



MEDIA RELEASE

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Tourism body offers chance to win holler-day

Townsville Enterprise and partners Townsville Airport and Virgin Blue are calling on North Queensland locals to “Shout Out Townsville” in an innovative new tourism campaign.

The four week campaign, launched today, encourages locals to spread the word about their favourite local experience by uploading photos and videos to the campaign website – www.townsvilleairport.com.au/shoutout.

The best photos and videos submitted each week will win a series of local prize packs, and the best overall photo and videos will each receive a holiday package. The prize pool is worth a total of \$15,000 – but the ultimate goal is to win a trip to the region for friends or family.

23 tourism operators from around the region have donated prizes including nights in luxury accommodation and family passes to attractions and local events.

Locals can visit the site and send their favourite videos and images on to their friends as an invitation to visit North Queensland for a holiday.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said it’s the first time the organisation has harnessed the power of the internet in this manner.

“This innovative campaign is breaking new ground for us as a destination. We want to see the community get on board and provide as much content as they can for the website.”

“People here to visit friends and relatives account for almost a third of all visitation to the region – and we’re confident this is a market we can grow this year.”

“By all predictions this could be a challenging year for our operators – and we’re calling on the people of North Queensland to promote the region we all love. This is a great way to support small businesses in the area. Bring your friends and family here to experience some North Queensland hospitality.”

“The current economic climate is predicted to see more people holidaying within Australia and visiting friends and families is a traditional Australian holiday past time.”

Townsville Airport General Manager Kevin Gill said the campaign should tap in on the pride people feel for their region.

"Townsville Airport is excited to be working on this timely campaign, designed to generate an increase in tourist numbers, with Virgin Blue and Townsville Enterprise.

"I urge the proud people of Townsville, both individually and in a business sense, to get behind this interactive campaign and ‘Shout Out’ to our friends and family just how great this region is," Mr Gill said.

The campaign begins today – and locals are encouraged to start submitting their pictures, and inviting friends via the website right away.

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For more information contact Nathan Campbell on (07) 4726 2753 or 0434 182 765