



## **MEDIA RELEASE**

**Friday, 16 May 2008**

### **Go to town on us**

Townsville and Magnetic Island will feature in a new advertising campaign aimed at enticing southern markets to North Queensland for a tropical getaway. The cooperative campaign, partnered by Townsville Enterprise, Townsville Airport and Virgin Blue begins this weekend and will run for the next four weeks.

The campaign, in excess of \$100,000, positions North Queensland in the Melbourne, Brisbane and Adelaide markets through extensive coverage via print, radio and a campaign website offering special flights and accommodation packages from local tourism businesses.

The Townsville Region continues to build a high level of awareness and favourability as a destination, with over one million domestic visitors in 2007.

Townsville Enterprise General Manager Destination Marketing and Development Brent Randall said the exposure North Queensland will receive from this campaign will add further value to marketing activities.

“We’ve been working with our partners and local tourism businesses to present the region as a vibrant and exciting destination,” Mr Randall said.

“It is great to have the campaign supported with special offers and packages to tempt visitors or even short breaks into the region.”

“Townsville Enterprise together with industry partners and local operators will continue to promote the region and what there is on offer. The region’s diversity, such as; the reef, rainforest and the outback, as well as the Great Tropical Drive and Magnetic Island will continue to attract visitors to the region.”

The campaign will run until mid June.

**ENDS**

**For more information contact Therese Toy on (07) 4726 2759**