

## **MEDIA RELEASE**

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### **CONTINENTAL AIRLINES BRINGS JAPAN TOURISM PLANNERS AND TRAVEL AGENTS TO CAIRNS**

On Sunday night 19 April the first wave of a mega familiarisation tour for the Japanese tourism industry, sponsored by Continental Airlines, Tourism Tropical North Queensland, Tourism Queensland and Tourism Australia arrives in Cairns. They'll be travelling on the new Continental Airlines service from Japan to Cairns via Guam.

The objective of the program is to give planners from tour wholesalers, front line retail travel agents and Continental Airlines regional Ports Managers from throughout Japan, the opportunity to experience the new Continental Airlines service and some of the holiday activities available for their clients in Tropical North Queensland.

In total 38 representatives from Japan will take part in the mega familiarisation. They will meet with 40 local tour operators on Tuesday evening building business relationships and networking as they take a Mystery Tour together.

Tourism Tropical North Queensland Chief Executive Officer, Rob Giason said "The new Continental Airlines services into Cairns supports our top international market and gives access to visitors from seven regional areas in Japan as well as from Tokyo. We thank Tourism Queensland and Tourism Australia for their support in securing the Continental Airlines services. The next step in boosting visitor numbers is to educate the tourism industry in Japan about the holiday experiences available in Cairns and the Great Barrier Reef region."

**ENDS**

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