

Welcome to Queensland Where Australia Shines

Queensland on Tour
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experiencequeensland.com



Welcome to Queensland on Tour 2011

Table of Contents

Map of Queensland	1
Queensland, Where Australia Shines	2
Etiihad Airways	5

The Great Sunshine Way - Southern Queensland

Brisbane Marketing	6
Palazzo Versace	7
Sunshine Coast Destination Ltd	8
The Discovery Group	9



Islands of the Great Barrier Reef - The Whitsundays

The Whitsundays	10
at Hotel Group (Waterfront Whitsunday Retreat, Waters Edge Resort, Marina Shores)	11
Hayman Island	12

Queensland's Outback

VisitOz	13
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Cairns & Great Barrier Reef region

Tourism Tropical North Queensland (TTNQ)	14
Bay Village Tropical Retreat & Apartments	15
Peninsula Boutique Hotel Port	16

Tourism Queensland here to help you

Meet the Tourism Queensland Team	17
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Welcome to Queensland, Where Australia Shines

Queensland basks in over 300 sunny days a year, which makes it the perfect year-round destination. The amazing variety of natural beauty including five World Heritage-listed sites, stunning beaches, tropical islands, vast Outback and ancient rainforest also means Queensland is one of the most diverse destinations out there.

Getting Around

Queensland is a big place but getting around is easy with a great network of domestic flights, rail travel, self-drive, escorted tours as well as some glamorous options like sea planes and helicopters!

By Air: Queensland has three international airports located Brisbane, Cairns and the Gold Coast. They are serviced by a number of airlines from all over the world. Queensland also has many regional and island airports serviced by Qantas, Virgin Australia, Jetstar, Tiger Airways Australia and smaller regional operators such as Qantaslink.

By Sea: Queensland is a sailing mecca and there is a sailing adventure for everyone – set sail by skipping yourself, being part of the action on an ocean racer or Tallship, or let the crew do the work on a fully crewed sailing yacht! Queensland is also beautiful cruise destination with several ports and island anchorages dotting the coastline, visited by a number of international cruise lines, as well as boutique cruise operators.

Self-drive: Self-driving is a great way to get out and explore. There is less traffic and roads are well-signed so getting around is easy and not forgetting some of the amazing scenery and ever changing landscape you'll encounter on your way. Whether it's a car, four wheel-drive, motorhome or motorbike, make sure you advise your clients to weave off the main road and discover the hidden gems which will provide for a memorable road trip.

Escorted Tours: Don't fancy driving yourself, then sit back and relax and let an escorted tour take you through the beautiful scenery from the comfort of an air-conditioned vehicle. Escorted touring is great option for those who may be short on time and with the help of an expert local guide you'll learn all there is to know about Queensland.



Queensland offers a truly astonishing array of diverse experiences – the wildlife, the scenery, the journeys... take all this and find your *Shine* in Queensland.



The Great Sunshine Way - Southern Queensland

Experience the very best of Southern Queensland through the Great Sunshine Way. Discover the vibrant capital city of Brisbane, World Heritage-listed national parks including Fraser Island, the stunning Sunshine Coast and Gold Coast and the beautiful Southern Queensland country. The Great Sunshine Way shines with warm friendly people beautiful weather, incredible natural wonders and exhilarating adventure. Cuddle a Koala; get close to migrating hump back whales, visit hinterland rainforests and white sandy surf beaches.

Whether you desire secluded luxury, exciting city life or a fun holiday, the Great Sunshine Way is a must do.

**The Great
Sunshine Way**
Southern Queensland



Islands of the Great Barrier Reef

Spending time on the islands of the World Heritage-listed Great Barrier Reef is a magical escape to one of the most beautiful places on earth. There are so many different islands to experience ranging from remote and luxurious through to eco-friendly and idyllic - each surrounded by the endless coral gardens of the Great Barrier Reef. There are over 900 islands and coral cays to discover, stretching 2300km along the Queensland coastline. Pick your island and enjoy time to relax or explore the Great Barrier Reef and the amazing colours of the coral and abundant marine life.

**Islands of the
Great Barrier Reef**
Queensland, Australia



Cairns & the Great Barrier Reef region

Escape to Cairns and the Great Barrier Reef and discover a place of vast beauty and natural wonders – an Australian tropical adventure brought to you by nature. Being the only place on earth where two world-heritage areas meet, adventures are as diverse as trekking through ancient rainforest one day, to diving on the world's largest coral reef the next. The sheer size and abundant underwater life of the Great Barrier Reef will take your breath away. You can explore the many islands and coral cays, hundreds of species of coral and more than 1500 species of fish. Climb aboard the Kuranda Scenic Railway to the rainforest village of Kuranda, before returning through the treetops on Skyrail Rainforest Cableway, or for the more adventurous go jungle surfing on zip wires through the Daintree Rainforest.



Queensland's Outback

Colourful characters, a proud history and landscape which seems endless in time and space – this is Queensland's Outback – an amazing country of red hills, wide open plains and spectacular sunsets and home to some of the most amazing wildlife and dramatic scenery to be found anywhere in the world. Accommodation options range from outback station stays and camping to grand old pub rooms from yesteryear as well as modern three and four star hotels/motels. Queensland's Outback is a wonderful self-drive destination, allowing you to get off the beaten track and explore on your own terms. Experienced guides offer tours taking in sights as varied as ancient dinosaur tracks, deep rocky gorges, majestic mountain plateaus or sunset riverboat cruises – the famous warm country hospitality will be a special part of any stay.

Etihad Airways



Fly to Queensland with the World's Leading Airline

Etihad Airways is proud to have been crowned the World's Leading Airline for the second year running at the 2010 World Travel Awards. Inspired by their home Abu Dhabi, Etihad Airways takes the spirit of warm Arabian hospitality into the air. Experience more choice in Coral Economy Class, stretch out on an award-winning fully flat bed in Pearl Business Class, or relax in your very own private suite in Diamond First Class.

Etihad offers swift convenient connections three times daily from London Heathrow and double daily from Manchester to more than 70 destinations across five continents, including Middle East, North America, Africa, Australia and Asia.

Guests can fly three times a week from London Heathrow and Manchester to Brisbane and have greater access to Australia, New Zealand & the Pacific Islands with its partnership with Virgin Australia. The partnership opens up Virgin Australia's network of over 44 destinations to Etihad's guests including Queensland destinations such as the Gold Coast, Cairns, Mackay, Townsville and Hamilton Island.



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Notes:

Brisbane Marketing



As the regional tourism organisation for Brisbane, Brisbane Marketing is charged with promoting the destination of Brisbane city and the greater Brisbane region. The region includes Brisbane city and its many urban villages, the pristine marine environment of Moreton Bay and Islands as well as the rural surrounds of the Scenic Rim and Country Valleys.

Across the region Brisbane boasts a diverse variety of products and operators making it the perfect hub in southern Queensland to explore for day touring and self-drive adventures and extended stays. The brand new online product information tool launching in February 2012 will assist you with all your planning, making it easy to find all the comprehensive information and contact details you need for the extensive product offering of the region.

Brisbane Marketing
BRISBANE'S ECONOMIC DEVELOPMENT AGENCY



We look forward to sharing our knowledge, new product ideas and exciting itineraries with you.



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Palazzo Versace



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Recently voted Australia's most luxurious hotel, and the only one of its kind in the world, Palazzo Versace encompasses the beauty, luxury and opulence for which the name Versace is famous. Nestled between the Pacific Ocean and the Gold Coast Broadwater, Palazzo Versace is 'a destination within a destination'. Waterfront setting, spectacular architecture, Italian furnishings, extraordinary service and an ambience of pure glamour make this a truly unique product.

Palazzo Versace is everything you would expect from the world's first fully fashion-branded hotel; home to three award-winning restaurants, famed day spa, Fitness & Wellbeing Centre, Versace Boutique, private marina, and offering access to Australia's first Water Salon poolside cabana experience. The hotel also offers meeting and event facilities that are designed to impress, catering for glamorous events up to 500 attendees; creative conferences up to 280 delegates; alfresco poolside soirees or unique business meetings for the board. Housing 200 light-filled bedrooms and suites in timeless craftsmanship accessorised by bespoke Versace furnishing, luxurious fabrics, floor to ceiling windows, lavish colourful silks and a 'Juliet' balcony inviting the Gold Coast sunshine and azure skies to pour in.

The Palazzo Versace experience includes: Valet parking, high speed internet access, two bottles of Italian mineral water in room nightly; Palazzo Versace "bespoke" amenity range; access to Palazzo Versace Fitness & Wellbeing Centre; nightly turndown service with "Beauty Sleep revitalisation"; local morning newspaper daily.

Notes:

Sunshine Coast Destination Ltd.



Sunshine Coast Destination is the regional body that works closely with its partners to promote and market this diverse destination. 'The Great Sunshine Way' touring route enables the region to be packaged into tailored itineraries and include activities such as 4-wheel driving on the beach, diving with sharks, deep sea fishing or kayaking on aqua blue oceans. Add in some sightseeing experiences, such as hiking in unspoilt National Parks, exploring the diversity of tranquil hillside villages and tasting locally produced wines and regional produce.

The Sunshine Coast is home to the world famous 'Crocodile Hunter' Steve Irwin's Australia Zoo. It is also able to maintain its natural appeal while offering an array of activities for visitors with fantastic restaurants and cafes, soft and hard adventure activities, plenty of sightseeing and world-class accommodation. It is also the gateway to World Heritage-listed Fraser Island. The Sunshine Coast is a 'naturally refreshing' destination.



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The Discovery Group



Have you discovered Fraser Island and the Noosa Everglades yet?

Noosa based, The Discovery Group is a multi-award winning eco-tourism operator first launched in 2005. Operating under the brands of Fraser Island Discovery and Noosa Everglades Discovery, youth, leisure and corporate clients are assured a 'uniquely Australian' eco-experience through some of the most magnificent landscapes and waterways in Queensland.

Offering an extensive range of touring options with a primary focus on experiencing natural areas, the products range from one and two day tours to Fraser Island, premium wilderness river cruises and adventurous canoeing safaris in the spectacular Noosa Everglades.

Conveniently located in Noosa Heads, Queensland – The Discovery Group headquarters is only 30 minutes from the Sunshine Coast Airport or 1.5 hours from Brisbane International Airport. Key selling points of our operation include close proximity to Brisbane, southern access via the 'beach highway' to World Heritage-listed Fraser Island and the spectacular Noosa Everglades wetlands system, one of only several Everglades regions in the world.

The Discovery Group is the proud recipient of numerous prestigious tourism awards and continues to set benchmarks within eco-tourism in Australia.

....give us a day - we'll give you memories for life!



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Notes:

The Whitsundays



The Whitsundays region encompasses Airlie Beach on the mainland and coastal islands between Hayman Island in the north and Brampton Island in the south. Easy daily domestic flights from major capital cities take guests into Hamilton Island or Whitsunday Coast Airport at Proserpine, with the beautiful coastal gateway of Airlie Beach.

Accommodation options are as diverse as the islands themselves, with any budget and taste catered for. Cruising the islands as captain of your own yacht or with a skipper on board to chart your course is another unique Whitsundays experience which must be tried in this international sailing mecca. From flying over the awe-inspiring Heart Reef to feeling the powdery soft sand of world-famous Whitehaven Beach beneath your feet, this is a holiday destination unlike any other.

Diving below the surface of the crystal clear Coral Sea, you'll discover yet another world. Explore vibrantly coloured coral, brimming with rare and exotic sea creatures and experience a sense of tranquility and wonder you can only find underneath the waves.



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at Hotel Group prides itself in offering properties in the very finest locations coupled with extraordinary hospitality, providing a unique difference for the discerning traveller.

at Waterfront Whitsunday Retreat sets new standards of luxury adult-only boutique accommodation in the Whitsundays. The exclusive collection of one bedroom suites assures absolute privacy. Adjoining Airlie Beach and nestled on Pioneer Bay which features pristine turquoise waters surrounded by breathtaking rainforest, guests can expect a high level of privacy coupled with exceptional and unobtrusive personalised service.

at Waters Edge Resort offer stylish and sophisticated apartments quietly nestled in the hillside amongst lush tropical gardens, 100 metres from the centre of the lively and quaint village of Airlie Beach. Water's Edge is quite simply one of the Whitsunday's premier holiday locations. The award-winning restaurant Deja Vu is a boutique restaurant that offers tropical sea-view dining overlooking Airlie Beach and the azure Whitsunday waters.

at Marina Shores features a contemporary theme with gently curving forms ensuring wide frontages to complement its absolute waterfront setting. Opened in 2007 and consisting of 50 luxurious fully self contained apartments with views overlooking Abel Point Marina, the Coral Sea and to the Whitsunday Islands, this is certainly a new standard of fashionable accommodation in Airlie Beach.

Notes:

Hayman Island



Hayman, Australasia's most awarded luxury nature resort, is a private island of astonishing natural beauty, restorative peace, adventure and indulgence, offering a front-row seat to the Great Barrier Reef. Within Hayman, stylish elegance reflects the harmonious freshness of the tranquil surrounds. Guests will hide away in their own superb haven - a room, suite, penthouse, villa or beach house, each with stunning appointments and peaceful garden, lagoon, pool, beach and sea vistas.

Hayman's chefs present innovative menus in the resort's superb restaurants showcasing contemporary Australian and international cuisine in impeccable settings. Hayman's wonderful reef location provides the perfect setting to savour the magnificence of this World Heritage-listed paradise which surrounds the island.

Enjoy catamaran sailing, windsurfing, sea kayaking, waterskiing, PADI diving, snorkelling and fishing, beach drops to secluded locations, reef cruises, yacht charters, and helicopter and seaplane adventures. Within the resort, guests can relax in the solitude of the Hayman Spa, work out in the gym, play tennis or squash, practice golf driving and putting, join a culinary class, or head off on a fascinating island walk taking in the beautiful botanic garden and rugged bushland surrounds.



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VisitOz



VisitOz operates in the backpacker market assisting young visitors who have the right to work in Australia. VisitOz offers a 365 day programme which starts with a 9 day introductory package. Participants are introduced to Australian agricultural techniques followed by guaranteed work in rural and Outback Australia. As the programme runs for 365 days, participants are free to travel when they choose and can always contact VisitOz for subsequent jobs within those 12 months.

Participants are met at Brisbane Airport and driven to Rainbow Beach to spend three days relaxing and experiencing one of Queensland's famous beaches before travelling to Goomeri for an induction. Then it is on to their host farms for the introductory training which covers motor-bike and stock horse riding, working with cattle on foot and on horseback, tractor driving and operating, fencing and safety, before moving on to their employing farms. VisitOz can also offer positions as homestead helpers, distance education tutors and hospitality staff.

VisitOz has built up a strong reputation amongst employers and travellers alike and draws its job offers from a database of employers in excess of 1800 from all States and Territories.



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Tourism Tropical North Queensland (TTNQ), is the official Destination Marketing Organisation for the region of Tropical North Queensland, Australia, which includes Cairns, The Cairns Beaches, Palm Cove; Port Douglas, Daintree and Cape Tribulation; Kuranda and Atherton Tablelands; Cape York and Cooktown; the rustic Outback and the Great Barrier Reef Islands. The objective is the sustainable development of tourism in the area through marketing, promotion and responsible management of the region's resources.

Offering around 1,000 tour options daily, the Cairns & Great Barrier Reef region is Australia's destination to visit the tropical wildernesses of the World Heritage-listed rainforests and spectacular Great Barrier Reef. The region boasts the idyllic Great Barrier Reef and islands, long white beaches, wet tropics rainforest, the Atherton Tablelands, the rustic Australian Outback and the frontier wilderness of Cape York.

The region has experienced exceptional growth with airline services, accommodation, increased tour options to the outback, rainforest and Great Barrier Reef, new adventure products, internationally recognised spas and the major revitalisation project of Cairns city. Exceptional growth in the accommodation market also makes the region attractive to a wide variety of holiday-makers.

Notes:

Bay Village Tropical Retreat & Apartments



Bay Village Tropical Retreat & Apartments in Cairns city is a family-owned boutique hotel that offers a variety of rooms including standard, family, studio or one, two and three bedroom apartments. They can cater to the single traveller up to a family of seven. All rooms are tastefully decorated and complemented with the warmth of forest timber to enhance the tropical surroundings.

The Retreat also boasts the award-winning Bayleaf Balinese Restaurant & Bar (Winners of Best Specialty Cuisine for North Queensland in 2011, 2010, 2009, 2008 and 2007) which exudes atmosphere and offers authentic Balinese cuisine with indoor and outdoor seating for up to 100 guests. It was recommended in Fodor's Guidebook as Cairns' Choice Restaurant.

Complimentary return airport transfers for FIT guests between 7am-7pm. Internet lounge and wireless internet, free on-site car parking, guests laundry and tour desk.

If your clients are looking for a hotel with personality and a difference, yet offering value-for-money, you have found us! Let us and our multi-lingual team welcome your clients to experience our tropical hospitality!



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Notes:

Peninsula Boutique Hotel



Peninsula Boutique Hotel is an award-winning property in the ultimate palm-fringed beach location with ocean views. This intimate hotel provides a taste of luxury, inviting guests to indulge in the serenity and comfort of their private suites with balcony or terrace. The all new spacious suites feature modern and light contemporary style furnishings, living and dining areas, fully equipped kitchens and bathrooms with separate walk-in showers. The stunning heated pools and Jacuzzi provide the perfect evening setting after enjoying the tropical surrounds.

The hotel's popular Hi Tide Restaurant, with stunning beach and ocean views is open for breakfast, lunch and dinner. A tropical full buffet breakfast is included for all guests. The restaurant serves modern Australian cuisine with a variety of themed evenings.

Peninsula Boutique Hotel represents a unique concept in North Queensland holiday accommodation - the comforts and facilities of a hotel with the friendliness and personal service that only a small property can provide. Catering to guests 16 and above only, and with high standard personal service, it is the perfect choice for a tropical resort experience with a difference.



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Resources

Visit www.experiencequeensland.com where you can find a whole host of information on experiences in Queensland. And don't forget our website dedicated to the trade – www.experiencequeensland.com/trade. Here you will find recent news, brochures, online tools, images and more.

If you haven't already, you can also subscribe to our **regular trade newsletter**, making sure you're never left out in the cold with all that's happening in Queensland!

Of course, we're also always happy to help you with any enquiries you might have. Whether it is specific client requests or destination information you require, drop us an email at tq_london@tq.com.au and we'll do our best to assist you.



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Are you a Queensland Specialist?

Join the Aussie Specialist program to learn more about Australia and move on to the Queensland module to become an expert in all things Queensland. You will learn all the essential information needed to ensure your clients get the most out of their Queensland holiday experiences as well as having access to great online resources. It's free and easy, and you'll also be the first to hear about famils and Queensland events. To register visit www.aussiespecialist.com.



WIN a place on Queensland's Mega Famil!

Thank you for joining us on Queensland on tour, we hope you enjoyed learning about our stunning region and, of course, the Queensland hospitality!

Now's your chance to experience Queensland first hand – all you need to do is complete our online quiz – about all the products, regions and experiences you have learnt about today – and you could be in the running to win a place on Queensland's Mega Famil taking place in Spring 2012! To enter visit

www.experiencequeensland.com/trade.

Good Luck!

