

MEDIA RELEASE
November 2009

Brisbane residents are called on to discover Australia's new world city and influence tourism

Brisbane, Australia's new world city, has unveiled a long-term domestic tourism campaign to entice residents to rediscover their city and advocate its world-class attractions among visiting friends and relatives (VFR).

The \$1 million dollar three-year tourism program, developed by Brisbane Marketing and supported by Brisbane City Council, will highlight the comprehensive range of leisure activities, major events and world-class attractions available throughout the greater Brisbane region*.

Brisbane Marketing CEO John Aitken said Brisbane was a popular destination for residents, students and visitors.

"Brisbane and South-East Queensland welcomes an average of 1500 new residents to the region each week and is currently home to a record 55,000 international students.

"Because of the large numbers moving here we're one of the most exciting capital cities in Australia, but we also have an enviable subtropical climate and stunning natural environment.

"So, whether it's enjoying a day on the pristine waterways and islands of Moreton Bay, relaxing in one of Brisbane's many dynamic urban villages or taking a drive through the Scenic Rim hinterland, I'm sure everyone has a their own favourite Brisbane location," he said.

Mr Aitken said VFR to Brisbane accounts for 34 per cent^ of the domestic tourism market and generates \$1.7 billion^ to the local economy annually.

"This domestic tourism program is a timely campaign to maximize awareness of the ever expanding list of attractions to a fun-seeking and influential audience.

"The Brisbane Airport still remains the busiest airport in Queensland and is the second busiest airport in Australia. As Australia's new world city and with an economic future firmly linked to the world including the domestic and international tourism market, Brisbane is a key tourist destination in our own right and an important gateway city for our proximity to other Queensland attractions.

"With a 47% increase in passenger numbers in four years, it is fundamental for us to maximize resident's awareness of where to eat, play, stay, wine and dine across their city to ultimately shape the choices of their visiting friends and relatives."

My Favourite Spot is a campaign that asks residents to find their favourite spot somewhere in the greater Brisbane region and share it with friends and family.

'My Favourite Spot' will be centered on 12 monthly themes in recognition of the depth and breadth of leisure product available across the city.

Each month a new theme – including Live Music, Shopping & Fashion, Arts & Culture, Parks & National Parks, Moreton Bay & Islands, Scenic Rim & Country Valleys, Urban Villages, Heritage & Architecture, Good Food Month, Nightlife & Entertainment and Christmas in Brisbane - will be the focus of the campaign and promoted through an outdoor, digital, radio and partner advertising campaign and new destination website www.visitbrisbane.com.au

“As there are so many experiences and options on hand, the 12 monthly themes will help us roll out each one with equal importance. Then we anticipate the number of favourite spots recognised by residents grows and the number of attractions Brisbane is known for will flourish,” Cr Newman said.

Popular social networking sites Facebook, Twitter, You Tube and Flickr are also linked through the website.

Additional information on products and activities across the greater Brisbane region is available for collection from public libraries and promoted in taxis from December.

The 'My Favourite Spot' campaign will leverage Brisbane's summer of major events including the International Cricket season, Brisbane International, Brisbane Roar FC season, the 6th Asia Pacific Triennial of Contemporary Art at the Gallery of Modern Art and Christmas in the City.

For more information on where to go, what to do and where to play across the greater Brisbane region go to www.visitbrisbane.com.au.

^source – Tourism Queensland as at June 2009

**the greater Brisbane region encompasses Brisbane, Redland, Moreton Bay, Somerset, Lockyer Valley, Ipswich, Scenic Rim and Logan*

Brisbane Marketing research was conducted by Colmar Brunton in June 2009

Brisbane Marketing is the economic development agency for the Greater Brisbane Region. The agency's mission is to promote Brisbane and its surrounds as Australia's new world city to local, national and international markets, with the ultimate goal of achieving optimum social and economic benefits for residents and businesses.

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