

MEDIA RELEASE

Date: 10 March 2010

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MAKING THE MOST OF NEW TOURISM OPPORTUNITIES

Domestic holiday visitors to Tropical North Queensland increased by 5% last year, when most other Australian holiday destinations were experiencing a decline in visitation. The most recent activity to maintain that trend was the Cairns & Great Barrier Reef stand at the Sydney Travel Expo over the weekend 6 - 7 March.

TTNQ and six local tour operators including Cairns Dive Centre, TTNQ, Jungle Surfing, Billy Tea Safaris, Savannahlander Train, Bohemia Resort and Ocean Hotels promoted holidays in Tropical North Queensland at the Sydney Travel Expo and will also exhibit at the Melbourne and Brisbane Travel Expos in April.

The event was held at Homebush Bay Olympic Park attracting 13,000 people looking for information on holidays.

CEO of Tourism Tropical North Queensland Rob Giason said, "TTNQ participated in the Sydney Travel Expo in partnership with our member operators to promote our destination alongside other domestic and international destinations on offer. In 2009, TNQ was able to secure a 5% increase in domestic holiday visitors while our major domestic competitors were losing ground. It is by being proactive and 'hunting in packs' that we are able to represent our region as a compelling-world class holiday option, close to home for Aussies. From 1 April, our scheduled airlines services from Sydney to Cairns increase from 47 to 54 flights per week. Our job now is to work with our industry to fill those seats."

The expo was promoted through Channel Nine's Getaway travel program, and the Sydney Morning Herald. This year the event moved from the city to Homebush Bay targeting residents of Western Sydney for family holidays.

TTNQ conducted a series of seminars at the expo to introduce people to the entire region and update them on the latest accommodation, attractions and activities and new flights from Sydney to Cairns. First time visitors were attracted by the Great Barrier Reef, Cape Tribulation and Cairns while Cape York and the Atherton Tablelands were of particular interest to those who had visited the region before.

ENDS

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