

## Million Dollar Memo offers \$1 million (AUD) in Queensland travel rewards

**QUEENSLAND, AUSTRALIA:** \$AUD 1,000,000 in Queensland incentive travel experiences is up for grabs in Tourism Queensland's new global marketing campaign that will see companies and workplaces around the world going head-to-head to compete for the Ultimate Reward.

Tourism Queensland – the team behind the phenomenally successful Best Job in the World campaign – today launched the Million Dollar Memo – a new campaign targeting the global incentive travel market by offering companies and workplaces around the world the opportunity to compete for \$AUD1,000,000 worth of travel experiences to Queensland, Australia.

Tourism Queensland CEO Anthony Hayes said the Million Dollar Memo aimed to position Queensland as one of the world's leading incentive travel destinations.

"Great companies are built by the great people within them, so we'd like to reward that hard work by giving one lucky company the chance to win the Ultimate Reward - AUD\$1,000,000 worth of Queensland travel experiences for their staff," Mr Hayes said.

"We've sent the Million Dollar Memo to thousands of companies and workplaces worldwide, inviting them to showcase their organisation to a global audience by telling us why they are the best company in the world and why their employees deserve the \$AUD 1,000,000 worth of unique travel experiences to Queensland.

"Whether its awe-inspiring adventure, relaxation on tropical islands and beaches, up-close encounters with some of Queensland's unique wildlife, or simple enjoyment of the laid back Queensland lifestyle, we'll tailor the travel experiences for the winning company and ensure their employees experience the Ultimate Reward."

To be in the running, entrants need to create an entertaining 60 second video that shows what makes their company great and why they think Queensland is the ultimate reward destination. Video entries can be submitted at [www.milliondollarmemo.com](http://www.milliondollarmemo.com).

"It doesn't matter if you work for a global sporting company, a software giant or a small-town bakery, if you have 3000 employees or only three – the Million Dollar Memo is open to companies and workplaces around the world," Mr Hayes said.

"Tourism Queensland is looking for the company that is able to best show us what makes them a special workplace and how the opportunity to spend AUD\$1,000,000 on Queensland incentive travel experiences will be the best reward for their staff."

Mr Hayes said The Million Dollar Memo was open to anyone from any organisation, company, business or workplace in any country and would run from 18 March (07.05 AED EST) with entries closing on 1 May (23.59 AED EST).

The competition consists of three phases; a Top 50 short-list, a Final 20 list and an Incentive Challenge Event which will see a representative of the final 20 companies travelling to Queensland to compete in person.

"Anyone can also vote for their favourite video entry in a "People's Choice" via [www.milliondollarmemo.com](http://www.milliondollarmemo.com)," Mr Hayes said.

"The Top 5 'People's Choice' entries will go through to the Top 50 with Tourism Queensland shortlisting a further 45 entries to complete the Top 50.

"The Top 50 list to be announced on 1 June, 2011."

Mr Hayes said from the Top 50 short-list, website visitors could then vote again for their favourite entries, with three Wild Card spots open in the Final 20 list. Tourism Queensland will select a further 17 entries for the Final 20 list, which will be announced on 6 July.

"Those companies fortunate enough to make it to the Final 20 list will get to send a representative to Queensland for an Incentive Challenge Event which will be held in unique locations throughout the state starting on the 23 August," Mr Hayes said.

"The 20 finalists will spend eight days taking part in a series of exciting and uniquely Queensland challenges on the Gold Coast, Sunshine Coast, Whitsundays, and Tropical North Queensland – these are money-can't-buy experiences."

Mr Hayes said the winner would be announced on 31 August with their company or workplace to receive the ultimate reward – AUD\$1,000,000 worth of Queensland incentive travel experiences.

Mr Hayes said the Million Dollar Memo campaign was the consumer element of a five-year Global Incentive strategy, targeting the incentive travel industry.

Million Dollar Memo campaign is proudly supported by:  
V Australia, Virgin Blue & Etihad Airways  
Gold Coast Convention Bureau, Business Events Sunshine Coast,  
Tourism Whitsundays and Business Events Cairns and Great Barrier Reef

“Tourism Queensland, in collaboration with Queensland Convention Bureaus, is activating a five-year Global Incentive Strategy, which aims to position Queensland as Australia’s leading incentive travel destination,” Mr Hayes said.

“Through the launch of this campaign and activation of the wider incentive strategy we’re telling the business world that Queensland is ready for visitors and that we’re looking to capture as many incentive travel opportunities as possible.

“Tourism Queensland aims to re-engage with this sector, as incentive travel represents a high value market, with incentive travellers spending around 2.5 times more per day than international visitors and approximately \$334 million annually on their visits to Queensland.”

The Million Dollar Memo campaign is proudly sponsored by Virgin Blue & V Australia, Etihad Airways, Gold Coast Convention Bureau, Business Events Sunshine Coast, Tourism Whitsundays Convention Bureau and Business Events Cairns & Great Barrier Reef. Mackay Convention Bureau, Townsville Convention Bureau, Brisbane Marketing Convention Bureau are also partners in supporting the campaign.

Copies of the memo and information on the competition can be found at [www.milliondollarmemo.com](http://www.milliondollarmemo.com)  
Information about Queensland incentive experiences can be found at [www.queenslandincentives.com](http://www.queenslandincentives.com)

### Further information

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