

MEDIA RELEASE

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Page 1 of 1

SELLING CAIRNS & GREAT BARRIER REEF HOLIDAYS IN JAPAN

A team of 10 Cairns & Great Barrier Reef region's tourism and hospitality operators and three of the Pamagirri Aboriginal Dancers are joining Tourism Tropical North Queensland on a six city sales mission in Japan.

"Japan is Cairns' biggest tourism market" says Rob Giason, Chief Executive Officer of TTNQ. "The latest International Visitor Statistics show that more than 134,000 Japanese holidayed in Cairns & Great Barrier Reef region in the year ending March 2009. Continental Airlines' flights from Japan via Guam have proven very popular and we are looking forward to the introduction of Jetstar flights from Osaka in December this year. Cairns is a mono destination for Japanese visitors who spend up to five days on their holiday visits. This week's sales mission will drive increased demand for holidays."

The Cairns & Great Barrier Reef region operators fly out on Wednesday 8 July. They'll conduct workshops to train travel agents on selling the experiences of Cairns & GBR region, discuss flight schedules with airlines and negotiate deals with travel wholesalers.

The Pamagirri Dancers will perform in each of the six venues, bringing an authentic Indigenous cultural experience to the tourism industry representatives across Japan.

On the itinerary are Fukuoka, Hiroshima, Okayama and Nagoya in the Continental Airlines regional network. The team from Cairns & Great Barrier Reef region will be working with Continental Airlines sales team to update their knowledge of the destination. In Osaka and Tokyo they'll be working with Jetstar's sales team and agents as well as the marketing team from Tourism Queensland.

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