

# Tourism Queensland VIC Network Update

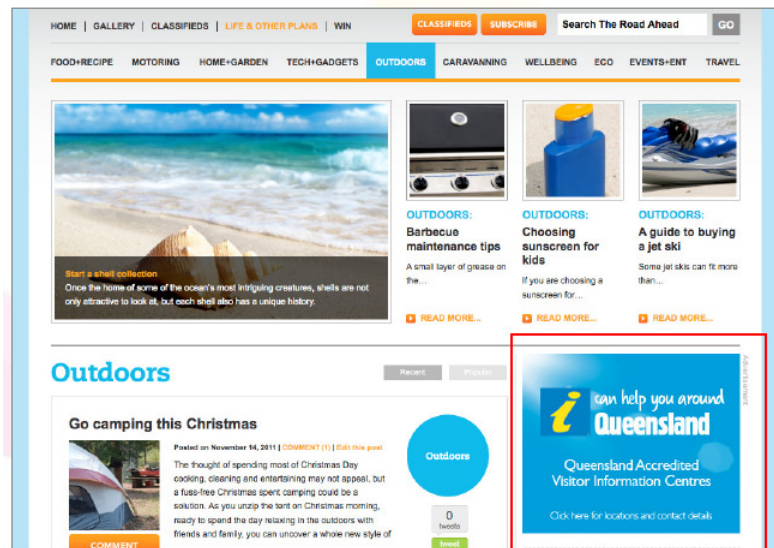
19 December 2011

The following update provides a summary of marketing and publicity activity undertaken for the Visitor Information Centre network between July and December 2011.

- Cassie Browning has joined the team at Tourism Queensland as we say a fond farewell to Julie O'Brien who is moving on to new adventures within the organisation. Cassie is your new contact for all VIC related matters and can be contacted via email [cassie.browning@tq.com.au](mailto:cassie.browning@tq.com.au)
- Prior to the Christmas school holidays, 'i' sign advertisements were placed in six regional Queensland newspapers. These advertisements also appeared in the Sunday Mail in November and December and encourage visitors to keep an eye out for the yellow on blue 'i' sign for friendly advice on where to stay and what to do.
- Full page Visitor Information Centre advertisements appeared in the spring and summer editions of Spirit magazine which is distributed on Qantaslink turboprop services in eastern Australia.
- Visitor Information Centre locations were updated with SENSIS to appear in personal navigation devices (GPS) and also with AAA Tourist Guides.
- An 'i' sign advertisement was placed in the Bass to Barra publication to encourage visitors to the Bundaberg and Central Queensland regions to visit the local Visitor Information Centres.
- The 'i' sign featured in a banner on the RACQ Road Ahead e-newsletter December edition which went to nearly 170,000 subscribers throughout Queensland.
- Visitor Information Centre advertisements were placed in three sections of the RACQ website, namely the Outdoors, Caravanning and Motoring sections.
- Tourism Queensland recently ran two competitions in support of the revitalised Queensland Pledge. One competition was consumer focused and the other specifically for tourism operators (i.e. VICs) with cash prizes offered throughout the month of November. Congratulations to the seven VICs who were nominated as part of this campaign!



Ad which appeared in regional Qld & Sunday Mail



RACQ website



Queensland Pledge