

November 8, 2010

## US\$6,000 Queensland vacation prize up for grabs to US Facebookers

United States Facebook users have the chance to win an exclusive \$US 6,000 vacation to Queensland, home to the Great Barrier Reef, The Natural Wonder of the World, in Tourism Queensland's landmark Passport to Shine Facebook campaign, Tourism Queensland Regional Director Americas Shana Pereira said today.

One lucky US Facebook user entering Tourism Queensland's global Passport to Shine competition this week would win a \$US 6,000 bonus vacation exclusively available to US entrants.

"Passport to Shine enables Facebook's 500 million global users to enter the draw for an ultimate Queensland vacation worth up to \$AUD 100,000 for as many as 10 people by getting users to enter their favorite Queensland experiences into a virtual passport," Ms Pereira said.

US Facebook users entering Passport to Shine this week (Monday - Sunday November 8-14) will go into the draw for a 'bonus prize' - a fantastic \$US 6,000 Queensland vacation.

The vacation prize for two with Qantas Vacations includes return airfares to Brisbane from Los Angeles, accommodation in Brisbane and Cairns, a Great Barrier Reef cruise and entry to Australia Zoo, home of the Crocodile Hunter.

"This prize will be drawn next week and the beauty of this bonus giveaway is that US Facebook users who have already entered Passport to Shine simply need to add a new experience to their passport to be in the running to win," Ms Pereira said.

Passport to Shine celebrated Tourism Queensland's new global brand, Queensland, Where Australia Shines, by telling Facebook users the world over that Queensland was where they could have an unforgettable Australian vacation experience and 'find their shine'.

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

"This is a great way to get the message out through social media channels that Queensland's shining experiences and destinations are among the best in the world.

"Queensland is a popular destination for Americans, who come to enjoy our fantastic islands and beaches, laid-back Queensland lifestyle, our great adventure opportunities and the marine wonders of the Great Barrier Reef, the world's largest coral reef system."

Passport to Shine closes on 22 November and can be accessed via [www.facebook.com/visitqueensland](http://www.facebook.com/visitqueensland).

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