

## **MEDIA RELEASE**

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### **EXPECT MORE KIWIS IN TNQ**

TTNQ with Tourism Queensland, Tourism Australia and Air New Zealand are collaborating to launch a major Tropical North Queensland campaign into the New Zealand market. The \$463,000 campaign will run from 1 March to 30 June 2009 in major lifestyle publications and online at [www.queenslandholidays.co.nz/TNQ](http://www.queenslandholidays.co.nz/TNQ) repositioning TNQ as a holiday destination for New Zealanders.

The brainchild of Tourism Tropical North Queensland and its partners, the advertising campaign is designed to add another dimension to the Queensland holiday experience - Tropical North Queensland.

State wide, visitors from New Zealand top the visitor number statistics. Almost half a million New Zealanders visited Queensland last year contributing \$571 million to the state economy.

"Our destination is facing increasing competition from South Pacific islands wooing New Zealander holiday-makers", Chief Executive Officer, Rob Giason said. The advertising campaign is based on extensive consumer research from New Zealand. It features some of the Tropical North Queensland's iconic images, spectacular resort properties and the Air New Zealand services direct from Auckland to Cairns three times a week."

**ENDS**

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