



11 March 2010

WELCOME TO IN TOUCH WITH TTNQ

ROB'S VIEW



On release of the IVS for the year ending December 2009 yesterday, it is sobering to see much of our anticipated forecast reflected in the disappointing 15% loss. We had anticipated a drop in holiday visitors from Japan of up to 60% which is a direct correlation to the seats lost. The actual decrease was 47% from Japan, however as our industry is well aware, without airline seats it is impossible to hold a market.

Thanks to the tireless efforts of Cairns Airport Pty Ltd and industry we look forward to some correction in the future with the start of the Osaka service on 1 April introducing 63,000 new incoming seats annually. We know however that it will still be tough going for a period before we start to feel the benefit as the new services kick in.

Although 1 April sees the start of services from Osaka and March 23 the start of additional services from Auckland, we need to stay focused with our partners in growing demand for these services to gain the benefits they'll provide.

To maximise the growth potential of the Japanese and New Zealand markets, TTNQ will focus marketing investment including funds from the Federal and State Governments, and seek additional support to market into the increased capacity provided by the new direct airline services.

The real work has already begun with presentations in Osaka, participation in Japan Australia Mission and the post April TV commercials featuring Becky, which will integrate our destination in the multi-million dollar Jetstar advertising campaign.

In New Zealand we have a tactical advertising campaign, participation in OZ Talk NZ and a destination campaign promoting the Air New Zealand and Pacific Blue services direct to Cairns.

We can't rest on our laurels; we need to stay focused on both these markets and the domestic market to maximize their growth potential.

[Click here for an overview](#) of the IVS for year ending December 2009. [Visit our corporate website](#), login and then click the research tab to review the IVS figures for

year ended December 2009. The NVS for year ending December 2009 will be released next week.

Apart from the two key international markets, the domestic market to TNQ which has to date outperformed the national and state performance, will also continue to dominate our marketing investment. With more than 200,000 new incoming domestic seats from Sydney, Melbourne, Brisbane, Adelaide and Perth, the opportunities are there for us to aggressively go for business. [Click here to see table of flights and capacity](#) note this information is subject to change.

Rob Giason
Chief Executive Officer

MARKETING NEWS

Ocean's 18 return

Making an impact on the North American market was the mission, and the result has been a triumph. The team of TTNO members and staff who made coast to coast sales calls and met with our leading North American partners in Las Vegas has received rave reviews from clients who would like to see the event a permanent annual mission from TNQ. [View photo](#)

AIME

Nine of the leading Business Events operators from across the region exhibited with TTNO in the Cairns & Great Barrier Reef stand at the AsiaPacific Incentives and Meetings Expo earlier this month. The team had face-to-face meetings with more than 200 buyers from all over the world who organise, influence or make budgetary decisions for business travel, conferences, meetings, exhibitions, incentive travel or special events. [View photo](#)

Visitor Information Centre Conference

Two of the five VIC of the year awards were won by our region's Visitor Information Centres. We congratulate Babinda Information Centre, winner of the award for a VIC staffed by volunteers only, and Mission Beach VIC which won the award for a VIC staffed by over three paid staff members with or without volunteers.

Thanks to our members for supporting famils

During March we have 12 media and trade famils in the region. The assistance of members in educating trade and engaging with media is one of the secrets to our region's tourism marketing success. We truly value and appreciate your participation in hosting famils.

MEDIA MENTIONS

[A story by Ann Rickard](#) appeared in the Sunshine Coast Daily and 13 other regional newspapers on 27 February 2010. Ann spent Valentine's weekend on a famil of Palm Cove as a guest of TQ, TTNQ and Tourism Palm Cove.

BUSINESS EVENTS CAIRNS & GREAT BARRIER REEF

We need your news!!

We are currently compiling the next Business Events Cairns & Great Barrier Reef (BECGBR) "Business Events Brief" e-newsletter for distribution on 30 March. The Business Events Brief will go to PCOs, Corporate, Government, Association clients and media domestically and internationally. It is the ideal way for you to communicate new and exciting product offerings. Case studies, testimonials, CSR initiatives and "wow" events are especially newsworthy and popular with readers. Platinum, Gold and Silver members are invited to submit infrastructure and newsworthy product updates for potential inclusion in the next edition. Email your copy and images to Allana allana.bartels@ttnq.org.au at BECGBR or call to discuss with Allana ph 4015 1218. Material: 150 words or less with low-res supporting images for potential inclusion in the next edition. Deadline: 22 March.

RESEARCH

Tourism Barometer – January 2010 Results

We are delighted to report that a total sample of 109 (covering about 120 plus operations) was achieved for January - 70 from accommodation and 39 from other tourism businesses including tours/attractions, restaurants, marine and transport. With four months of experience with the survey, the respondents are becoming more familiar with the reporting and we are getting more consistent responses which is very encouraging. Please contact Annie Riddet on annie.riddet@ttnq.org.au / 4015 1201 if you wish to participate and receive the full report each month. [Review the January Summary](#).

WELCOME NEW MEMBERS

Global Travel Services – Bronze

Global Travel Services provides a range of services for the Japanese inbound tourism industry. www.kamonohashitour.com

Noki Noki – Supporter of Tourism

NOKI NOKI is the result of our worldwide travel experience of more than 20 years. Year after year, sleeping in heavy and dirty hammocks without canopies and mosquito nets' being wet and bitten by all kind of insulting insects, carrying overweight luggage through airports Noki Noki was born. Enjoy the freedom of lightweight chairs, hammocks, beach towels and more made from Parachute silk. www.nokinoki.com.au

Tourstogo.com – Supporter of Tourism

ToursToGo.com offers instantly confirmed secure online tour bookings to international and domestic travellers 24/7 for over 2500 experiences throughout Australia.

ToursToGo.com also uses the latest in technology to offer tour operators, agents and tourism enterprises advanced web based booking products to streamline operations and increase online sales revenue. www.tourstogo.com

UPCOMING EVENTS

Members ONLY Activities	Date	More details
TTNQ Half Yearly Marketing Update and round-table discussions	8.30am–12.30pm 30 March 2010	Ballroom at Hilton Cairns Hotel RSVP by 23 March christie.faul@ttnq.org.au
TA marketing briefings	7 April 2010	www.tourism.australia.com/registration.asp
TTNQ Member induction	24 March 2010	Invitation will be emailed to all members in the coming week

Free Fraud seminar with a light breakfast on 12 March from 8.45am to 10am. Venue is WHK First Floor, 232-240 Mulgrave Road. To register contact: Kim Wallace kim.wallace@whk.com.au or ph 4052 3222.

ON THE MOVE

Welcome news for the tourism industry is the appointment of John Borghetti, formerly the Executive Manager of the mainline Qantas operation, as Chief Executive Officer and Managing Director of Virgin Blue Holdings Limited. John will take up his role on 8 May.

Erica Kelly has joined the TTNQ team in the role of Human Resources and Finance Co-ordinator, working with the Corporate Services team. Erica has spent the past six years working for a locally owned and operated shipping company in a human resources capacity. Her role involved liaison with local people, businesses and government agencies in Cairns, Torres Straits and Northern Peninsula Area regions. Erica can be contacted via email erica.kelly@ttnq.org.au or by phone 4015 1205.

Angelique Schesser and Kylie Sansom have joined the Special Events team at Paradise Palms Resort and Country Club. Angelique will specialise in weddings and Kylie will manage Clubhouse events, business meetings and conventions. Paradise Palms Resort and Country Club has also appointed David Murray as Duty Manager. David joins Paradise Palms from Hamilton Island. [Read more...](#)

Louise Kong is manager of Cairns' funky new venue, LILO Wet Bar at Rydges Plaza and Simon Neil has been appointed Bar Manager. [View photo](#)

Tess Petho has moved from the team at Global to the role of Advertising and Marketing Manager at Blue Sky Brewery.

NEWS FROM AROUND THE TOURISM INDUSTRY

Igniting passion for the reef

Ocean Spirit has developed a local community engagement campaign to reignite passion for the region. The campaign aims to engage the local community to experience the reef and become ambassadors passing on their pride to visitors. See the campaign details at www.myreef.com.au

Good health on the menu at Ochre

Diners at Ochre Restaurant and Catering are being served up innovative modern Australian cuisine with a healthy dose of antioxidants, vitamins and minerals. [Read more...](#)

Herberton's history books launched

Two new books were launched onsite on 2 March when Herberton Historic Village reopened to the public after closure for improvements.

"HERBERTON -The Town of the Pioneers" by Glenville Pike features photographs tracing the development of Herberton from its founding in the 1880's to the present day. [View photo](#)

"The GUIDE - A Traveller's Guide to the Herberton Historic Village" written by David Sims has photographs, a map and descriptions of the buildings and artefacts at Herberton Historic Village. [View photo](#)

Tourism Futures National Conference

Tourism Futures has secured expert economist Chris Richardson to tackle the issue of tourism and the global economy over the next 10 years at this year's conference, 5-7 July at Southbank, Brisbane. As the Director at Access Economics, Chris is regarded as one of Australia's leading economists with extensive experience in both the public and private sectors. This year Chris will provide an insight into the trends and opportunities for the global tourism industry over the next ten years and offer leading advice on how we can adapt to the challenges facing the tourism industry today and for the future. As the industry enters a new decade with many uncertainties this is definitely a presentation not to be missed! Registration has now opened – register or [find out more](#).

Memories on Low Isles

It will be a trip back in time to relive their family history on Low Isles at the turn of the last century when the grandchildren of one of the island's original lighthouse keepers visits with Quicksilver's Wavedancer on Saturday.

Their Grandfather Hugh Nibloe, was appointed as a lighthouse keeper in 1907 having arrived from Scotland where he had worked as a lighthouse keeper on the Orkney Islands and Mull of Kintyre. After two years on Low Isles his wife Agnes and two small children Alice and Jessie joined him from Scotland. This was a time of wonderful memories for their mother Alice who spent her early years from four years growing up on a coral cay where the barge arrived fortnightly, music was from a gramophone, no pets were allowed but they were thankful for the talking cockatoo. [Read more...](#)
[View photo](#)

Upgrade at Castaways Mission Beach

Castaways Resorts and Spa Mission Beach is close to completing a \$2m redevelopment which will be finished by April 2010. The upgrade has transformed leisure facilities providing new dining and bar areas and a beachfront lap pool. New rooms with direct access to the beachfront lap pool have been added and redeveloped rooms on level two feature larger balconies complete with day beds. [Read more...](#)

Send news for In Touch with TTNQ to [Stevie King](#) and include a picture in jpg format.

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