

# News you can use!

**July 2 2010**

## **Tourism Queensland Chooses North American Travel Agent to Star in a \$30,000 Consumer Ad Campaign**

For the first time, Tourism Queensland has given a North American travel agent the opportunity to feature in a Queensland consumer advertising campaign valued at \$30,000.

This fantastic opportunity was the major prize of a trade promotion dubbed "Love the Wild Life", targeted at US and Canadian agents, that focused on Brisbane and its surrounding areas known as the Great Sunshine Way.

"With the Love the Wild Life promotion, we were able to educate North American agents on the benefits of choosing to fly direct to Brisbane from Los Angeles their clients and demonstrating that this destination is the gateway to iconic Australian wildlife experiences and the Natural Wonder of the World, the Great Barrier Reef", said Regional Director Shana Pereira.

As well of the ad campaign prize, the incentive also included a VIP trip to the Great Sunshine Way, with an itinerary packed with iconic Australian experiences and the opportunity to explore the lesser-known 'secrets' of the area.

To qualify for the VIP trip, agents simply had to sell at least six itineraries on any direct flight from Los Angeles to Brisbane on Qantas Airways or V Australia between January and April 2010.

Earlier this month, 15 agents from all over North America who qualified for the VIP trip made their way across the Pacific.

"From cuddling a koala at Australia Zoo to hand-feeding wild dolphins at Tangalooma Resort, the itinerary was specially designed with the aim of not only educating the agents, but offering one-of-a-kind experiences in locations that we know will greatly appeal to their North American clients", said Ms Pereira.

Feedback on the famil was very positive, and the agents enthusiastically returned home to the US and Canada to begin promoting the region to their customers.

"We were looking for the best marketing idea from the qualified travel agents to promote the region to the US and Canada. These travel agents know their clients well, and know what they are looking for in a destination vacation", said Ms Pereira.

As a result of their inspiration, the judges were forced to make a decision of choosing one of some fantastic ideas.

After some deliberation, the judges chose the entry of Tracey Haug from Downunder Travel. Downunder Travel has three offices in Vancouver, Calgary and Toronto.

“We were amazed by the quality of entries that came in. We chose Tracey’s idea, not only for the thought and creativity that went into it, but how closely it aligns with our strategic direction”, commented Ms Pereira.

Tourism Queensland Americas will work on Tracey’s campaign idea with a creative agency to develop and implement a full consumer marketing campaign valued at \$30,000. All leads generated from that campaign will then be directed back to Downunder Travel.

The campaign will launch in September 2010.

For more information on the “Love the Wild Life” campaign, visit [www.destinationqueensland.com/wildlife](http://www.destinationqueensland.com/wildlife).

For a full itinerary of the Great Sunshine Way VIP trip, [click here](#).



Highlights of the Great Sunshine Way famil - high resolution available on request

Media Inquiries:  
Katie Macdonald  
Tourism Queensland  
310-695-3253  
[katie.macdonald@tq.com.au](mailto:katie.macdonald@tq.com.au)