



Gold Coast Bulletin
18/06/2008
Page: 9
General News
Region: Gold Coast QLD
Circulation: 42529
Type: Regional
Size: 27.27 sq.cms
MTWTF--

Ad lures to hook Asians

TOURISM Queensland will tempt Asian airline carriers in China, Singapore and South Korea with the promise of a multimillion-dollar advertising campaign as it tries to plug the hole created by Jetstar's axing of flights between Japan and Cairns.

A day after Qantas bosses apologised to north Queensland for turning their backs on the tourism industry, Tourism Australia and Tourism Queensland bosses met in Perth to thrash out how to spend an \$8 million rescue package.