



21 May 2009

# WELCOME TO IN TOUCH WITH TTNQ

## FROM THE CEO'S DESK



Identifying and converting potential customers into actual travellers is becoming an increasingly refined art. And, as the global financial crisis impacts on the overseas traveller, we are becoming more focused and savvy about targeting those groups who are much more likely to travel – despite the gloomy economic news. Three niche markets that are attracting a lot of attention are backpackers, honeymooners and indeed, birdwatchers. We have all three firmly in our sights.

Tropical North Queensland entices around 200,000 international backpackers every year, offering the best adventure and fun-seeker options in Australia. Half of the UK, German and Canadian visitors to TNQ are backpackers. The market accounts for 25% of all international visitors to our region, making it one of our largest niche markets.

At present there is little data on how much the Tropical North Queensland region earns from the lucrative wedding, romance and honeymoon niche market. However some preliminary research has shown that weddings alone inject more than \$100M into the local economy. Romance is synonymous with a propensity for luxury and exclusive add-ons. Our recently-formed Romance group of operators is energetically pursuing opportunities to establish TNQ as Australia's top destination for weddings and honeymooners.

Bird-watchers - or 'twitchers' as they are known - tend to be well-educated and relatively affluent and would identify themselves as 'Experience Seekers'. They generally travel as FITs making this another high yield niche market. Tourism Australia has identified that over 20% of holiday visitors to Tropical North Queensland undertake bird-watching activities during their stay. TTNQ has supported the establishment of a special twitchers' web site – the story is in this edition of In Touch.

These three niche markets give a glimpse of the potential for regional strategic marketing into niches that are based on experiential holiday needs. And there will be more on niche markets in the coming months.

Rob Giason  
Chief Executive Officer.

## NEWS

### **Jetstar TNQ Holiday Sale campaign**

TTNQ is supporting a Jetstar Holidays and Tourism Queensland domestic winter holiday campaign that was launched this morning (21 May) on Channel Seven's Sunrise program. The Holiday Sale campaign will be featured by Jetstar until the 28 May for travel bookings throughout the winter months. It includes flights, accommodation and activity packages from Australia's major cities to Tropical North Queensland. The packages will be sent to Jetstar's huge consumer database via Jet-Mail e-blasts and advertised in metropolitan newspapers in Melbourne, Sydney, Brisbane, Adelaide and Perth.

### **Blue Holidays TNQ campaign results**

Virgin Blue reported that the activity, now in its second year, was one of the best performing domestic campaigns they have ever experienced. Around \$450,000 in airfares and accommodation packages has been generated for Tropical North Queensland by the Blue Holidays campaign that sold TNQ from 15 February until 22 March 2009.

The campaign was a partnership between TTNQ, Blue Holidays and Tourism Queensland for travel between February and the end of the financial year. The slogan simply asked people in Sydney, Melbourne and Brisbane to "Enjoy the Lap of Luxury" in Tropical North Queensland. It had a deliberate focus on creating sales of airfares and accommodation packages for 4-5 star accommodation. The Virgin Blue website featured Tropical North Queensland for a solid three weeks generating direct air travel sales to Cairns as well as the sale of the packages.

### **Business Tourism Opportunity - Mice.net Business Tourism Destination Feature: August 2009 Edition**

CRCB invites silver level members and above to participate in the Cairns & Great Barrier Reef region business tourism destination feature to appear in the August 2009 edition of Mice.net Magazine. Contact [Sharon Kennedy](#) Ph 4015 1239. [Booking Form.](#)

### **Authenticity of Aussie Specialist agents**

It has come to our attention that people who have not been in the tourism industry for several years have been representing themselves as UK Aussie Specialists and approaching members for familiarisations. TTNQ urges members to be vigilant when checking the authenticity of agents wanting to organise familiarisations with you directly.

### **2009 Tropical North Queensland Tourism Awards – submissions deadline extension**

To give all nominees the maximum amount of time to enter the 2009 TNQ Tourism Awards, the due date for submissions has been changed to 21 August 2009 (previously 3 August). The interview weekend has also been changed to 3-4 October. **The closing date for nominations remains 19 June.** For information regarding the 2009 TNQ Tourism Awards please contact Jennifer Thompson Ph 4031 6200 or [jennifer@alistevents.com.au](mailto:jennifer@alistevents.com.au)

### **Tourism information via iPhone**

TQ has developed a free application that allows iPhone users to search for tourism products and operators in Queensland. [Download the application here.](#)

## **Treetops**

Treetops Resort & Spa in Port Douglas has joined Mercure's hotel network and will be re-branded Mercure Port Douglas Treetops Resort.

## **Launch of TNQ Backpacker Campaign**

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's Jana Stankovich and 13 members who work in the backpacker market are heading for Brisbane and Sydney for the launch.

## **New CEO for Cairns Airport Ltd**

Stephen Gregg will take up the role of CEO of Cairns and Mackay Airports next month. Stephen is well known to many in the local tourism industry. He is a former CEO of Tourism Queensland, has chaired Queensland Tourism Industry Council and CRC for Sustainable Tourism, and held the roles of CEO Dreamworld and Managing Director of NT Tourist Commission.

## **TPDD offers 'Second Best Job in the World'**

Finalist in TQ's Best Job in the World Clare Wang is working as a special assistant during Port Douglas Carnivale, for Tourism Port Douglas Daintree's Executive Officer Doug Ryan.

[Read more...](#)

## **Tourism Australia Chairman in Cairns**

Rick Allert AO, Chairman of Tourism Australia is guest speaker at the TTNQ members' networking function next Tuesday 26 May. He is quoted in the Cairns Post as saying there are positive signs for an upturn in tourism to TNQ including the resumption of Jetstar flights from western Japan and the reported increase in JTB bookings for May.

## **TTNQ presentation at JCATO Meeting**

At a JCATO (Japanese Cairns Association of Tourism Operations) meeting held at Pacific International on 14 May TTNQ's [Harry Niihori gave a briefing](#) on TTNQ's current Japan marketing activities and the impacts of Swine Flu. The meeting was attended by 31 TNQ operators representing inbound, accommodation, attraction, retail and restaurant sectors.

## **New website for bird-watchers**

A new website that not only lets twitchers know where to find TNQ's unique range of birds but also allows users to find and book product has just gone live. The website has been produced by TTNQ (with funding support from TQ and Townsville Enterprise Limited) to support a newly formed cluster of tourism operators in the region, who are active in the bird-watching niche market. The website will be formally launched in Europe at the British Bird Fair in August. The TNQ bird watching cluster will be attending the fair and will be able to access EMDG support through the Planet Safe Partnership program. [Click here to view the site](#)

## WELCOME NEW MEMBERS

### Cairns Fertility Clinic – bronze

Provider of fertility management services specialising in IVF. Catering towards the medical tourism market. In addition, we will have a two theatre day hospital that will be utilised by local surgeons for local as well as overseas/interstate patients. [www.pivet.com.au](http://www.pivet.com.au)

## UPCOMING EVENTS

Members ONLY Activities	Date	More details
Social Media presentation by Michael Watkins	26 May	<a href="#">Download Invitation</a>
Japan & Guam Market snapshot update	26 May	<a href="#">Download Invitation</a>
Networking function Guest speaker Rick Allert, Chair of TA		
Nominations for 2009 TNQ Tourism Awards close	19 June	<a href="#">Download Awards Forms &amp; Information</a>
MacDonnells Law member seminar	24 June	<a href="#">Download Invitation</a>

### AussieHost Workshop

Thursday 28 May at TNQ TAFE. [Download workshop flyer](#)

### SMED Workshops

Smart marketing – Wednesday 27 May [Download workshop flyer](#)

Managing customer service – Wednesday 3 June

Managing for profits – Wednesday 10 June

Managing your cash – Wednesday 17 June

Planning for success – Wednesday 24 June

### Tanks Art Centre

[Click here](#) to see the events for June.

## TTNQ APPLAUDS ACHIEVEMENTS

### Hostelbookers.com award

The Northern Greenhouse has been awarded the Best Atmosphere Award April 2009 by Hostelbookers.com. This is an international award and the second time The Northern Greenhouse has been recognized by Hostelbookers.com as an outstanding property.

### Volunteer of the month

International Volunteers Week was 11-17 May and the Cairns and Tropical North Visitor Information Centre volunteer of the month is [Glenn Marsland](#).

## ON THE MOVE

Leonie Lohrey is the new GM at Mantra Amphora. Former GM Ian Herbst has relocated to Airlie Beach.

## NEWS FROM AROUND THE TOURISM INDUSTRY

### Specials

If you have special offers you'd like members to know about, send a pdf of the offer to [Emily Beresford](#) and it will be [uploaded to the TTNQ website](#).

### Ferntree Rainforest Lodge

The Cape Tribulation property reopens 1 June as two separate resorts [Ferntree Rainforest Lodge and Ferntree Hostel](#).

### Best European Restaurant?

TTNQ member C'est Bon restaurant is entering the Life Style Food Channel's search for the best restaurants in Australia in the category of best European. [Support C'est Bon by voting here](#).

### Jowalbinna Rock Art Safari Camp

General Manager of Wilderness Challenge Samantha Boswell advises that Jowalbinna Rock Art Safari Camp will not open this season.

### Hannafords Events

TTNQ member special event management company [Hannafords Events, took their magic to Darwin last month](#) - creating a trio of spectacular events for an Australian based corporate conference. [View Photo](#).

Send news for In Touch with TTNQ to [Stevie King](#) and include a picture if possible

**IN TOUCH WITH TTNQ IS PROUDLY BROUGHT TO YOU BY:**



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](mailto: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.

© May 09