

MEDIA RELEASE

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TOURISM AUSTRALIA MARKETING WITH TTNQ

The tourism industry in TNQ has welcomed today's announcement that Tourism Australia will invest with TTNQ in marketing campaigns in Japan, China and New Zealand.

TTNQ is one of 20 partners who submitted marketing campaigns that have been selected for funding worth a total of \$20m. The campaigns will capitalise on emerging opportunities in international markets, as more consumers make travel plans for 2010.

Chief Executive Office of TTNQ Rob Giason said "We are delighted with Minister Ferguson's announcement, and that the Federal Government and Tourism Australia share our confidence in these markets that are vital to the growth of tourism to our region. With the additional investment from Tourism Australia we can increase our marketing presence in New Zealand, China and Japan to generate greater consumer awareness and interest in holidaying in our destination. Our region will also benefit from stimulus funding for the business events sector. The Cairns & Great Barrier Reef region is the second most important international leisure destination in Australia after Sydney. We see this announcement by Minister Ferguson as acknowledgement of the ongoing potential of the region and the continued value of tourism to the local community."

Among the campaigns which attracted Tourism Australia funding for the Cairns & Great Barrier Reef region are:

- A TV commercial for the Japan market featuring Becky, the celebrity "face of Jetstar" to support the existing and new Jetstar services.
- Marketing to convert demand from seven regional cities in Japan, to support increased Continental services between Guam and Cairns.
- An extension of holiday season charters in the China market beyond Chinese New Year.
- A consumer campaign to support the Air New Zealand and Pacific Blue services from Auckland to Cairns.
- A campaign to promote Cairns within Australia, as a meeting destination.

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