



PRESS RELEASE

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Best Job Candidates' Showcase Tropic Adventures in New Online Campaign

A new online tourism campaign focusing on the adventurous side of Tropical North Queensland, and featuring Best Job in the World candidates Greg Reynen and James Hill, launched last week.

Tourism Minister Mr Lawlor said the campaign was coordinated by Tourism Queensland who engaged Best Job in the World candidates Greg from Singapore (an American expatriate moving back to the USA in July), and James from Australia, to create both the written and visual aspects of the campaign.

"A Tropical North Queensland Best Adventure microsite has been established to feature the range of adventure-based activities and operators who were involved and supported the campaign," Mr Lawlor said.

Banner advertisements will also appear across websites news.com.au, and TheVine.com.au, along with an electronic direct mail send and search engine marketing which will direct consumers through to the campaign website.

Mr Lawlor added, "We want to inspire consumers who see the ads to click through to the campaign site and look at the range of adventure-based activities available in Tropical North Queensland."

"Tropical North Queensland offers adventurous travelers the best adventure experience within some of the greatest natural wonders of the world, and this campaign highlights just that."

Mr Lawlor said the campaign's timing was ideal following Ben Southall, the Best Job in the World Island Caretaker's recent visit to the region.

"Ben's recent visit to Tropical North Queensland means that the region and its diverse adventure-based experiences are now top of mind for the 94,000 subscribers who have signed up to receive Best Job in the World updates," he said.

"The launch of the campaign is also a great example of the way that the extra allocation of AUD \$1.9 million (USD 1.6 million) State Government funding has been used to turn this outstanding campaign's exposure into sales."

Tourism Queensland CEO Anthony Hayes said Tourism Queensland's current focus was on sales activities specifically targeted at generating benefits for small operators.

"Tourism Queensland is now very focused on the sales element of the campaign," Mr Hayes said.

"The initial campaign budget was AUD \$1.7 million (USD \$1.4 million) and has so far returned more than AUD \$330 million (USD \$274 million) in publicity, so it is fantastic to have extra funds to continue to generate Best Job in the World marketing opportunities through campaigns such as this."

"Greg and James are both adventurous travelers and both love Queensland through and through, so who better to sell Tropical North Queensland's adventure-based experiences to domestic and international visitors" Mr Hayes continued.

For more information on the Tropical North Queensland Best Adventure campaign visit - www.queenslandholidays.com.au/best-adventure

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For further press information and images please contact Mary Shammas, Tourism Queensland at email mary.shammas@tq.com.au or (310)695-3253