



**MEDIA RELEASE**  
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**Townsville on Tour**

Regional Tourism Organisation Townsville Enterprise has recently participated in an international sales mission into the European tourism industry. The Queensland on Tour mission, aimed at promoting Queensland as a holiday destination, gave international industry a taste of what the Townsville region has to offer.

Townsville Enterprise was joined by 7 representatives from other Queensland regions and 18 tourism operators. The region was showcased to 275 tourism trade, media and industry partners over 10 days. Townsville Enterprise was supported by Fantasea Cruising Magnetic and Reef HQ Aquarium operators.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said that the region received good recognition during the sales mission.

“Our proximity to the Great Barrier Reef, outback, rainforest and tropical islands was well received. There is a very positive impression out there about the region and the high quality attractions we have.” he said.

The sales mission supported a number of international campaign activities that Townsville Enterprise has rolled out over the past year, including the Australian Tourism Exchange, various ATEC workshops and training programs and familiarisations of European journalists into the region with the Queensland on Stage mega famil in October.

“We have been making significant inroads into key international markets through trade shows, sales missions, and media and trade famils. We want to maintain market share of the international visitors coming to the region and this activity will help position ourselves for the future. We want to build on existing contacts and form new relationships to deliver our message about the fantastic experiences North Queensland has to offer,” Mr Randall said.

“We’re particularly happy with the reception the Great Tropical Drive is receiving in international markets. The award winning development has been the talk of the town at every stop on our European mission. The Great Tropical Drive offers international visitors a chance to experience everything they love about Australia – the reef, the rainforest, the outback, Australian characters and iconic wildlife. Townsville is in a great position as a major gateway city for the popular drive route.”

Townsville Enterprise also returned this week from ATEC Meeting Place held in Sydney, where North Queensland opportunities were discussed with 20 key tourism travel trade in one on one meeting sessions over two days.

**ENDS**

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