



Hon Peter Lawlor MP
Member for Southport



**Minister for Tourism and Fair
Trading**

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New UK tourism campaign positions Queensland as Best Holiday in the World

More than six million Brits will be exposed to Queensland sunshine as part of a major new tourism campaign which positions Queensland as 'The Best Holiday in the World', Tourism Minister Peter Lawlor announced today.

Mr Lawlor said a range of VIP Queensland experiences were up for grabs for Brits who booked a holiday to the Sunshine State as part of an incentive with retail travel partners Flight Centre and Gold Medal and Emirates Airlines.

"The campaign will see Flight Centre and Gold Medal customers in the UK automatically entered into a prize draw for the chance to win a range of VIP Queensland experiences when they book return flights and accommodation in Queensland," Mr Lawlor said.

"The VIP experiences include playing golf with a pro on Dent Island in the Whitsundays, learning to play the didgeridoo at Tjapukai Aboriginal Cultural Centre in Tropical North Queensland with renowned musician David Hudson, and becoming a marine biologist for the day at Tangalooma Wild Dolphin Resort in Southern Queensland.

"The campaign runs until the 21 December and aims to add value to visitors' pre-booked Queensland holidays through promoting Queensland's fantastic holiday experiences.

"As the UK heads into the grips of winter, now is the perfect time to get them thinking about a sunny Queensland holiday."

Mr Lawlor said the campaign would be promoted through a range of channels including newspapers and prominent websites.

He said the competition followed other 'Best' initiatives in the UK such as the Best Adventure in the World campaign which was designed to educate travellers about Queensland's adventurous side.

"The Best Adventure in the World campaign coordinated by Tourism Queensland UK in partnership with Qantas and Big Earth, the TV production company behind the 'By Any Means' and 'Long Way Round' TV series, targets gap year travellers, backpackers and those dreaming of a career break," Mr Lawlor said.

"The campaign runs until the end of January and is supported by two unique competitions - to become a travel writer for the Independent on location in Queensland, and the chance to become an adventure documentary maker in Queensland."

Tourism Queensland acting CEO Steve McRoberts said the series of 'Best' initiatives were

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being rolled out to help convert the awareness generated for Queensland through the Best Job in the World into sales for Queensland tourism operators.

"The UK campaigns are perfectly aligned to spark an interest with one of Queensland's largest international markets who love our natural environment and beach lifestyle and often engage in adventure sports and activities," Mr McRoberts said.

"In the year ending June 2009 Queensland welcomed 250,000 visitors from the United Kingdom who spent approximately \$476 million on their trip to Queensland."

For more information on the Best Holiday in the World and Best Adventure in the World UK campaigns visit - www.experiencequeensland.com