

## MEDIA RELEASE

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### **COMPETITION TO STIMULATE UK DIVE MARKET**

The UK's dive enthusiasts are being lured to Tropical North Queensland with the chance to win a \$10,000 holiday on the Great Barrier Reef.

Tourism Minister, the Hon Desley Boyle MP, yesterday launched the online competition for a trip for two people to Cairns and the Great Barrier Reef including airfares, accommodation and a live aboard dive trip to the Coral Sea.

Tourism Tropical North Queensland Chief Executive Officer Rob Giason said the UK was the second most important market for holiday-makers to Tropical North Queensland with almost 135,000 visitors arriving last financial year.

"There are about 2 million certified divers in the UK and last year 85,000 entry level scuba divers were trained there, so there is enormous potential for this market to grow," Mr Giason said.

"The Great Barrier Reef is recognised as one of the world's great dive sites and this competition will ensure the UK's dive enthusiasts see Cairns as the gateway to the dive holiday of a lifetime.

"Like the State Government's Best Job in the World campaign, the competition is another way of maximising interest in the Great Barrier Reef so tourists come here to spend their money."

Divers can also book holidays through the competition website [www.thewonderdownunder.com](http://www.thewonderdownunder.com).

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

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