



## **MEDIA RELEASE**

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### **Holiday at home – the Government’s shout**

Townsville Enterprise is calling on the North Queensland community to put its money where its mouth is by taking a holiday at home this Easter.

The tourism marketing body is joining a chorus of tourism bodies to call on Australians to spend their economic stimulus payments on a holiday at home.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said the current “Shout Out Townsville” marketing campaign shows that people have a passion for the region – and he’d like to see that passion lead to a local getaway.

“As North Queenslanders we are famous for our local pride, and our local tourism industry is major contributing factor to our great tropical lifestyle. We’ve been blown away by the pride people have demonstrated with their photo and video submissions for Shout Out Townsville.”

“There’s a lot to see and do in our immediate region – and even if you’ve seen it all before there’s a great reason to get out and about in the region. It will keep people in jobs – and do wonders for your stress levels.”

“Our local restaurants and entertainment precincts rely on support from out of town visitors and as those numbers are dropping due to the economic situation we’re calling for locals to take a staycation.”

“Why not take the family to Billabong Sanctuary for the day, or teach them about the Great Barrier Reef at ReefHQ. Magnetic Island has a host of activities that will recharge your batteries. There are great road trips to regional centres around Townsville – and visiting those towns is a great way to stimulate the local economy.”

“Tourism Australia is running a national “No Leave No Life” campaign to encourage Australian workers to unlock some of the 123 million days of stockpiled annual leave to take a break within Australia.”

“We’d love to see people in the region considering holidays at home. It’s not a great time to be planning overseas travel, and spending the stimulus package locally will keep local people in jobs.”

“We have three Visitor Information Centres that are not just for visitors to the region. Any locals looking to check out their own backyards should visit the Centres for ideas for future travel plans.”

**Campaign websites:**

Shout Out Townsville - [www.townsvilleairport.com.au/shoutout](http://www.townsvilleairport.com.au/shoutout)

No Leave No Life – [www.noleavenolife.com](http://www.noleavenolife.com)

**ENDS**

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