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Tourism Queensland Gives Facebook Friends 100,000 Reasons to Shine in Queensland, Australia

One lucky vacationer from the US and up to nine friends have the chance to win the Queensland vacation of a lifetime worth up to AUD\$100,000 by entering their favorite Queensland experiences into a virtual passport, Shana Pereira, Regional Director for Tourism Queensland, said today.

Facebook's 500 million users the world over have the chance to win Tourism Queensland's biggest ever vacation prize by entering the Passport to Shine competition.

"Running from 12 October to 22 November, Passport to Shine celebrates the launch of Tourism Queensland's landmark new global brand platform, Queensland, Where Australia Shines," Ms Pereira said.

"Queensland, Where Australia Shines captures the essence of what sets Queensland apart from other destinations - a beautiful Australian vacation destination famous for sunshine, but also our unforgettable experiences and the shining nature of Queenslanders themselves.

"Passport to Shine provides Facebook users with a virtual passport which they can fill with Queensland experiences to be in the draw to win an ultimate Queensland vacation worth up to AUD\$100,000.

"This is another cutting-edge social media initiative from Tourism Queensland following on from The Best Job in the World, which is regarded as one of the most successful social networking campaigns.

"Tourism Queensland has nearly 34,000 friends on Facebook and with more than 500 million users, Facebook is the perfect place to host this great competition as the only truly global social networking platform.

"Entrants in Passport to Shine will be able to choose from a range of amazing Queensland experiences for their passports, including the awe of snorkeling the Great Barrier Reef, the wonder of sailing among Queensland's subtropical islands, the exhilaration of gliding through the rainforest or the adrenalin-rush of mustering cattle in the outback, among many others.

"We want to help them turn their imagination into reality by entering the competition, forwarding it onto their friends, and ultimately stepping out of a virtual Queensland into the real one."

Entrants in Passport to Shine are initially able to choose one favorite Queensland experience from eight available to place in their passports.

"As the campaign progresses, additional Queensland experiences will be released and each time an entrant adds a new experience, the value of their prize doubles - from AUD\$25,000, to AUD\$50,000 and, finally, up to the maximum of AUD\$100,000," Ms Pereira said.

"By choosing a total number of three experiences by the end of the campaign, users will be eligible for the ultimate AUD\$100,000 Queensland vacation experience.

"Up to 10 people can share this fantastic vacation and they will be able to experience incredible shining moments in Queensland though an itinerary designed by Tourism Queensland."

The itinerary takes into consideration the experiences selected by the winner during the competition with 10 percent of the value of the prize being made available as spending money.

"Entrants are encouraged to share their chosen Queensland experiences with friends through Twitter and email and each time they share they will receive a bonus entry in the competition," Ms Pereira said.

Media Release

"Once the competition closes on 22 November, the winner will be drawn and contacted by the end of November.

"I encourage everyone to enter Passport to Shine and select their favorite Queensland experiences so they can be in the running to win an incredible Queensland vacation of a lifetime where they can shine."

Facebook users can enter Passport to Shine via www.facebook.com/visitqueensland.

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