



Background

Tourism Queensland is one of the most progressive destination management organizations in Australia. Tourism Queensland has a variety of properties that are popular tourist spots. Three predominant destinations for Indian market are the Gold Coast, Cairns and the Great Barrier Reef.

Key Challenges

- High aspirational value but one of the most expensive destinations
 - One of the most desired tourism destinations in the world but less than 5% of the world's tourists actually visit the country
- Increased Competition
 - Aggressive promotion by other global destinations promoting leisure travel
 - Cluttered Media Landscape
 - Emerging competition from the new age consumer environment
 - Impact of new technologies
- Unavailability of the spokespersons in India
- No special attraction for specific regions in India

Communication Objectives

- To generate visibility for various destinations & tourist attractions at Queensland and position them as holiday destination for Indian tourists
- Position Queensland as the new age destination for leisure travel and create awareness
 - Target the Indian Interactive Traveler
 - Create a top-of-the-mind recall as an international tourist destination
 - Create a shift from the perception of being laid back
- Translate awareness into understanding
 - Highlighting the unique experiences for the interactive traveler
- Convert understanding into preference for the exotic destination Queensland experience

Strategy & Key Initiatives

- Convert the media into ambassadors for Queensland
- Fill the "information void" about Queensland
- Educate primary influencers i.e. the Indian Travel Trade
- Project a wide array of Queensland experiences
- Create opportunities for target visitor to get a feel of Queensland

Special projects

- Best Job in The World: Global campaign arousing interest amongst citizens across the world to apply for the best job in the world – Caretaker of the Islands of the Great Barrier Reef

- Queensland on Tour (QOT): Roadshow in India, where Queensland suppliers come for 'meet and greet' sessions with the travel trade in the key metros where they discuss their marketing strategies

Queensland Events and Promotions

- Consistently ensure that Queensland in on the monthly event calendars target
 - leisure niche/ mass magazines
 - weekly travel pages of news dailies

Destination Feature Stories

- Great Barrier Reef (GBR) – Sell the most suitable locales and exotic luxury hotels suitable to the Indian market featuring them as best island getaways
- Gold Coast/ Tangalooma – So many experiences, one destination – Beach/ City/ Hinterland
- Cairns/ Port Douglas/ Palm Cove – Scenic Drivers/ World Heritage Rainforests/ Aboriginal – Cultural Tourism/ Wildlife/ Reef Experience/ Cuisine

Select Media Coverage

