Queensland Activity Overview 2011/12

Destination	Market	Activity	Proposed Partners	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
				3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	5 12 19 26	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24
QUEENSLAND												Easter, Good Friday 6 Apr			
	INTERSTATE						23 Oct Sydney, 6 Nov Melbourne								
		Supplements									29 January			20 May	
		Retail													
		Online Holiday Deals													
		Brand Activation													
	INTRASTATE														
		Supplement					23 October				29 January			20 May	
		Regional Newspaper Column													
		Brand Activation													
	Stand Alone advertising is available throughout the year														

Reef # 181330