

Question on Notice
No. 1964
Asked on 6 October 2010

MS JARRATT ASKED THE MINISTER FOR TOURISM AND FAIR TRADING
(MR LAWLOR) —

QUESTION:

Will the Minister advise how a new Queensland Brand can enhance Queensland's position in the international tourism market?

ANSWER:

Queensland, Where Australia Shines was developed as Tourism Queensland's first global brand. In today's digital age, it is impossible to keep domestic and international brands separate and while *Where Else But Queensland* served us well domestically for over a decade, it was time for a change.

Tourism Queensland's new brand campaign aims to drive the new brand message to potential visitors and showcase new imagery through social media, TV, radio, print, online and outdoor activity. Internationally, the first global campaign in the roll-out of the new brand platform is the \$100,000 *Passport to Shine* competition.

Passport to Shine is a unique global social media campaign. It provides the 500 million worldwide users of Facebook with a virtual passport that they can fill with Queensland experiences. By doing this, Facebook users will be entered in the draw to win a fantastic Queensland holiday experience.

I launched the campaign in London on 12 October and it will run until 22 November. Already the campaign is a huge success. Prior to the launch, the Facebook page had received 34,000 connections. Since the launch the number of connections as at 3 November had climbed to more than 142,000 and competition entries had been attracted from 122 countries.

Tourism is one of Queensland's key industries, with more than 122,000 Queenslanders directly employed by tourism. The Bligh Government is committed to protecting and growing tourism jobs and Tourism Queensland's new global tourism brand platform is an essential part of this commitment.