then have five minutes each to respond to these issues – followed by a Q&A session from the floor. If you are concerned about tourism and the State Government's role in growing tourism in our region, this is your chance to find out the candidates' views and to have your say.

**Date:** Wednesday 18 March 2009  
**Time:** 9.30am – 11.30am  
**Venue:** Novotel Cairns Oasis Resort, Meeting Room 1 (Ground Floor)  
**RSVP:** Tuesday 17 March 2009 to [christie.faul@tnq.org.au](mailto:christie.faul@tnq.org.au)

### **Training opportunity**

TQ is offering to support 2-3 operators to attend the "Maximise your business growth" seminar on the Gold Coast starting 30 April. TQ will reimburse either the course fees and accommodation or air travel and accommodation. The course is valued at \$6,000+ but thanks to AusIndustry is available \$750.00+GST. Submissions need to be received by TQ by Tuesday **31 March**. [More details](#) and [application guidelines](#).

## BEHIND THE SCENES

Brad Crump Director of Sales and Marketing at Shangri-la The Marina, Cairns has been appointed as Director of Sales and Marketing for the Regional Sales Office for Shangri-la Hotels & Resorts in Japan. Brad takes up the new role in Tokyo from 16 March.

Congratulations [Sue Heggie](#), Cairns & Tropical North Visitor Information Centre, Volunteer of the month and to [Peter Sterling](#) Airport Ambassador of the month.

## GOOD NEWS STORIES

The [Kuranda Koala Gardens](#) shared this email from a happy customer:

*Hello Kuranda Koala Gardens*

*I thought I would send you a quick email to say I have recently come back to the UK from traveling Australia and wanted to congratulate you on your fantastic park.*

*My one dream was to hold a koala and your park Kuranda Koala Gardens have exceeded my expectation above and beyond and was far the best out of all the koala parks I have now visited.*

*From your staff to the koalas themselves, everyone was helpful friendly, unlike some parks you were not just given the koala and then it whipped straight from you to the next person. You had the personal touch which is fantastic and effortless.*

*The Kuranda Koala Gardens would be my dream job with the most perfect animals, I would leave the UK to work here to help fight their cause as they are just amazing animals.*

*Please congratulate your staff and photographer, im sure im not the only person who would rate you **“SIMPLY JUST THE BEST”***

*Love*

*Sarah Osman  
UK - England*



# IN TOUCH WITH TTNQ

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?  
**Yes?**

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

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