



Tourism Update

MACKAY
TOURISM

5 February 2009

Help us lift awareness of tourism issues and events by circulating this Mackay Tourism Newsletter to your staff and business partners

TOURISM WEEK 6th to 13th March - MAKE SURE YOU'RE PART OF IT!

The aim is to lift the profile of tourism - to demonstrate the amenities we offer to our community, the career opportunities, and the far greater economic diversity tourism can deliver to our region, if everyone works towards an agreed vision.

Here's how you can become involved:

PROMOTE YOUR PRODUCT...within the Tourism Week feature in the Daily Mercury on Friday 6 March. Make a special offer, so you can track responses. The feature will be used as a handout throughout Tourism Week activities (contact Tenille Morgan, Daily Mercury, 4957 0413). Check out some great offers also from SEA/HOT FM and Seven in relation to Tourism Week.

MEET JOBSEEKERS AND MAKE DIRECT SALES...at our Mackay Tourism and Hospitality Expo on Tuesday 10 March at Mackay Entertainment Centre - schools and the general public will be looking for ideas and inspiration.

FIND OUT MORE ABOUT MACKAY'S GROWING CONVENTIONS AND EVENTS MARKET...learn what meeting and event organisers are seeking, and how to tap into this lucrative visitor segment, at our Conventions Workshop on Wednesday 11 March at the Windmill Motel.

PLAN STRATEGICALLY FOR YOUR BUSINESS...learn of major tourism developments in our region, latest consumer trends, the aspirations of the new Mackay Airport owners, the future of our National Parks and other important issues affecting your future success at our conference on Thursday 12 March at the Mackay Grande Suites.

VALUABLE NETWORKING...at the Tourism Week Cocktail Party immediately following the conclusion of the conference above. Great company, fine food and wine!

IMPROVE YOUR TEAM'S SKILLS...with bite size sessions, in sequence, at our Skills Industry Workshops at Artspace Mackay on Friday 13 March. Morning Session - 'Introduction to Leadership', 'Sales & Marketing', 'Working with the Media'. Afternoon Session - 'Getting the Wow at Work', 'Customers...Who Needs Them?' and 'Destination Product Knowledge'. The morning sessions are focused towards management and the afternoon sessions are catered for employees.

We hope that every MTL member will get involved in our Tourism Week activities as well as taking some initiatives to reflect the aims and values, within your own business.

Full details and registration for Tourism Week events will be posted to all MTL members in the next few days. In the meantime please diarise the above dates and activities. *For advance information please call Veronica ph: 4944 5859.*

ALL WELCOME TO OUR FIRST MEMBERS' NETWORKING FUNCTION FOR 2009

Wednesday 11 February 5:00pm at Mackay Golf Club

Join us at the Mackay Golf Club for our first membership function of the year. The golf club have recently undertaken refurbishments and secretary manager Neil Doherty is keen for MTL members to see first hand the clubs facilities and hear of their plans for the future. There will also be a very brief overview of the history of Mackay District from Syd Norman, president of the Mackay Historical Society and Museum. *Please RSVP to Hannah by Monday 9 February - or ph: 4944 5811*

SAVE WITH UNIFORMS MACKAY

MTL member, Uniforms Mackay, would like to offer all MTL members a 10% discount on the next order they place at Uniforms Mackay. Let them help create a new look for your business to start the new year or to simply refresh your existing uniforms. Call into the shop on the corner of Sydney and Alfred Street, or phone Brenda on 4951 3549 and she will visit you to discuss your needs.

TAKE A 'BONUS BREAK' IN QUEENSLAND CAMPAIGN

Tourism Queensland in partnership with the State Government yesterday launched the \$1.3 million 'Bonus Breaks' campaign to lure recipients of the Commonwealth's proposed cash bonus to key Queensland tourism regions. The campaign aims to encourage Australians to take a well-earned Queensland break and in turn help sustain our tourism industry. The Hon. Anna Bligh said the campaign was part of the governments unwavering effort to ensure the tourism industry was able to ride out the current economic downturn. 'Bonus Breaks' which commences on 7 March will run for four weeks in various media including print, online, radio and billboards, and will target southern tourists with great value short break deals in Queensland. Tourism Queensland in partnership with Flight Centre, Virgin Blue and Infinity Holidays - aims to promote Queensland short-break holidays across the state.

YOUR BROCHURES PLEASE....

Our Visitor Information Centres urgently need stocks of many members' brochures. If you have been contacted, your prompt action will help us to continue to recommend and sell your product.

WELCOME NEW MEMBER

Charter Yachts Australia - Contact Annie Judd on 4946 6666 or charter@cya.com.au

Your MTL Support Team

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