

MEDIA RELEASE

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CAIRNS & GREAT BARRIER REEF HOLIDAYS LAUNCH AT AUSTRALIA WEEK

On Saturday in Los Angeles Team Cairns chose the high profile G'day USA Australia Week event with Premier Anna Bligh to launch the next stage of its highly successful tourism campaign to attract North Americans to holiday in the Cairns & Great Barrier Reef region.

Team Cairns is a partnership between TTNQ, Qantas and Tourism Queensland. In its 2009 campaign Team Cairns introduced a special airfare to Cairns supported by tactical campaigns in the US which leveraged the interest created by the "Best Job in the World" to achieve a 35% spike in holiday arrivals to Cairns, the gateway to the Great Barrier Reef. The Team Cairns partnership actively markets holidays to the Cairns & Great Barrier Reef region in the USA, UK and Europe, India, China and Hong Kong markets.

TTNQ Chief Executive Officer Rob Giason said "The great value airfare to Cairns which includes a free stopover to Sydney, Melbourne, Brisbane or Auckland is a very attractive package. G'day USA had an on-site audience of 3,000 in Los Angeles, and in a great bonus for our launch, the event has a huge media profile in the USA."

The US\$898 (plus taxes) Qantas flights are on sale until 31 March with travel dates from 1 May to 8 June and 24 July to 21 September 2010.

Marketing of the holidays will be boosted by Qantas Vacations and a number of other travel wholesalers providing accommodation and tour packages to complement the airfares.

To "prime the pump" even more, TTNQ and 16 local tourism operators are scheduled to travel to the USA next month to meet with travel industry leaders from across North America to reinvigorate sales to the Cairns & Great Barrier Reef region. The US\$898 airfare to Cairns will enable North American agents to offer great value holidays this season.

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