



**Hon Peter Lawlor MP**  
Member for Southport



**Minister for Tourism and Fair  
Trading**

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### **Online campaign to feature Best Job candidates' tropic adventures**

The adventurous side of Tropical North Queensland will be showcased to the world as part of a new online campaign featuring Best Job in the World candidates Greg Reynen and James Hill, Tourism Minister Peter Lawlor announced today.

Mr Lawlor said the campaign aimed to position Tropical North Queensland as a destination that offers adventurous travellers the ultimate adventure experience within some of the greatest natural wonders of the world.

"We want to raise awareness in some of our key international markets that Tropical North Queensland is Australia's number one natural adventure playground," Mr Lawlor said.

"The campaign has been designed to leverage off the successful Best Job in the World campaign and engages two of the high profile candidates, James from Queensland and Greg from Singapore, who have gained keen followings in their respective markets.

"Greg and James' enthusiasm, passion for Queensland and adventurous natures impressed us so much when we first met them we thought they'd be the perfect people to task with the opportunity to sell Queensland's tropical north to prospective domestic and international visitors.

"James is an Aussie with strong links in the UK and Greg is an American based in Singapore, so we want to use their respective skills in photography and travel writing to document their experiences and perspective of the Tropical North as an adventure playground."

Mr Lawlor said the dynamic duo would travel to Tropical North Queensland this week to begin their eight-day adventure.

"During their stay, Greg and James will visit the Skyrail in Cairns, go mountain biking and participate in a Jungle Surfing canopy tour," he said.

"Other key activities include Minke whale viewing, a cultural habitat tour, a SkySafari, snorkelling experience, lava tubes walk, jetski tour, blo-karting, whitewater rafting and the list goes on.

"It's going to be a busy week, thanks to the wonderful local tourism operators of Tropical North Queensland who have strongly supported the campaign.

"During the months leading up to the Best Job in the World final selection event, James and Greg achieved a huge amount of publicity for Queensland in key international markets such as Singapore, America and the UK.

"Having genuine people like James and Greg, who have spent time in Queensland, available to blog and take photos about their experiences is a brilliant move and proof that the Best Job in the World campaign has benefits for other regions in Queensland."

Mr Lawlor said Tourism Queensland had entered an unprecedented technological phase and expanded Queensland's involvement in modern digital technology platforms such as YouTube, iTunes, Facebook, Twitter and more recently the iPhone application.

"This online campaign is another great example of how Tourism Queensland and Tourism Tropical North Queensland are working together and exploring new ways of reaching out and communicating with both today's and tomorrow's visitors to Queensland through modern and popular technological platforms," he said.

"Online marketing campaigns such as this one use internet technology to promote Queensland's tourism products and destinations, both domestically and internationally and makes our content more accessible."

Mr Lawlor said the online campaign coordinated by Tourism Queensland and Tourism Tropical North Queensland would commence on 20 July and include prominent banner ads on high profile websites both domestically and overseas.

"Tourism Queensland is also looking at opportunities with several of the other Best Job in the World Top 16 candidates."

**Ends**