

# CAMPAIGN FACT SHEET

Townsville North Queensland, Alive with curiosity | [www.townsvillenorthqueensland/curiosity](http://www.townsvillenorthqueensland/curiosity)

A domestic tourism marketing campaign has been developed to launch the new brand with the tagline: *Townsville North Queensland, Alive with curiosity* to promote Townsville North Queensland as an ideal holiday destination through online and print advertising and social media and publicity activity.

This campaign is just the very first step in an ongoing journey to promote the region and bring customers to your business and will run from June 12 - July 31 2014; however the assets that have been created will be used in the ongoing promotion of Townsville North Queensland. The target market for this campaign is primarily families in Regional Queensland, Brisbane and Darwin.

As part of the marketing activity, TEQ and TEL engaged internationally-acclaimed filmmaker Tahnee McGuire to develop a **video** which showcases the destination. A 90-second version of the film will feature on the Visit Townsville Australia and Visit Queensland Facebook pages, Visit Townsville Australia and Queensland YouTube page and the campaign website. The purpose of this piece is to inspire the traveller to discover more about Townsville North Queensland

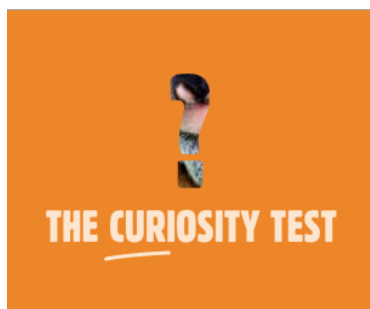
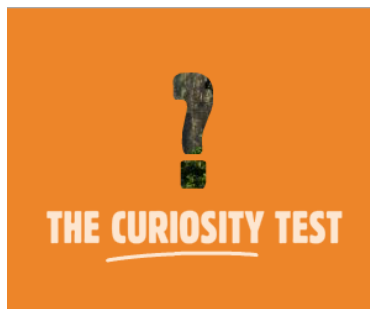


On the campaign site, visitors are encouraged enter a competition for a chance to win a \$10,000 holiday to Townsville North Queensland by answering a range of questions about the region in **The Curiosity Test**.

<p><b>Q WHAT'S THE NAME OF THE HIGHEST SINGLE DROP WATERFALL IN AUSTRALIA?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Wallaman Falls</li> <li><input type="radio"/> Manawall Falls</li> <li><input type="radio"/> Yowie Falls</li> <li><input type="radio"/> Mundingburra Falls</li> </ul>	<p><b>Q WHICH JURASSIC ISLAND CAN ONLY 40 PEOPLE EXPLORE AT ANY ONE TIME?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Palm Island</li> <li><input type="radio"/> Tasmania</li> <li><input type="radio"/> Hinchinbrook Island</li> <li><input type="radio"/> Bribie Island</li> </ul>	<p><b>Q WHERE CAN YOU FIND NORTHERN AUSTRALIA'S LARGEST COLONY OF WILD KOALAS?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Billabong Sanctuary</li> <li><input type="radio"/> Koala Land</li> <li><input type="radio"/> Cairns</li> <li><input type="radio"/> Magnetic Island</li> </ul>	<p><b>Q WHICH SHIP SANK ON THE GREAT BARRIER REEF AND IS NOW A WORLD TOP 10 DIVE SITE?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Titanic</li> <li><input type="radio"/> SS Yongala</li> <li><input type="radio"/> The Black Pearl</li> <li><input type="radio"/> Jolly Roger</li> </ul>
<p><b>Q IN WHICH CITY IS THE WORLD HEADQUARTERS OF THE FAMOUS GREAT BARRIER REEF?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Sydney</li> <li><input type="radio"/> Brisbane</li> <li><input type="radio"/> Townsville</li> <li><input type="radio"/> Birdsville</li> </ul>	<p><b>Q WHERE CAN YOU FEEL THE RUMBLE OF 19,500 HORSEPOWER IN ONE DAY?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Townsville 600</li> <li><input type="radio"/> Townsville 500</li> <li><input type="radio"/> Townsville Grand Prix</li> <li><input type="radio"/> Townsville Derby</li> </ul>	<p><b>Q WHERE CAN YOU DISCOVER GOLD WITHIN 90 MINUTES OF A BOOMING CITY?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Charters Towers</li> <li><input type="radio"/> Crystal Creek</li> <li><input type="radio"/> Yellow Canyon</li> <li><input type="radio"/> The Emerald City</li> </ul>	<p><b>Q NAME THE ROMANTIC VILLAGE NESTLED IN TOWNSVILLE'S HERITAGE LISTED RAINFOREST.</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Kuranda</li> <li><input type="radio"/> Paluma</li> <li><input type="radio"/> Romantica</li> <li><input type="radio"/> Huggenkrissia</li> </ul>
<p><b>Q AT WHOSE HOME GAMES CAN YOU FEEL THE ROAR OF 26,500 NRL FANS?</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> North Queensland Cowboys</li> <li><input type="radio"/> Queensland Firebirds</li> <li><input type="radio"/> Dallas Cowboys</li> <li><input type="radio"/> Townsville Crocodiles</li> </ul>	<p><b>Q FROM WHICH POINT CAN YOU ENJOY 360 VIEWS OF TOWNSVILLE &amp; MAGNETIC ISLAND</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Mt Stewart</li> <li><input type="radio"/> Mt Kilimanjaro</li> <li><input type="radio"/> The Townsville Alps</li> <li><input type="radio"/> Castle Hill</li> </ul>	<p><b>The more correct answers, the more entries!</b></p> <p>your first name <input type="text"/> your last name <input type="text"/> <input type="button" value="submit"/></p> <p>your email address <input type="text"/></p> <p><small><input type="checkbox"/> I have read and agree to the <a href="#">Terms and Conditions</a></small></p>	
<p><b>HERE'S WHAT YOUR FAMILY COULD WIN:</b></p> <p>Reward your curiosity with a \$10,000 family holiday to Townsville North Queensland. Your holiday includes three nights accommodation at Australia's Mariner's North Townsville on the award winning beachfront, The Strand, four nights accommodation at Best of Magnetic's Magnetic Beachfront Apartments on Magnetic Island, flights, car hire, transport to Magnetic Island with Fantasia Cruising Magnetic and Sealink QLD, a boat charter around Magnetic Island with Aquascene Charters, spending money and entry and activities at Billabong Sanctuary, Bungalow Bay Koala Village, Museum of Tropical Queensland, Reef HQ Aquarium and the Barra Fun Park.</p> <p><b>PRIZE VALUE: \$10,000</b></p>			



Online banners and display ads will feature on Catch Up TV (CH 7, 9, 10) Premium News and Entertainment Networks as well as websites that are under the genre of Travel, Entertainment, News and Shopping



Print advertising will appear in the Sunday Mail and Jetstar in July as part of the campaign, featuring operators who bought into the cooperative campaign opportunity.

### 8 THINGS TO SPARK YOUR CURIOSITY

Townsville North Queensland's eclectic collection of destinations and attractions is enough to spark anyone's curiosity. Wander, ramble, get your hands dirty, and you'll leave with something more precious than gold: the feeling of being alive.

**Orpheo Hotels & Resorts**  
Live it up in North Queensland's most iconic resort & business hotel. From only \$129 per night. Book online with promo code "TQDTHQ12" to receive exclusive deals.

**Seaside Queensland**  
Take in North Queensland's iconic coastline & award-winning beaches. 20 minutes from the beach. Book online with promo code "TQDTHQ12" to receive exclusive deals.

**LIVE IT UP WITH OAKS HOTELS & RESORTS!**

**BOOK ONLINE AND SAVE!**

**Museum of Tropical Queensland**  
Explore the tropical life of North Queensland. Discover evolution and see live reptiles and native animals in the award-winning, multi-dimensional TQD Alive! holiday program.

**TQD**  
Be inspired as you walk away with a day of art, culture, nature or knowledge in the award-winning, multi-dimensional TQD Alive! holiday program.

**Townsville Military Tours**  
Experience an interactive tour that connects the rich history and culture that surrounds the rugged coastline.

**Peppers Blue on Blue**  
Located on Wharf Street, Peppers Blue on Blue redefines the essence of island hospitality. Water view from TQD, the night. 2 night minimum stay \$100+.

**Apollonia Townsville Hotel & Casino**  
Apollonia Townsville offers packages that offer luxury hotel accommodation combined with a range of experiences that give you the best of both worlds.

**Townsville Holiday Apartments**  
Take the family to a beautiful holiday, just a short drive from the beach in a spacious 2 bedroom apartment with the best of both worlds.

**FREE ACCOMMODATION UP-GRADE** **FAMILY GETAWAY \$150 PER NIGHT**

[townsvillenorthqueensland.com.au](http://www.townsvillenorthqueensland.com.au)

### 8 THINGS TO SPARK YOUR CURIOSITY

Townsville North Queensland's eclectic collection of destinations and attractions is enough to spark anyone's curiosity. Wander, ramble, peer and underneath, and you'll leave with something more precious than gold: the feeling of being alive.

**Are you curious enough to win a \$10,000 island adventure?**  
Visit [townsvillenorthqueensland.com.au/curiosity](http://townsvillenorthqueensland.com.au/curiosity) for your chance to win.

**Orpheo Hotels & Resorts**  
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[townsvillenorthqueensland.com.au](http://www.townsvillenorthqueensland.com.au)

Jetstar also features a link through to the campaign upon booking confirmation for any flights booked within Queensland and from Darwin to Brisbane

**Jetstar** Your self Check-in Details  
Booking Reference: [Barcode]

**Your Itinerary** Note: This is not a Boarding Pass Web Check-in: [Link] Print: [Icon]

**Booking Contact Details**  
Name: [Redacted] Address: [Redacted]

**Payment - Received**  
Payment of \$187.00 AUD received  
Payment: pre-payment is required for your flights. Jetstar may not carry you if we have not received your payment.

**In-Flight Services**  
Newcastle To Melbourne - Tullamarine

Passenger	Seat	Check-in baggage	Extras
Qantas Frequent Flyer number [Redacted]	Add Seat	0 kg	Book Below
[Redacted]	Add Seat	0 kg	Book Below

**Want to add more for your flight?**  
Add/change Seats Add extra baggage Add extra products to your booking

**Flight Details** Booking Date: 24 Mar 2014 Itinerary Issue Date: 24 Mar 2014

Date	Flight Number	Departing	Arriving
24 Mar	JD	[Redacted]	[Redacted]

Change Flights Status Flight Duration: [Redacted]

Note: Times are local times at the relevant airport.

Operated By: Jetstar Airways

**Save time with Web check-in**  
Check in for your flight at [jetstar.com](#) before you arrive at the airport. Web check-in opens 48 hours before departure and closes 1 hour prior for flights from domestic terminals and 2 hours for flights from international terminals.  
[Access web check-in now.](#)

Haven't joined the club yet? Become a Club Jetstar member today! [jetstar.com](#) **Jetstar**

Are you curious enough to discover? **Townsville North Queensland** Alive with curiosity

Have you booked checked baggage? **BOOK NOW**

[Unsubscribe from Jetstar Marketing Communications](#)

**Jetstar** Discounts and special offers from a range of great travel suppliers **Club Jetstar** [READ OUR BLOG](#)

Search Select Flights Flights Packages Deals Extras Payment Confirmation

Thanks Ken, your booking is **ON HOLD**

Your reservation number is **L9R8FM**

**Are you curious enough to discover?** **Townsville North Queensland** Alive with curiosity

The outstanding balance of \$184.00 AUD must be made within 48 hours in order to secure your booking.

You will need to make your payment today for this reach Jetstar within the ultimate period. Only online internet banking transfers are accepted by Jetstar (we do not accept transfers made over the counter at bank branches).

Please note that some banks and credit unions are unable to process direct payments with Jetstar.  
[View a list of acceptable banks](#)

Once you have confirmed that your bank is acceptable, login to your internet banking website and enter the following details:

Account Name	Jetstar Airways
BSB	063-000 Australian account transfers only
Account Number	10555200 Australian account transfers only
Reservation Number	12-3113-0105216-01 Non-credited account transfers only
Total Price	\$184.00 AUD Enter the amount due \$184.00 AUD of your booking and complete the payment for your booking.

For more information visit our [Internet banking instructions page](#).

**What happens next?**  
Your booking will be confirmed once the funds are successfully applied against your booking reference number and you receive a travel itinerary with a Confirmed status. After making payment, please allow up to 5 business days to receive your itinerary.

[View full booking details](#)

**Great hotel offers and exclusive Jetstar flyer deals** [plus air](#) [price promise](#)

167 available Sydney City, NSW, Australia 1 Dec - 9 Dec 1 Adult [Club](#)

of 188 hotels in Sydney City.

Operators were invited to participate in the campaign through **online holiday deals** featuring on the Townsville North Queensland Website

**Jupiters Townsville**  
Free accommodation upgrade. Jupiters Townsville offers packages that offer luxury hotel accommodation combined with a range of experiences that give you the best value possible.  
Subject to availability, change & cancellations. Choose Sembrine as the time of booking in packages to receive an upgrade. Offer valid from 10 June to 30 September, 2014.  
from \$135 per night. [MORE INFO](#)

**Townsville Military Tours**  
20% off all tours. Experience an interactive tour that connects with the rich history and culture that surrounds the Australian Military.  
Terms & Conditions  
from \$70.40 [MORE INFO](#)

**Museum of Tropical Queensland**  
10% off full priced admission. Explore the human body with the Humanoid Discovery exhibition and see live insects and reptiles during the Creepy Crawlies Alive holiday program.  
Discount available with full priced admission only. Valid 12 June - 31 July 2014.  
from \$7.95 [MORE INFO](#)

**Oaks Hotels and Resorts**  
Live it up in North Queensland this winter with Oaks Hotels & Resorts from only \$109\* per night book online with promo code "NORTHQUE" to receive exclusive deals.  
This deal is valid from 12 June - 31 July 2014. Two night minimum stay. Book online via [www.oakshotels.com.au](#) and enter promo code "NORTHQUE" to receive exclusive deals.  
from \$109 [MORE INFO](#)

**TYTO Wetlands**  
One complimentary adult per one paid adult for your One to 10 Wetlands.  
Valid from 12 June - 31 July 2014. Not redeemable for cash. Only original price offer. Excludes. Minimum numbers apply.  
from \$10.00 [MORE INFO](#)

**Are you curious enough to discover?**

**Townsville North Queensland**  
Alive with curiosity

Online **skyscrapers** are placed on [queenslandholidays.com.au](#) to drive traffic to the [townsvillenorthqueensland.com.au](#) website



Townsville North Queensland is being promoted through **social media channels** via the Visit Queensland Facebook Page, which has over 1 million likes, as well as the Visit Townsville Facebook Page. The Visit Queensland Twitter Profile will play **Twitter Trivia** with 57,400 followers on Wednesday 18<sup>th</sup> and 25<sup>th</sup> from 10am - 11am to encourage consumers to discover more about Townsville North Queensland!

The Townsville North Queensland Social Media Assets have also been updated to reflect the new brand



**Visit Queensland, Australia**  
30 minutes ago

Curiouser & curiouser! @Visit Townsville, Australia has some remarkable jewels in its crown. Take the Curiosity Test for the chance to win a family holiday to Magnetic Island.

<http://www.townsvillenorthqueensland.com.au/curiosity>



**Visit Townsville, Australia** shared a link.  
June 13

Curiosity killed the cat, don't let it get you too. Take the Curiosity Test for the chance to win a \$10,000 family holiday to Townsville North Queensland #TownsvilleShines



**Curiosity Test - Tourism Townsville North Queensland**  
[www.townsvillenorthqueensland.com.au](http://www.townsvillenorthqueensland.com.au)

Subscribe to our newsletter and receive updates and tips on what to do in Townsville, including upcoming events and festivals, special offers and more.



**Queensland Australia** @Queensland · 3h

Test your Townsville skills further & take the curiosity test. You could win a great prize :) [ow.ly/y9RCK](https://ow.ly/y9RCK) #townsvilleshines



**Queensland Australia** @Queensland · 3h

Thanks for joining today's trivia. Stay tuned for one more Townsville Trivia session Wed 25th June, 10am! #thisisqueensland #townsvilleshines



Retweeted by Kim Goulier



**Townsville, Australia** @TownsvilleAus · 3h

@Queensland It's the only heritage listed pub iconic hotel in QLD #TownsvilleShines



[View conversation](#)



**Queensland Australia** @Queensland · 3h

Our final answer - Q10: Lees Hotel. #thisisqueensland #townsvilleshines @TownsvilleAus



**Queensland Australia** @Queensland · 3h

Another little hint to help out :) RT @TownsvilleAus: @Queensland Hint: You will 'Lee-ve' refreshed! #TownsvilleShines #thisisqueensland



**Visit Queensland, Australia**  
June 13

Discover why Visit Townsville, Australia is alive with curiosity.



A readership audience of over 9 Million people will be exposed to Townsville North Queensland through the generation of **publicity** across Australia through Better Homes and Gardens, Escape News LTD, RACV Magazine, Headstart, KRASH Magazine and Out and About with Kids. Keep your eye out for this content in July