

## MEDIA PHOTO OPPORTUNITY

*Message sent Thursday 29 January 2009*

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DATE: Friday 30 January 2009

TIME: 10:15 – 10:30am

PLACE: Reef Fleet Terminal

SUBJECT: The Wonder Down Under competition

Tourism Minister, the Hon Desley Boyle MP is today launching a competition aimed at stimulating the UK scuba dive market.

The online competition in the UK offers a holiday for 2 people to Cairns and the Great Barrier Reef including airfares, accommodation and a live aboard dive trip to the Coral Sea.

This marketing activity focuses on the Dive market and this is the first time a competition of this type has been operated in the UK.

UK is one of the top markets for holiday-makers to Tropical North Queensland. There are approximately 2 million certified divers registered in the UK and last year 85,000 entry level scuba divers were trained there. This competition is aimed at bringing more of the UK's dive enthusiasts to the Great Barrier Reef.

Through the competition website [www.thewonderdownunder.com](http://www.thewonderdownunder.com) divers can also book holidays online, and through travel companies who specialise in Australian dive holidays.

The competition is sponsored by Dive Queensland, TTNQ, Tourism Queensland, Scubapro, Qantas, PADI, Cairns Ports, Cairns Regional Council, GBRMPA, SSI Australasia and SSI Europe.

-Ends-

FOR MORE INFORMATION: Stevie King Ph 4015 1207

