



11 May 2009

WELCOME TO IN TOUCH WITH TTNQ

FROM THE CEO'S DESK



Collaboration – it's one of the characteristics of the tourism industry in Tropical North Queensland. It sets us apart from other regions and is one of the keys to our success. Promoting our region as well as your own tourism products, services, activities and experiences and working together on sales missions and at home with familiarisations has created a fantastic regional profile for Tropical North Queensland among travellers and the wider tourism industry.

Together we have enjoyed the results of hard work and creativity and together we have faced and triumphed over some horrendous adversities.

This year more than ever our cohesion is needed to carry us through the global financial crisis and the threat of a pandemic. I urge members to continue working collaboratively to maintain the health of our industry.

Guam is being seen increasingly as a source market for family holiday-makers. This month our industry is being joined by Advance Cairns and the Mayor of Cairns on a sales mission to Guam for a diversity of business opportunities in tourism and other industries. This is a great example of working smarter and our collaboration is being extended beyond tourism to export a broader range of services, skills and products from Tropical North Queensland to Guam. There are 35 TTNQ members in the 51 strong delegation.

Tourism is the biggest and most successful industry in our region and it drives the local economy. It has recently come to light however, that there are some businesses and locals that are unaware of the impact that the tourism industry has in their business and in the regional economy. I recommend that you let your suppliers know that your business, their customer, is part of the tourism industry. [Click here for a letter you can send](#) with your next payments.

Please also talk to your staff, ask them to make it known to the retailers and other business that their families deal with, that they are part of the tourism industry. In this way we can gain recognition of the flow-on effect of earnings from tourism and expand community support for our industry.

Rob Giason
Chief Executive Officer

MARKETING OPPORTUNITIES

Registration Now Open for Oz Talk - The Americas

Marriott Los Angeles Airport, 7- 9 August. Register at www.oztalknorthamerica.com or contact [Jana Stankovich](#) Ph 4015 1 215.

China Market Opportunity – Tropical Champions – May 2009

A comprehensive program of one-day training sessions in Shanghai, Beijing, Chengdu, Guangzhou and Shenzhen to give China Travel Agents product awareness. Contact [Elizabeth Webb](#)

TTNQ Japan Mission 09

The mission prospectus will be available soon for Fukuoka, Hiroshima, Okayama, Osaka, Nagoya and Tokyo 8-16 July. Expressions of interest to [Harry Niihori](#) or [Lisa Monks](#).

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](#).

NEWS

“The Best Job in the World” TNQ famil

Three of the candidates arrived in Cairns last week. India’s Anjaan Ganesh, Australia’s Hailey Turner and the French candidate Benoit Henry are touring the region. Anjaan talked to Locco on 4CA this morning about his experiences in TNQ. Congratulations to TQ for a brilliant campaign. Now it’s up to the local tourism industry to convert the interest generated by the phenomenal international publicity for the Islands of the Great Barrier Reef, into holiday bookings. The next two items are examples of current in-market campaigns.

Campaign No 1 - No Barriers to the Great Barrier Reef

TTNQ and TQ’s UK and Ireland campaign, No Barriers to the Great Barrier Reef is a strong tactical proposition promoting Cairns and the GBR as the “must do” destination to include on any holiday to Australia. QF, Travelbag, Trailfinders and Thomas Cook Signature are the call to action partners in the online and print campaign. View the campaign online [here](#) and [here](#).

Campaign No 2 - Cheapest flights ever from USA

TTNQ, Qantas and TQ are collaborating to convert Americans’ fascination with Australia into holidays. The cost of a round trip flight from west coast USA is \$720 valid now until 9 June and again between 20 July and 9 December including a stopover in Brisbane, Sydney or Melbourne when the final destination is Cairns. [Check it out here](#).

TTNQ Korea Mission – May 2009

TTNQ will be joined by Café China, Parker Travel Collection, CaPTA Group and Pamagirri Aboriginal Dancers from Rainforestation for the Korea Mission 16-22 May 2009. The itinerary includes meetings with key Korean wholesalers and airlines and the Hana Tour Trade Expo.

Samsung Card Promotion – May 2009

Later this month, the Cairns and the Great Barrier Reef region will welcome 30 top rated bloggers from Korea who have been nominated to promote our destination with leading retail partner Samsung. The blog sites have combined hits totaling tens of thousands per day. Our partnership with Samsung targets over 120,000 Samsung Card holders, e-newsletters and online café sites. Thank you to those members who have assisted TTNQ and TQ with this great opportunity.

Sunrise

Channel 7 Sunrise program crossed to the Cairns Lagoon for weather segments between 6am and 8.30am last Wednesday. The WhatisTNQ mascots were on hand to greet Weather Presenter Fifi Box and encourage the TV audience to holiday in TNQ. [View photo here.](#)

TTNQ Trade and Consumer Mission to Gold Coast

TTNQ led a sales mission to the Gold Coast 7-10 May. On the itinerary were sales calls in South East Queensland, the Gold Coast Bulletin Travel Expo themed "What Women Want" and seminars about Tropical North Queensland.

Corroboree Europe

A new and exclusive training event for qualified Aussie Specialists travel agents has attracted around 300 agents throughout the UK and Europe for Corroboree Europe '09. Before the event, TTNQ hosted 14 agents from Denmark, Netherlands, Ireland, Italy and the UK on a five day familiarization of our region. We also seized the opportunity to showcase Cairns, if only for one night to 14 more European Aussie Specialists who flew in via the Northern Territory. [View photo here](#)

Media Famils

TTNQ hosted four journalists from Travie Media, Korean Times and Chinese "Power Blog" 2007 and 2008 Mr Fan Yi Bo. The travel blogger's site receives over 20,000 hits every day.

Oz Talk New Zealand

TTNQ and 13 members attended the second Oz Talk New Zealand in Auckland. 130 retail travel agents and over 7,000 consumers attended the event, many indicating that they intend to holiday in TNQ this winter. The team stopped over in Christchurch to meet with Travel Plan Holidays. [View photo here.](#)

Queensland Exchange - The Americas

TTNQ's Jana Stankovich and nine TTNQ members attended the Queensland Exchange USA, also in its second year. Events included a golf day session with key wholesaler and airlines partners, training sessions for Product Managers, retail travel agents including Aussie Specialists, and a consumer event. [View Photo here.](#) Jana travelled to the east coast for more sales calls. For information on the North America market contact [Jana Stankovich.](#)

Cairns on Stage Europe Famil

TTNQ, TQ and Qantas hosted a nine day familiarisation for 16 Assistant Product Managers from Germany, Italy, France and Belgium. The group experienced over 60 tourism products throughout the region and attended new product workshops. View photos [1](#) [2](#) [3](#)

Continental Mega Famil

Takahashi Mitsunori, at Continental Airlines asked us to thank the TNQ suppliers for making the famil a great success. Takahashi said Continental needs our continued support and looks forward to working together to further promote this wonderful destination. "Our mission is to make this route (Guam/Cairns) daily in the near future!!" he said.

Put yourself in the Picture - Indigenous Tourism Careers Project

Freeman Productions has been engaged by TQ to assist in creating a higher profile for tourism as a preferred career choice for Indigenous Youth. As a starter Freeman Productions is asking local tourism businesses to identify the number Indigenous employees they have and in what roles. Contact [Judy Freeman](#) Ph 0411 8181 722 or [Jeff Gillies](#) at TQ by the end of this week with your information.

CRCB Business Tourism Audited Results (July 2007 – June 2008)

CRCB held its annual QBES (Queensland Business Events Survey) Audited Results 07/08 presentation last week. The results from this report have been uploaded to the **Research Page** of the [TTNQ Corporate website](#) for **members to access. (Members must log in to access the research page)**. CRCB extends its thanks to reporting venues.

2009/2010 Meeting & Incentive Planners' Guide – Deadline 19 May 2009

The Cairns & Region Convention Bureau invites you to showcase your product and maximise opportunities in the highly lucrative business tourism market with the 2009/2010 Meeting & Incentive Planners' Guide. The guide is designed to be the 'must have' publication for event organisers to plan their next conference, event, exhibition or incentive in Tropical North Queensland. **The booking and material deadlines of Tuesday 19 May are fast approaching.** Download Meeting & Incentive Planners' Guide [Booking form](#) and/or [Prospectus](#)

ATDW

If you are an existing Australian Tourism Data Warehouse (ATDW) subscriber, time is running out to renew for 2009/10. TQ advise that you can update your content using the online update tool, and pay your invoice. If you have not received an update request email or an invoice in the post, contact Tourism Queensland ATDW team atdw@tq.com.au or Ph 1800 629 749.

RESEARCH

Science Daily - GBR recovering

Science Daily reports the good news that damaged Great Barrier Reef coral has recovered around ten times faster than had been anticipated. [Read the article](#)

WELCOME NEW MEMBERS

A.J. Burton Plastering – Supporter of Tourism

With 15 years experience in the Cairns area, A.J. Burton Plastering offers an excellent level of professionalism and standard of finish. From apartment blocks to renovations, million dollar houses to small patches, we handle everything. Fully licensed and insured, all work is guaranteed, with prompt and reliable service our priority.

www.ajburtonplastering.com

Cairns Ceremonies - Supporter of Tourism

I am a full time Civil Celebrant and I perform weddings throughout Tropical North Queensland, as well as funerals, namings, renewal of wedding vows and same sex commitment ceremonies. I am available any day, any time, any place – seven days each week and you will have my undivided attention at all times.

www.cairnsceremonies.com.au

Dynamic Weddings – Supporter of Tourism

Why use a wedding planner from Dynamic Weddings?

We save you time, money and the stress. You may feel that you are capable of organizing your own wedding. However, if you find the task daunting, you don't quite know where to start or just have a really busy lifestyle then a wedding planner is the answer for you. We assist you with everything that you need to know to plan a wedding successfully.

www.dynamicweddings.net.au

Wed In Paradise.com.au – bronze

Rmediaworx develops cost effective products to market local businesses. Wed in Paradise is a 12 month marketing package promoting businesses working within the wedding market and a directory of services for weddings and honeymoons in our region. It includes a booklet, representation at expos throughout Australia and notebooks directing brides to individual business' websites. All enquires are forwarded to all businesses involved for the same opportunity to respond to the client. Generic ads are placed in wedding and honeymoon magazines and tourist publications.

www.wedinparadise.com.au

New World Tour Service – bronze

New World Tour Service is an inbound operator in Cairns catering for the Chinese tour market. We provide bus and tour guide services for groups, and packaged tours and day tours for Chinese independent travellers (FITs). We have an established reputation as the leading provider of services to this group.

www.austournet.com

McDonald's Cairns Family Restaurants – bronze

Each of the McDonald's Cairns Family Restaurants are proudly and locally owned and operated. We would love for you to come in and experience the many significant changes at our restaurants as a result of listening to our customers. For further information about McDonald's, including opportunities for employment and careers, please visit our website www.mcdonalds.com.au

Signature Staff – Supporter of Tourism

Established since 1998, Signature Staff delivers a premium recruitment consultancy service that combines the personal care and attention of a small firm with the resources of a national network of specialist recruiters and consultants. Our services are extended across most industries including hospitality, tourism, commercial, mining and industrial. www.signaturestaff.com.au

UPCOMING EVENTS

Members ONLY Activities	Date	More details
WHK seminar	12 May	Download Flyer
Tablelands member function	19 May	Download Invitation
Networking function Guest speaker Rick Allert, Chair of TA	26 May	To be announced

[Baby Boomer Tourism Summit](#)

25 May 2009 at the Australian National Maritime Museum, Darling Harbour Sydney.

[The National Small Business Summit](#)

9 - 10 June at The Sebel Albert Park Melbourne.

[Tourism Futures National Conference](#)

17 - 19 August on the Gold Coast.

ON THE MOVE

CRCB

Sharon Kennedy has joined the Cairns and Region Convention Bureau on a contract basis in the role of Business Events Executive. Sharon is a Cairns local and joins us following marketing and business tourism roles at the Shangri-La Hotel and Tjapukai Aboriginal Cultural Park. Prior to this, Sharon spent 12 years away from Cairns studying and working in both Brisbane and New Zealand.

Quicksilver Group

Alicia Quinn has joined the Quicksilver Group as Sales Executive for the Silver Series vessels operating out of Cairns and Port Douglas.

CaPTA

Michael Woodward is now the General Manager of The Rainforest Habitat Wildlife Sanctuary in Port Douglas, while Amanda Utt is on maternity leave.

The Cairns Wildlife Dome is now under the management of Rainforestation Nature Park, with Chris Grantham and Frank Crocker overseeing its operation.

Tjapukai

David Hudson is new GM at Tjapukai Aboriginal Cultural Park.

NEWS FROM AROUND THE TOURISM INDUSTRY

Silverswift Refit

Quicksilver Group advises that Silverswift is currently undergoing its annual refit, returning to operation on Tuesday 19 May.

Fitzroy Island

Receivers for the Hunt Group have closed the resort on Fitzroy Island for approximately six weeks so outstanding construction, power, water and sewerage works can be completed. Raging Thunder advises that the Fitzroy Island ferry transfers, Activity passes and Sea Kayaking will be unavailable until the resort re-opens.

Hilton Refurbishment

Hilton Cairns will move forward with a \$4M [scheduled refurbishment](#). The process commences with the property's top three floors.

Paradise Palms Resort and Country Club

The newly opened Paradise Palms Resort and Country Club has [received its official AAA rating](#) as a four and a half star property.

Carbon Offset at Daintree Discovery Centre

The Daintree Discovery Centre continues its Carbon Offset/Bio-sequestration project with completion of this year's planting of 2,000 trees at the QPWS/Daintree Discovery Centre site, located off Cape Tribulation Road, just past Alexandra Bay School. The planting was completed with the aid of Daintree Rainforest Rescue and the Daintree Cassowary Care Group.

Rainforestation

Multi award-winning [Rainforestation Nature Park has welcomed a new dingo](#) to its Koala & Wildlife Park. Rainforestation recently hosted Andrew Gaze, filming for a new lifestyle programme screening on Channel 7 from July.

Cairns Amateurs

Cairns Amateurs is about to re-launch its web site, promoting one of the regions most important events. [Event dates and more information...](#)

TTNQ Ambassador of the Month

Airport Ambassador and Aircraft enthusiast Dennis O'Sullivan is this month's Ambassador of the month.

Photographers

A place in the "Face of a Sister City" exhibition at The Tanks in September had amateur photographers chasing the best shot of Cairns last weekend. Cairns has seven Sister Cities and photographs of all eight will feature in the exhibition.

Cairns Tropical Zoo

Karim Hemani from Los Angeles proposed to his girlfriend Mindy Fortune at Cairns Tropical Zoo. [View photo here.](#)

Put your Specials on the TTNQ website

As a member benefit, you can send a pdf of a special offer or discounts to emily.beresford@tnq.org.au for upload to a special new section of our website. In future editions of In Touch with TTNQ we will give you a link to the special offers like the three below.

Special offer from Hot Air

Hot Air is offering TTNQ members the special rate of \$152pp for Ballooning & Champagne Breakfast Gift Vouchers. Purchase during May, tickets valid until 5 December 2009. Vouchers include scenic hot air balloon ride, hot breakfast, sparkling wine and door to door transfers from all hotels, resorts and apartments from Woree to Port Douglas. Aviation Insurance Levy of \$30pp is additional. Ph 4039 9900 during business hours and ask for the TTNQ Special Offer or email res@hotair.com.au

Special offer from Elandra Mission Beach

The dining and cooking experiences continue at Elandra Mission Beach. [Luke Mangan's Menu](#)
[Geoff Lindsay's Menu](#)

Special offer from Paradise Palms Resort and Country Club

Ladies take centre course in May at Paradise Palms Resort and Country Club with two Birdies tournaments and the launch of this year's second annual Pink Tee Challenge. [View Flyer](#)

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

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