



## **MEDIA RELEASE**

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### **NQ we need you**

There are just two weeks left for voting the North Queensland region as one of Queensland's top 150 must dos in RACQ's Q150 competition.

Fellow North Queenslanders are being called upon to let their fingers do the walking and to keep voting online at [www.150mustdos.com.au](http://www.150mustdos.com.au) for North Queensland to move up the ladder towards the top ten Queensland experiences.

Townsville Enterprise has been encouraging larger organisations such as Townsville City Council, James Cook University, the Defence Force and regional Councils who have a bigger staff audience to vote now and vote often. With two weeks left to cast votes, locals are urged to help bump North Queensland into the top ten.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall encouraged locals to show their enthusiasm for the region and to vote before it's too late.

"Thousands of people visit North Queensland every year to experience our beautiful region and what there is on offer. Given the population of Townsville alone, if at least half the community committed to vote daily we could generate over 250,000 votes per day!"

"We're extremely happy to have nine experiences in the running and if we make it into the top ten, we'll be included in a special half hour television program which will show the rest of Australia how great our region is."

"Of course there are many more great experiences in North Queensland and anyone can nominate a 151<sup>st</sup> experience."

Reef HQ Aquarium Marketing Christine O'Connor is very proud the aquarium is in the running for the top 150 Queensland experiences.

"We are all excited about the prospect of being the number one attraction in Queensland! Reef HQ staff, volunteers, agents, members and visitors have all been in full support voting for us every day. It is overwhelming the amount of visitors who not only take the time out to vote for us but also take the time to document such amazing comments about the aquarium online."

Charters Towers Regional Council Tourism Manager Susan Phillips believes the concept of the Queensland 150 Must Do's is fantastic.

"Of course we think our Ghosts of Gold Heritage Trail is number one and we have been encouraging as many people to vote as possible. Our volunteers at the Visitor Information Centre hand out a flyer we produced in house that looks similar to the RACQ green finger sign that says 'we want your vote'."

"We ran a strong local's campaign encouraging the community to vote and before the rankings were removed from the website a week ago, we had managed to achieve a ranking of 47, an improvement from a ranking of 119."

The campaign, run by RACQ and supported by Tourism Queensland, is run via an online voting poll, allowing anyone up to three votes per day. The competition closes 31<sup>st</sup> January, with the top ten experiences getting extra media coverage in the following months. Voters have the chance to win weekly prize draws and the major prize draw of a Subaru Forrester X valued at \$35,509 including on road costs.

**ENDS**

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