



TOURISM^o
TROPICAL NORTH
QUEENSLAND™

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DOMESTIC MARKET INDUSTRY UPDATE MAY 09

Hi Everyone,

Welcome to the second edition of TTNQ's new monthly domestic marketing newsletter and I am happy to say this is an amazing region to live in with plenty of exciting activity going on up here in Tropical North Queensland.

New campaign partner for TNQ

On April 21, TTNQ launched its first cooperative marketing campaign with **Australian Geographic Retail Stores**. Until 18 May, all stores in Australia will be promoting the opportunity for their customers to enter and win a holiday for two to Tropical North Queensland. TTNQ members **Skyrail, Kuranda Scenic Railway, Rydges Esplanade, Daintree Eco Lodge and Spa, Poseidon Sailaway – Port Douglas** and, **Jungle Surfing Tours**; all donated prizes for the campaign and we thank them very much for their support.



Selling TNQ on the Gold Coast

"**Natures Themepark**" will be the message at this year's **Gold Coast Bulletin Travel Expo**, which opens this Friday, 8 May in Broadbeach and is set to attract over 35,000 people over the 3 day event. Joining TTNQ to assist with promotion of the region and prior to the show, extensive sales calls to those retail travel agents in the Gold Coast region, are **Mirvac's Sea Temple properties in Palm Cove and Port Douglas, Holiday Inn Cairns, 201 Lake Street (part of the Dreamtime properties), and Park Regis City Quays and Piermonde**.

Don't forget to vote for us!

TTNQ has been nominated for **BEST TOURIST OFFICE** in the 2009 Australian Federation of Travel Agents National Travel Industry Awards. These annual industry awards recognise businesses and personnel who demonstrate outstanding service, marketing excellence and business acumen to the travel and tourism industries.



Agents, register your vote for TTNQ today – go to <http://www.afta.com.au> (Click on the Best Supplier category)

Voting opened on Monday 20 April and finalists will be announced Monday 18 May. The awards gala will be held at The Westin Sydney, Saturday 11 July 2009.

Festival Cairns – as if you needed an excuse

Festival Cairns 2009 is Tropical North Queensland's most significant annual celebration. In its 47th year, it has been reinvigorated to be brighter and bolder under the directorship of founding organisation, Cairns Regional Council. Taking cue from the theme, "Telling Our Stories", this year's program of free and ticketed events will roll out between Friday 21 August and Sunday 6 September 09.

Food Trail Tours – New Brochure now available



The Cairns Highlands offer visitors the chance to experience our region's history, amazing natural attractions and these can all be enjoyed while sipping on, or biting into some of the region's locally produced food and wine. Locally owned Food Trail Tours has just released their 2009 brochure and are once again offering your clients the chance to experience all that is home grown on day tours operating from Monday to Saturday each week. Check out www.foodtrailtours.com.au for more information.

Undara rocks!

To round off last month, Undara Experience just 275kms west of Cairns rocked the wallabies at their third annual **Outback Country Rock and Blues Festival**. Over 200 people attended and it's great to see one of our longest standing members creating new, unique events that give people more excuses to travel around this region, and you agents more reasons to sell your clients their next TNQ holiday.



www.undara.com.au

Thanks again for your support and keep in touch.

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