



Hon Peter Lawlor MP
Member for Southport



**Minister for Tourism and Fair
Trading**

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Best Job tourism ambassador brings Korean children to Gold Coast and Brisbane

Korean-based Queensland tourism ambassador and former Best Job in the World candidate, Juweon Kim is in Queensland this week to show a group of Korean schoolchildren how to cuddle a koala, feed a dolphin and experience Queensland lifestyle, Tourism Minister Peter Lawlor said.

Mr Lawlor said Juweon would escort a group of Korean children around the Gold Coast and Brisbane as part of joint promotion with leading Korean children's clothing line DAKS Kids to promote business etiquette, education and environmental conservation.

"Juweon is a much-loved Best Job in the World Top 16 candidate who generated a lot of local media coverage for Queensland in Korea," Mr Lawlor said.

"He is also a popular radio broadcaster in Seoul and has a loyal following on his blog so is ideal to promote Queensland to the Korean market.

"As a host of the Best Global Leader event, Juweon will help give the children a first-hand experience of Queensland's culture and key experiences including cuddling a koala, feeding the dolphins at Tangalooma, a visit to the Queensland Museum, Australian Outback Spectacular and theme parks.

"While this visit marks his first official duty in Queensland, Juweon has been busy flying the flag for Queensland in Korea on his EBS radio program and at trade shows.

"Juweon will spend the next 10 months as a part-time tourism ambassador participating in activities such as trade shows, media interviews, consumer events and PR initiatives while contributing updates to his blog."

Mr Lawlor said Juweon's tourism ambassador role in tandem with other current Tourism Queensland marketing activities, would help push Queensland to the forefront of the minds of Koreans planning to take a holiday.

"Juweon's arrival in Queensland this week follows a recent visit by 12 Korean travel agents to Brisbane and the Gold Coast as part of a joint promotion with Tourism Australia to launch educational tour packages," he said.

"Tourism Queensland also led 10 Queensland tourism industry representatives on a trade mission to Korea in September, to participate in workshop and networking opportunities with retail travel agencies to increase the profile of Queensland and their products."

Tourism Queensland Acting CEO Steve McRoberts said Juweon's appointment as a

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Queensland tourism ambassador, combined with these latest marketing initiatives, would help tempt Korean holidaymakers to Queensland.

"Korea is a key international market for Queensland with 65,000 visitors contributing approximately \$225 million in the year to June 2009," Mr McRoberts said.

"In Korea, Queensland is regarded as a great holiday destination for families because of its theme parks and natural attractions.

"These marketing activities will help boost awareness of Queensland as a great place to visit."