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30 April 2009

This week at your RTO

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Dear Member,

Here is a quick update on some of the activities at TTNQ this week.

Swine Flu

TTNQ is part of the Tourism Industry Response Group that conducted a teleconference with the National Tourism Incident Response Group and the Queensland Government yesterday. To keep us all up to date, TQ is currently creating a page on their website with updated information and links to relevant sites. [Click here](#) for the latest update.

No Barrier to the Great Barrier Reef

An online and print media campaign in the UK and Ireland positioning Cairns & the Great Barrier Reef as the "must do" destination for any holiday to Australia, commences next week. The print advertising alone has a reach of seven million people. Qantas is offering two stopovers in Australia when the final destination is Cairns – there is no fee for the stopover flights, except the tax. Trailfinders, Travelbag and Thomas Cook Signature are joining TTNQ, TQ and Qantas in the campaign that offers travel and five night holidays until mid June.

Meeting with State Opposition Leader

Stephen Olle and I met with John-Paul Langbroek the new Queensland LNP leader in Cairns this week. We briefed him on the local tourism industry.

Important presentations by TQ, JCU and RRRC

On Friday 8 May from 9.30am to 1.00pm at Shangri-La hotel, TTNQ brings you three important presentations:

- TQ - new domestic marketing segmentation
- JCU – regional visitor survey research findings
- Reef and Rainforest Centre - research sustaining our tourism industry.

A copy of the invitation is attached. RSVP to christie.faul@tnq.org.au

Rob Giason
Chief Executive Officer

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TROPICAL NORTH[°]
QUEENSLAND 17°52'18"