

Friday, June 13th, 2008

International Tourists just love Central Queensland!

The latest international visitor statistics have just been released, and Central Queensland is high on the “must visit” list!

International visitor numbers to Central Queensland grew by 5% in the last year, defying QLD’s result of -1.4% and even the National result of just 0.8%!

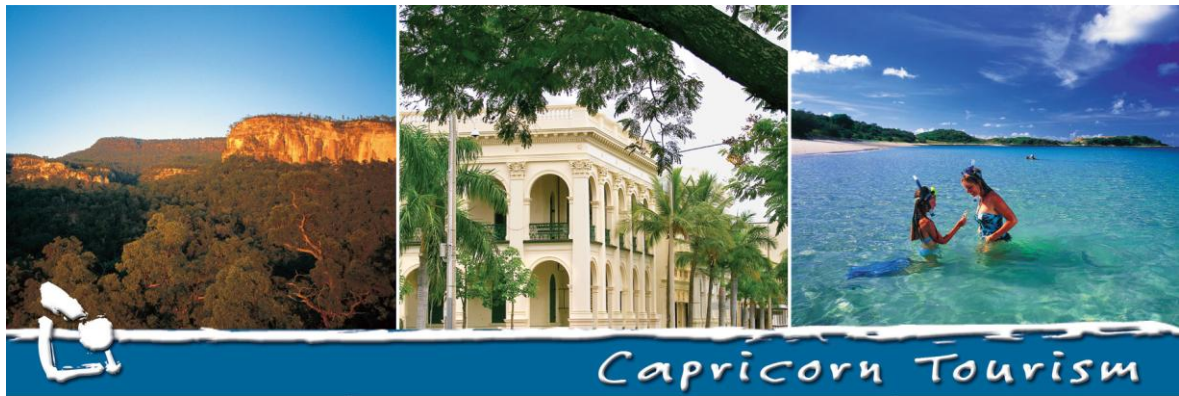
Chairman of Capricorn Tourism, Grant Cassidy welcomed the news, explaining that **“this success is the result of a long term strategic plan in seeking out new international markets that is starting to pay dividends for the industry.** Capricorn Tourism is working closely with Tourism Australia and Tourism Queensland on a number of new domestic and international campaigns which will expand on the success of the regions’ “Real Holiday” experiences”.

“Our region has a significant draw-card in the Rockhampton Airport which has enabled increased airline capacity from the key international arrival ports and we applaud the State & Federal Governments’ initiatives this week in strengthening marketing activity aimed at attracting more international visitors.” he said.

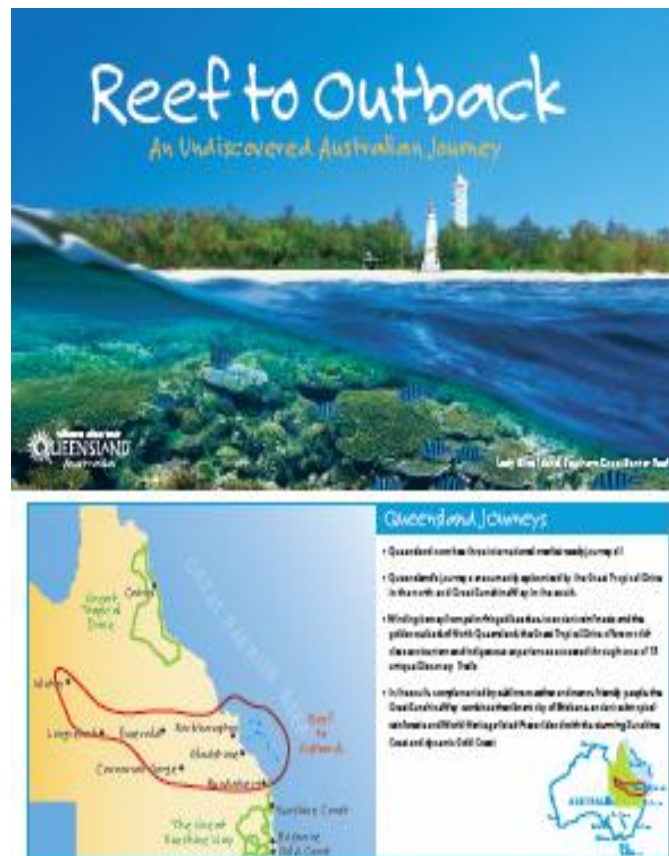
Rockhampton Airport welcomed just under 700,000 passengers in the last year and is well serviced with direct flights by QantasLink, Virgin Blue, Jetstar and Tiger Airways to Brisbane, Sydney & Melbourne.

Capricorn Tourism General Manager, Alan Chamberlain said that “Today’s travellers and holiday makers are searching for new, different & exciting experiences - away from the hustle and bustle of metropolitan destinations”.

“Recognising that some international markets are declining at present, that fuel prices are soaring and that some airlines are reducing services is the key to understanding our market position. Central Queensland offers excellent value for money and a diverse range of genuine and ‘new’ experiences for international visitors and we will be working hard to take the best possible advantage of the interest from international visitors” he said.



In support of this strategy, Capricorn Tourism, in partnership with Gladstone Area Promotions and Tourism Queensland, this week will release an exciting new international touring option “**Reef to Outback – an undiscovered Australian journey**” at the Australian Tourism Exchange in Perth. ATE brings wholesale agents and buyers from around the world together and we will be showcasing the real Reef & Outback experiences our region has to offer” he said.



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