



Hon. Jan Jarratt MP
Member for Whitsunday



Minister for Tourism, Manufacturing
and Small Business

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Are you lacking in *Vitamin Me*?

Tourism, Manufacturing and Small Business Minister Jan Jarratt has unveiled *Vitamin Me* – a \$4 million campaign promoting Queensland as the quintessential destination to recharge the batteries.

“Queensland is known for its bounty of natural resources and *Vitamin Me* showcases the powerful natural elixir that we offer holiday makers from around the world and across Australia,” Ms Jarratt said.

“*Vitamin Me* is the name given to that feeling of relaxation you get from a Queensland holiday. It's a fun, creative idea that demonstrates why Queensland is Where Australia Shines.

“Australians alone have stockpiled more than 123 million days of annual leave* – so while we are one of the hardest working nations in the world, Australian families are well overdue for a break.

“Well Queensland is the cure-all for busy jobs, hectic lives and day-to-day pressures.

“And if that’s not enough to get you moving, I am pleased to announce a \$10,000 *Vitamin Me* holiday prize give away.

“As part of the campaign, Tourism Queensland has devised a fun way for people to ‘test’ their *Vitamin Me* levels in a quick and fun online quiz.

“By taking part in the *Vitamin Me* quiz, visitors will go into the \$10,000 prize draw. There’s also many Queensland holiday deals on offer, from short breaks and experiences to give a quick boost, to longer holidays to help maintain your vitamin levels.

“How many times have you thought ‘I really need a holiday’? Well that’s your body telling you your *Vitamin Me* levels need a lift and there’s no better way to do that than with a Queensland holiday.”

Ms Jarratt said while the *Vitamin Me* campaign was a fun way of reminding Australians of the benefits of taking a holiday, the effect of overwork on physical and emotional wellbeing was well-documented.

Ms Jarratt said the \$4 million *Vitamin Me* campaign aimed to drive bookings during the peak summer holidays, with the promotion starting this Saturday, October 22, with cinema, online, radio, print and outdoor activities.

As part of the promotion, Queensland tourism operators are offering a range of holiday deals such as accommodation in Tropical North Queensland from \$109 a night, or stay three nights and pay two at a Sunshine Coast resort from \$124 per room per night.

To get your Vitamin Me reading, enter the competition and find out more about great Queensland holidays, go to www.queensland.com

“The *Vitamin Me* campaign does come with a bit of a caveat however,” Ms Jarratt said.

“Once you take a Queensland holiday, de-stress, re-connect with loved ones and find your Queensland shine, you’re going to want to hold onto that feeling and the best way to do that is to keep your *Vitamin Me* levels topped up by enjoying regular Queensland breaks.”

Source - *Tourism Australia: 2009

Media contact: Minister Jarratt’s Office 3224 2004, Tourism Queensland 3535 5010