

## Cyclone and Flood update:

**There are currently no tropical cyclones in or around Queensland.**

The major urban centres in Queensland's Tropics including Cairns and Townsville are without major structural damage following Cyclone Yasi.

Air and road access between Mackay and Cairns has returned to normal, with all airports currently open. However please check with carriers for the most up-to-date information on flight schedules.

Tourism businesses from Cooktown to Cairns are open, including Great Barrier Reef cruises departing from Cairns and Port Douglas. Major hotels in Townsville are also open.

The Whitsundays and Mackay are accessible and ready to welcome visitors, including island resorts, accommodation providers, tours and attractions. Hayman Island will be closed for repairs 6 March - 31 July 2011. Anyone concerned about existing bookings should contact Hayman Island directly.

Train services: Tilt trains are currently operating between Brisbane and Townsville with a coach connection to Cairns. The rail line is expected to reopen with the first Sunlander service arriving in Cairns on Friday 25 February.

### Read more:

[http://www.queenslandholidays.com.au/travel-info/current-conditions/current-conditions\\_home.cfm](http://www.queenslandholidays.com.au/travel-info/current-conditions/current-conditions_home.cfm)

**Our thoughts are with our New Zealand friends and colleagues.**

## Queensland Incentives

Tourism Queensland launched a five-year global incentive travel strategy in AIME on Tuesday 15th February. In the year ended September 2010, 1.7 million Australian and international visitors undertook an incentive experience in Australia, spending over \$1 billion. Of these, 830,000 spent at least one night on their incentive trip with international incentive visitors spending an average \$249 per night and domestic incentive visitors spending an average of \$229 per night. Thirty-five percent of these overnight visitors came to Queensland making

the incentive market significant and lucrative. Tourism Queensland is partnering with Queensland's convention bureaus on a collaborative global incentive strategy which aims to position Queensland as the Asia Pacific's leading incentive destination. The website has also been produced in six languages. [www.queenslandincentives.com](http://www.queenslandincentives.com)

## Brisbane International Products

Brisbane Marketing have recently refreshed their **International Product Listing**. The new listing provides you with a comprehensive outline of tours, accommodation and transport operators within Brisbane & Greater Brisbane that are active in the International Market. Brisbane has a wide range of activities; however we need your help to get these operators contracted. To help you out with ideas we have also developed suggested **itineraries** to give you some ideas when talking with your trade

## Brisbane Inside Out Guide English and Chinese Version:

Brisbane Marketing have been extremely busy over the past couple of months redeveloping, updating and improving their Visitor Guide. Please find following a link to the official Visitor's Guide to Brisbane, **Brisbane Inside Out Guide**, featuring accommodation options, tours and attractions that make Brisbane and Greater Brisbane a unique and popular place to visit.

### English:

<http://www.visitbrisbane.com.au/Travel/VisitorGuide/>

### China:

<http://www.visitbrisbane.com.au/Travel/About-Brisbane/Feature-Story.aspx?id=18053>

## Queensland Indigenous Product Manual

The 2010/11 Queensland Indigenous Tourism Product Manual is a useful travel trade tool that lists more than 20 export and market ready Indigenous tourism experiences. The Queensland Indigenous Tourism Product Manual is available to download. Also available in hard copy if required contact:

Alison Saunders: [alison.saunders@tq.com.au](mailto:alison.saunders@tq.com.au)

Online version can be downloaded here: [http://www.tq.com.au/resource-centre/indigenous-tourism/tools-and-resources/tools-and-resources\\_home.cfm](http://www.tq.com.au/resource-centre/indigenous-tourism/tools-and-resources/tools-and-resources_home.cfm)

## ATEC North Queensland showcase.

Recently Tourism Queensland was a sponsor at an ATEC coordinated workshop in Sydney specifically for NQ operators and ITOs. This event offered a great networking and business opportunity for ITOs and Queensland tourism operators.

There are more opportunities for ITOs to meet with quality Queensland product at events coming up during the year. For example:

## Gold Coast ITO event

### 2nd - 6th March 2011

There are still places available for ITOs to attend this workshop and the post familis. Contact: don.jolly@atec.net.au to register.

## ATEC Symposium

### 17-20 May 2011

We are very excited that ATEC Symposium is coming back to the Whitsundays - Hamilton Island. Tourism Queensland is working with Tourism Whitsundays to bring participating ITOs some exciting pre and post familis with options to suit. We look forward to welcoming you.

## Tourism Queensland ITO Workshop

### 20th July 2011

This popular event is happening again in Sydney. Anticipating no more than 50 Queensland product will be attending this event. Looking specifically at new internationally ready tourism product particularly product that have attending out mentoring program.

There are opportunities for interstate ITOs to attend this event please contact Alison Saunders if you are interested in attending

## ATEC Southern Queensland workshop and famil

### September 2011

Another opportunity for ITOs to meet with quality Queensland product based in and around Southern Queensland  
Contact Don Jolly for further information about this event. don.jolly@atec.net.au

There are other famil opportunities specifically for the product managers and decisions makers:

- Great Sunshine Way new product famil

- Outback famil
- CNS Indigenous (including the art festival)
- Incentive/groups famil

## Queensland and New South Wales, the Best of Australia

Tourism Queensland and Tourism New South Wales have joined forces in a three year campaign to promote both Australian states in international markets. Queensland's sunshine and natural beauty go hand-in-hand with Sydney, one of the most iconic cities in the world and a major gateway to Australia.

Tourism Queensland and Tourism New South Wales have already run successful joint campaigns in UK, Europe, ME and China. More activity will occur throughout the next year, investing in a variety of international markets including Europe, UK, USA, China, Japan, Korea, India and Singapore

For more information contact  
Katie Mills: katie.mills@tq.com.au

Below are some images from ITO familis during the year - 2010 - this could be you!

