
Cairns Meeting – 9th October

Two Page Wrap

Chairmans report - Brett Claxton

Committee - Brett introduced the committee of 2008-2009, if you still don't know who they are, [click here...](#)

WYSTC – One of 64 Aussies in stand-out Surf Lifesaving costumes representing Australia on all fields.

A Koala in Times Square – Brett and Dave Evans hit the streets of NY with Dave sporting a fetching koala suit and bringing a little Aussie light to the Manhattanites' day.

Travel Cuts (Canadian youth travel agency) training on TNQ and Queensland as a whole.

Tourism Australia campaign - having seen real hospitality in two week trip in the Caribbean it's time to show what Australian hospitality is all about (see the results of the snapshot)

Marketing

TNT competition – full page in the magazine and feature on the TNT website and of course www.backpackingqueensland.com.au. We had 354 entrants, congratulations to the winner Megan Wiskus – an American here on a WHV. This bolstered our web stats enormously, with entrants needing to visit 6 pages on the site to enter.

Canada Trade Shows –Represented fantastically by Jo and Dan Burnet and doubled our unique website visitors from Canada in the month following the tradeshows. Thanks to the Burnets.

Member Newsletter – Canada was one of two *free* international opportunities offered through our new-look newsletter the other being the Tourism Queensland Korean tradeshow. So if you're not on the list contact anna@gate7.com.au.

Website Update

Website Visitors – We have doubled our stats in the space of two months.

New members section – find out details of the next meeting, a list of Backpacking Queensland members by region, a contact list for committee members, hilarious photos of the previous meeting and more.

Newsletters – see marketing, we need your real email addresses to get these useful and brief notices out to you.

Swuzzlebucket – we now have Swuzzlebucket ads on the site and the special \$99 for 5000 impression BQ special is still available. It is far more effective than print advertising cost wise and with regards to return on investment. Speak to our web geek Dan Roberts dan.roberts@swuzzlebucket.com or find out more at www.swuzzlebucket.com

Guest Speaker

Bruce Prideaux – professor of Tourism and Marketing at James Cook University.

Find the fact sheet on the members page [here](#)

This is the first report for two years and shows that we need some improvements

- Only 1/3 of 20-29 year olds stay in hostels on their visit to Cairns
- Top 4 motivations are reef, snorkel/dive, rainforest, wildlife.
- Service Quality – most not even hitting satisfactory

Regional Roundups

Cairns/TNQ – Unfortunately US, UK and Europe still don't have TNQ on their radar very much but WYSTEC was successful so will hopefully see results

Townsville/Magnetic Island – There is now wreck diving available off Lady Bowen, same depth as the Yongala. They have been amalgamated into the 'Tropical North', one of seven super regions brought in by Desley Boyle.

Whitsundays – Airlie is booming but tourism has been up and down, packaging is driving the prices down. Whitsundays Charter Boat Industry Association is continuing to grow in strength as an industry body and now has a boat rating system which is good for sellers and backpackers.

Capricorn – Next meeting will have a full wrap from Ralph Kajet who has been appointed a committee member for that region.

Hervey/Fraser/Sth Burnett – Fraser Coast Adventure cluster has come to a head in the last couple of months and are looking to be a strong promotional force.

Noosa – new committee member Amanda Obara shows that Tourism Noosa is really looking to support BQ and grow the backpacking sector in the region.

Brisbane – Worst September for a couple of years but things are looking up with the Festival Season on the horizon. New Skydive operation out of Redcliffe.

Gold Coast – unfortunately no Jo Wilkie or Dean Cooper so will have full wrap in Brisbane.

Next Meeting

Brisbane – 4th December, 2008 – details TBA