

Magali (the Netherlands)

July 2009

- One of four top 16 finalists for the Best Job in the World to be featured in Queensland's 'HEY HEY THIS IS QUEENSLAND – THE BEST HOLIDAY IN THE WORLD' television commercial and photo-shoot to follow the Best Job in the World campaign for the Islands of the Great Barrier Reef. There were four versions of the commercial made showcasing Queensland's four themes (Islands & Beaches, Natural Encounters, Queensland Lifestyle, Adventure)

November 2009

- Tourism Queensland booth guest speaker at Aussie Tours consumer event, Gent, Belgium

November to current

- Developed a Magali-dedicated section on www.australie.nl which showcases Magali's personal Top 10 favourite picks of Queensland destinations, her personal journey, campaigning for the Best job in the World and Queensland's Best Holiday Television commercial

April 2010

- Magali organised and held an Aussie Beach Event at Bloemendahl Beach, Netherlands, on the 24th April 2010, to coincide with the Europe's first week of summer for 2010. The event was attended by hundreds of people from the general public who participated in free surfing lessons, Aussie-cooking workshops, Didgeridoo workshop, surf simulator, beach volleyball and more. Two wholesaler tour operators were also present at the event with a stand where several trips to Queensland were booked. Invitations were sent out to 175,000 subscribers of the Australie.nl newsletter, distribution of flyers and posters in all shops and restaurants of Bloemendahl Beach and promotion via twitter and facebook.

May 2010

- Along with fellow Queensland Tourism Ambassador, George, Magali hosted a famil of 15 Aussie Specialist travel agents. The agents were from the UK and Europe and were in Australia to attend Corroboree and to further increase their knowledge of Australia. Magali shared her knowledge and enjoyed exploring Cairns and The Great Barrier Reef with the Aussie Specialists.

May – June 2010

- Spent a week on the beautiful Fraser Coast, including stops in Harvey Bay, Fraser Island and Maryborough, followed by two weeks in Brisbane. These trips were to finalise promotional content for the Fraser Coast Adventure Online Campaign which will be released soon.



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