



MEDIA RELEASE

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Townsville: the great escape

Townsville Enterprise has launched a new regional television campaign urging regional Queenslanders to escape to North Queensland.

The \$75,000 campaign is screening in markets benefiting from improved air connectivity to Townsville – Cairns, Mount Isa, and Rockhampton – and those just a short drive away the Whitsundays, Mackay and Bowen.

The freshly produced advertisements will run on Channel 7 for two weeks – before operators from around the region are offered a chance to buy in for a further two weeks.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said the campaign is running through the support of Channel 7, the Townsville Airport, and Tourism Queensland.

“There are some significant challenges facing the tourism industry in North Queensland at the moment – but new flights into Townsville from neighbouring regions have opened up new possibilities for holidaymakers from these cities.”

“We’re launching this campaign after Virgin Blue introduced new flights from Cairns and Rockhampton, and Qantas Link started a new flight from Mount Isa – it also supports existing flights along those routes and encourages people from neighbouring cities to take a short drive holiday.”

“We believe North Queensland has a lot to offer as a short break holiday destination and the commercial features a whole range of attractions and activities from within the region.”

“The campaign encourages potential visitors to plan their escape to Townsville at the townsvilleholidays.info website. The advertisements can also be found on YouTube.”

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To view the commercial on YouTube visit:

http://www.youtube.com/watch?v=lb1oZwGxb70&eurl=http://www.townsvilleonline.com.au/newsletters/tourism/12_may1_2009/nocache&feature=player_embedded

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