



Hon Peter Lawlor MP
Member for Southport



**Minister for Tourism and Fair
Trading**

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Best Holiday in the World up for grabs amongst online explorers

An online marketing campaign developed by Tourism Queensland is giving European explorers the opportunity to win the Best Holiday in the World, Tourism Minister Peter Lawlor said.

Mr Lawlor said the game promoted the natural beauty and idyllic holiday experiences available in Queensland with the aim of encouraging German-speaking Europeans to visit the Sunshine State.

"In the game, players will travel 'virtually' to destinations throughout Queensland with the aid of maps, pictures and text while dodging obstacles along the way," Mr Lawlor said.

"Successful online explorers will then be eligible to enter a competition to win the Best Holiday in the World, a 14 day round-trip throughout Queensland.

"The Queensland holiday prize package includes two return flights with Emirates Airlines, a two-week Apollo camper van experience and two nights at luxury resort qualia on Hamilton Island.

"The viral campaign run by Tourism Queensland Europe, in partnership with Emirates Airlines, Dertour, Tourism Australia and Hamilton Island and aims to generate interest in Queensland from European travellers."

Mr Lawlor said that the game was a great example of a 'best' themed campaign which would capitalise on the awareness generated from the Best Job in the World campaign and the recent appointment of three of the Top 16 candidates as Queensland tourism ambassadors in Europe.

"The latest International Visitor Survey for the year ending June 2009 reported strong growth in visitor numbers out of Continental Europe," he said.

"Visitors from Germany increased by eight percent last financial year to 80,000, French visitors increased 15 percent to 38,000 and Italian visitors increased 17 percent to 27,000.

"Expenditure also increased out of these markets by 21, 22 and 14 percent respectively in the year ending June 2009."

"Our focus at the moment is on converting the awareness generated for brand Queensland through the Best Job in the World into visitors and sales for Queensland tourism operators.

"The aim of the game is to keep Queensland destinations and experiences top-of-mind

amongst Europeans as they head into winter and are looking for a warm holiday escape."

Mr Lawlor said the campaign would reach the inboxes of more than 25,000 Europeans in the first week of October and would then be followed by a series online banner ads featuring on prominent websites in Europe such as T-online.de and Travelscout24.de.

"This is a viral campaign, so the idea is that it will spread further online through Facebook, Twitter, and other social media," he said.

"This online game entices more Europeans to pack their bags and come to Queensland by featuring a diverse range of popular international tourism journeys such as Reef to Outback, Great Sunshine Way, Islands of the Great Barrier Reef, and Great Tropical Drive."