

Welcome to the latest Q-Talk: an update for our valued ITO colleagues.

Isn't the year just flying by here we are it's August already. This means of course, that TQ held their annual ITO workshop in Sydney, ATEC Symposium completed and we are now looking at what's happening in the second half of the year! In this latest newsletter you will find an update on what's happening in Queensland, TQ's involvement, TQ ITO workshop details and some new ideas that you could include in your packages.

ATEC Symposium update 17-20 May 2011

Hamilton Island, as predicted, was a fantastic location to have ATEC Symposium 2011.

This was by all accounts a very successful event highlighted by a "shining moment" gala dinner. TQ were delighted to be a major sponsor for the dinner.

TQ in partnership with Tourism Whitsundays also sponsored and hosted the ITO pre and post famils. This partnership hosted 64 ITOs to the Whitsunday region. (1 pre and 4 post famils). There were a lot of shining moments for our participants. To see what was experienced email for a copy of the itineraries.
Email: alison.saunders@tq.com.au

Queensland Incentives update

Tourism Queensland has sent out a Million Dollar Memo inviting organisations, companies, businesses and workplaces worldwide to compete for one million dollars (AUD) worth of unique incentive travel experiences in Queensland, Australia.

The [Final 20](#) (link to Final 20 page on MDM) companies have now been selected! As the very best of the best, these 20 companies will next be asked to send their company representative to Queensland, Australia to compete in the [Incentive Challenge Event](#) (Link to the event page oin MDM) in August.

The competition for the Million Dollar Memo heated up recently, as the six Australian finalists flew into Queensland for an informal meet and greet and the presentation of some special Million Dollar Memo memorabilia!

With some senior heavy weights from their own companies in tow, the finalists got the chance to check out the competition and hear firsthand what each other had been doing to promote their entries in the competition.

Video:

http://www.youtube.com/watch?v=6_Ke9GV7k2E&feature=player_embedded

<http://www.milliondollarmemo.com/en/>

Tourism Queensland / Qantas Outback famil

This was the second year of TQ's annual "floating" inbound event in partnership with Qantas Airways, which is designed as an adjunct to the annual ATEC/Qantas/TQ Northern and Gold Coast events.

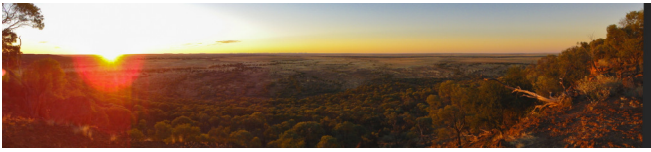


The Central Queensland Outback was chosen for 2011 as there has been a high level of desire expressed from the Inbound sector in recent times, as to the need to explore the region. Wishing to renew or establish their knowledge, and uncover new internationally ready tourism product to package.



We worked closely with Outback Aussie Tours to develop an itinerary that best showcased the region. We partnered with Queensland Rail to include the Spirit of the Outback product.

As well as a fantastic itinerary there was an opportunity for the participants to meet with 24 internationally ready Outback Queensland product at a networking function lunch.



Tourism Queensland/Qantas ITO Workshop

Another successful workshop completed - this popular event was held in Sydney on the 20th July 2011 with 48 Queensland product in attendance.

Located on page four you'll find the product list indicating the new product that attended. These products are new to the international market via Tourism Queensland's mentoring program.



Great Sunshine Way attractions pass

Tourism Queensland supported the initial setup and product training for the Great Sunshine Way attraction pass. This is a great opportunity to add value to your current packages.

The Great Sunshine Way Attractions pass offers outstanding value for money, convenience and flexibility. See and experience everything in Brisbane, Gold Coast and the Sunshine Coast for one low price, with one simple card.

With over 40 top experiences to choose from including sightseeing tours, cruises, thrill rides, eco tours and more all available in 3 simple packages.

Your Great Sunshine Way Pass comes with a free full-colour guide and useful maps. It's so easy to use simply decide what you want to do, swipe the card at the chosen attraction and your in! Easy peasy.

For more information contact:
Sarah Colgate from iVenture Card Australia.
Ph: 0415 828 551
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ATEC Southern Queensland workshop and famil

14- 18 September 2011

This is another opportunity for ITOs to meet with quality Queensland product based in and around Southern Queensland.

The schedule is a welcome tour and site inspection on the 14th followed by a one day workshop in Brisbane on Thursday 15 and then the options of a series of ITO familiarisations.

Contact Don Jolly for further information about this event. don.jolly@atec.net.au

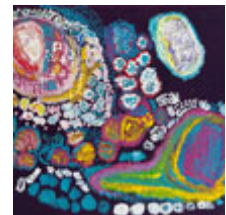
International Trade Collateral

We have up loaded Tourism Queensland's trade publications as e-brochures on tq.com.au for your perusal. Follow this link:

[International Trade Collateral](#)

Cairns Indigenous Art Fair (CIAF) 19-21 August 2011

Experience the beauty and diversity of Indigenous culture at the Cairns Indigenous Art Fair (CIAF), Australia's premier Indigenous art fair. CIAF celebrates



Aboriginal and Torres Strait Islander art, music, dance and theatre. It invites commercial galleries and Indigenous art centres to sell art by Queensland Indigenous artists. It's an exciting blend of emerging and established artists.

The CIAF 2011 program features a range of events and activities for art lovers, families, tourists and adventure travellers. Visitors will encounter traditional and contemporary Indigenous artworks, see live performances by traditional dancers and up-and-coming musicians, participate in children's art workshops and engage in artist talks and demonstrations, as well as see the latest in Indigenous film.

CIAF is an ethical art fair that provides a unique environment to showcase and sell beautiful and innovative art from more than 150 of Queensland's best Aboriginal and Torres Strait Islander artists

[http://ciaf.com.au/](http://ciaf.com.au)

Queensland unveils world-first showcase of Torres Strait history and culture

Uniting all the arts organisations in Brisbane's South Bank precinct for the first time, the landmark celebration will feature art collections, performances, lectures and activities for all ages from July 1 to October 23 2011.

At GoMA, Land, Sea and Sky will be the largest exhibition of contemporary art from the Torres Strait ever mounted.

Spanning all galleries on level 3, it will include over 200 works by more than 40 artists including dance objects, prints, film, video, textiles, ceramics and installations from the Queensland Art Gallery's significant collection of works, as well as key loans and commissioned works.

At the State Library, some of the most significant Torres Strait Islander documentary material in Australia will be shown in Strait Home, including the UNESCO-registered Margaret Lawrie Collection.

The museum's Awakening: Stories from the Torres Strait meanwhile will explore the spiritual and cultural connections between objects and their communities, with objects and artefacts on show such as ceremonial masks and archaeological findings going back to Bipo Taim (time before Christianity) and tracing its connection to the present.

This is a great event which can be packaged in with the Cairns Indigenous Art Fair to make it a truly fantastic indigenous / Australian experience.

<http://qag.qld.gov.au/exhibitions>

Queensland Product update

Brisbane: Mirimar Cruises - now departing from the Cultural Centre Pontoon

Brisbane's Mirimar Cruises, who runs the daily cruise up the Brisbane River to the Lone Pine Koala Sanctuary is celebrating a victory- the reopening of its passenger pick up and drop off pontoon at the Cultural Centre.

Following the January floods, Mirimar had to move its passenger pick up and drop off locations, but they are back to normal now and ready to welcome new passengers.

The Cultural Centre Pontoon is located in front

of the Queensland State Library and QLD Museum at South Brisbane.

Whale Season Fraser Coast

Whale season is here July – November. Follow the link to footage promoting the whale season on the Fraser Coast. It gives you a great example of what your client may experience.

<http://www.youtube.com/queensland#p/u/1/ThojhBDK6nE>

New Sunshine Coast Blog

Sunshine Coast Destination Ltd (SCDL) has launched an exciting digital initiative - a new blog which is integrated into their consumer website.

The blog will include information, tips, deals, images and videos about visiting the region and will allow us to publish regular, fresh content on the range of experiences visitors can enjoy on the Sunshine Coast.

www.visitsunshinecoast.com.au

Hayman re-opens to the world

Hayman re-opened on 1 August and is welcoming guests from throughout Australia and overseas to experience unprecedented new levels of tourism excellence at this top travel playground of the world.

Following a five-month forced period of closure to restore and repair the acclaimed private island destination in the Great Barrier Reef, Hayman is set to retain its mantle as a favourite hideaway for its guests and residence owners, including a long line of business and political leaders, dignitaries and celebrities.

www.hayman.com.au

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TOURISM QUEENSLAND / QANTAS ITO WORKSHOP 2011 PRODUCT LIST

Number	Company	Region	New
1	Kellys Beach Resort	Central Queensland	
2	Mirimar Cruises	Brisbane	
3	Witches Falls Cottages	Gold Coast Hinterland	
4	Hyatt Regency Coolum	Sunshine Coast	
5	The Workshops Rail Museum	Brisbane	
6	Kanu Kapers Australia	Sunshine Coast	
7	Hamilton Island	Whitsundays	
8	RACV Royal Pines Resort	Gold Coast	
9	Australia Zoo	Sunshine Coast	
10	Noosa Dreamboats	Sunshine Coast	New Product
11	Queensland Rail Travel	Whole of State	
12	Southern Cross 4WD Tours	Gold Coast/Hinterland	New Product
13	Rydges Oasis Resort	Sunshine Coast	
14	Eco Queenslander	Fraser Coast	New Product
15	Oceans Mooloolaba	Sunshine Coast	New Product
16	Sandcastles 1770 Motel & Resort	Central Queensland	New Product
17	The Escarpment Retreat	Gold Coast Hinterland	
18	Emeraldene Inn & Eco-Lodge	Fraser Coast	New Product
19	Echo Creek	Mission Beach	
20	DescaradA Luxury Charters	Whitsundays	
21	River City Cruises	Brisbane	New Product
22	Straddie Kingfisher Tours P/L	Brisbane	
23	interNATIONAL PARKtours	Gold Coast Hinterland	
24	Narrows Escape Rainforest Retreat	Sunshine Coast	
25	Whales in Paradise	Gold Coast	
26	Paradise Eco Lodge	Whitsundays	New Product
27	Wildlife Tropical North Queensland	TNQ	
28	Explore Whitsundays	Whitsundays	
29	Fraser Experience Tours	Fraser Coast	New Product
30	Airlie Beach Hotel	Whitsundays	New Product
31	Catch a Crab @ Birds Bay Oyster Farm	Gold Coast	
32	Whalesong Cruises	Fraser Coast	
33	Buderim Ginger Limited	Sunshine Coast	
34	Jabiru Safari Lodge at Mareeba Wetlands	TNQ	
35	Shantara Resort & Spa Port Douglas	TNQ	
36	Oaks Hotels & Resorts	Whole of State	
37	Dolphin Wild Island Cruises	Brisbane	New Product
38	Raging Thunder Adventures	TNQ	
39	Ocean Hotels & Tourism	Whole of State	
40	Coco Mooloolaba	Sunshine Coast	New Product
41	Redlands IndigiScapes Centre	Brisbane	
42	Tree Houses of Montville	Sunshine Coast	New Product
43	Fraser Lodge Holiday Park	Fraser Coast	New Product
44	Australian Wildlife Self Drive Safaris	Townsville	
45	Spirit of Freedom	TNQ	
46	Gold Coast Tourist Shuttle	Gold Coast	
47	1770 LARC! Tours	Central Queensland	
48	Alexander Lakeside Bed & Breakfast	Fraser Coast	New Product
49	Currumbin Wildlife Sanctuary	Gold Coast	
50	StayWell Hospitality Group	Whole of State	