



2007/2008
Townsville, North Queensland
Leisure Marketing Shopping Cart

Date	Market	Activity	Members Commitment	Cost
July	Trade – International	Inbound Tour Famil Initiatives & Workshops	€ Yes we will be participating in this activity € No we will not be participating in this activity	Function Cost TBA Workshop Cost \$5,000
August	Trade – International	TQ RTO Sales Mission NZ	€ Yes we will be participating in this activity € No we will not be participating in this activity	\$350
26 August	Consumer – Domestic	Sunday Mail – Escape Travel Lift-out (full page, full colour advertorials) TQ/TEL Co-op	€ Yes we will be participating in this activity € No we will not be participating in this activity	\$850 + GST per panel
August/Sept	Consumer – Domestic	Road Ahead Magazine – small placed holiday insertions are planned within the holiday and leisure section TQ/TEL Co-op	€ Yes we will be participating in this activity € No we will not be participating in this activity	\$700 + GST per panel
August/Sept	Consumer – International	NZ Great Barrier Reef Islands Campaign	€ Yes we will be participating in this activity € No we will not be participating in this activity	\$5,000 per operator

August/Oct	Consumer – Domestic	Regional TV – Mackay, Cairns, Rockhampton	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$5,000 and \$10,000 packages available
September	Trade – International	New Zealand 2-3 day Sales Mission (Auckland, wholesalers, retail and media training and functions)	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$300 per operator plus airfares and accom, individual travel expenses. Price dependant on participation.
October	Consumer – Domestic	Style Magazine half page, full colour advertorial TQ/TEL Co-op	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$750 + GST per panel
October	Consumer – Domestic	Virgin Blue – Voyeur In-flight Magazine (full page, colour) Jet Star – In-flight	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$2000 + GST (panels in both publications)
October/ November or March/April	Consumer – Domestic	National Campaign/Launch – Fly/drive campaign (airline, car hire company and industry partners) Final campaign period to be determined with industry and major partners. Options Oct/Nov 07 or March/April 08	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	Attractions \$1,000 Accommodation \$3,000
November	Consumer	On-line V3 Campaign	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	Price and exact timing to be determined. Expect to be no more then \$500 per operator.
Mid November	Trade – International	UK/Germany Townsville Industry 10-14 day Sales Mission	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$7,000 per operator (inc airfare)

December	Consumer – Regional, National & International	Holiday & Travel Guide Sale of advertising December	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	Pricing dependent on size of advert
January	Consumer – Local/VFR	Local VFR campaign in cooperation with media houses. May be an option for operator buy in.	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	Pricing to be advised.
January	Trade – International	International/Domestic Product Manual TEL, NZ, UK, Europe & Domestic Trade databases. Sale of advertising January.	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$800 per listing
Feb/March	Consumer – Domestic	Road Ahead Magazine – small placed holiday insertions are planned within the holiday and leisure section TQ/TEL Co-op	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$700 + GST per panel
Feb/March	Consumer – Domestic	Regional TV – Mackay, Rockhampton, Cairns	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$5,000 and \$10,000 packages available
Feb/March	Consumer – Domestic	On-line V3 Campaign	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	Price and exact timing to be determined. Expect to be no more then \$500 per operator.
February	Consumer – Domestic	Virgin Blue – Voyeur In-flight Magazine (full page, colour) Jet Star – In-flight Magazine (full page, full colour) Joint Buy TQ/TEL Co-op	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$2,000 + GST (panels in both publications)

Feb/March	Consumer – International	NZ Great Barrier Reef Islands Campaign	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$5,000 per operator
March	Consumer – Domestic	Brisbane Central Station Pillar Drops	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$2,000 + GST (2xpartners)
March	Consumer – Domestic	Sunday Mail – Escape Travel Lift-out (full page, full colour advertorials)	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$850 + GST per panel
28 March – 3 April	Consumer – Domestic	Melbourne Caravan & Camping Show	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	Non TEL Attendance. Costs to be equally shared for booth, floor space with regions and partners.
April	Trade – International	Oz Talk New Zealand	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$3,500 share, \$5,500 sole
March	Consumer – Domestic	Style Magazine half page, full colour advertorial TQ/TEL Co-op	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	\$750 + GST per panel Costs to be shared amongst
14-22 April	Consumer - Domestic	Sydney Caravan & Camping Show	<p>€ Yes we will be participating in this activity</p> <p>€ No we will not be participating in this activity</p>	Non TEL Attendance. Costs to be equally shared for booth, floor space with regions and partners.

April/May	Consumer – Domestic	Road Ahead Magazine – small placed holiday insertions are planned within the holiday and leisure section Sydney Caravan & Camping Show	<input type="checkbox"/> Yes we will be participating in this activity <input type="checkbox"/> No we will not be participating in this activity	\$700 + GST per panel participating operators excluding TEL
4 – 11 June	Consumer - Domestic	Brisbane Caravan & Camping Show	<input type="checkbox"/> Yes we will be participating in this activity <input type="checkbox"/> No we will not be participating in this activity	Costs to be equally shared for booth, floor space with regions and partners. TEL attending.

- Tourism Queensland Europe – Dertour Mega Agent Famil participation and buy in options will be available – dates to be confirmed.
- Tourism Queensland/Tourism Australia Media Workshop – dates to be confirmed.
- Tourism Australia – Australia.com online marketing packages - \$3,500 available all months of the year. In addition TA offer a range of press opportunities which will be made available as a separate document.

**Please indicate your commitment to each activity by placing a ✓ tick response within the member’s commitment column.
On-line bookings will also be available through www.townsvilleonline.com.au by 23 June 2007.**

Company Name: _____

Employee Name: _____ Date: _____

Please fax back your commitment to the Townsville Enterprise Tourism Bureau care of Fax: 4726 2700.