



MEDIA RELEASE

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Minister for Resources and Energy
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16 January 2010

TOURISM INDUSTRY REMAINS OPEN FOR BUSINESS AS AUSTRALIA IS SHOWCASED TO THE WORLD

As the flood crisis continues and recovery efforts ramp up in Queensland and around the country, the Australia Government is working with State and Territory Governments, tourism organisations and industry to send a clear message to visitors at home and overseas that Australia's tourism industry remains open for business.

Minister for Tourism, Martin Ferguson AM MP said that in addition to providing direct support for the relief effort through donations of time and money, people can also show their support for the tourism industry, one of the industries hardest hit during the floods, by holidaying in Australia.

“Clearly the floods have had a direct impact on tourism businesses and destinations, and the Australian and Queensland Governments are providing immediate financial assistance,” Minister Ferguson said.

“But what we need people to remember now, during the peak summer holiday season, is that many of our best tourism destinations remain open for business.

“There is an issue of perception that we are working hard to counter so that the economic challenges thrown up by this natural disaster are not exacerbated.

“My message to all Australians is simple: you can help keep your mates in jobs by choosing to holiday at home.

“Our country boasts some of the world's best holiday destinations, many of them in Queensland, and these locations will be showcased to Australia and to the world this week when “Oprah's Ultimate Australian Adventure” goes to air.

“The 179 Australian tourism businesses, individuals, State, Territory and Local Governments involved in the filming of these shows did an absolutely outstanding job during filming and I believe that their efforts will pay dividends for this vitally important industry.

“The airing of Oprah's shows this week to millions of viewers around the world will highlight Australia as a great place to visit and will be particularly important for the recovery of Queensland's \$9.2 billion tourism industry following the devastation of the floods.

“We want people to watch the shows, be inspired and book a holiday.

“Businesses not directly affected by floods in areas such as Cairns, Port Douglas, Whitsundays, Townsville, Mackay, Sunshine Coast, Gold Coast and Fraser Coast are open and trading. Businesses in flood affected areas will be relying on the custom of visitors to help them get back on their feet.

“Tourism operators are resilient and resourceful. I cannot imagine any tourism industry, anywhere in the world, doing a better job than the Australian industry did in hosting Oprah Winfrey, her 302 ultimate audience members and the 200 crew who spent 8 days here last month. The industry deserves the benefits from the show now more than ever.

“Oprah and her audience members climbed the Harbour Bridge, flew over Uluru, had a barbecue on the beach, tasted Australian wine and spent time with penguins, kangaroos and koalas as well as many other experiences.

“Our hotels, tour operators, restaurants, wineries and other businesses demonstrated with their level of service and the warmth of their welcome that *There’s nothing like Australia*.

“Not everyone will make it on-screen next week. Harpo Productions shot more than 700 hours of footage around the country and from this they have had to select four hours of the best. However, there is no doubt in my mind that the benefits will be felt everywhere.

“The positive effects of this type of exposure will be felt for years to come. Ten years from now visitors will still be saying they were inspired to come here after seeing Australia on the Oprah Winfrey show.”

“Oprah’s Ultimate Adventure” will screen from 18 to 21 January in the US and on 19, 20, 21 and 23 January in Australia.

Tourism Australia, State, Territory and commercial partners are targeting their marketing to help turn the publicity from "Oprah's Ultimate Australian Adventure" into travel bookings. The campaign will feature nearly 100 competitively priced vacation packages encouraging customers to book a holiday to Australia.

The Oprah Winfrey Show will be also promoting support for people affected by the floods at www.oprah.com.

Information on current conditions in Queensland can be found at www.queenslandholidays.com.au/travel-info and weather conditions in all States and Territories, including weather warnings at www.bom.gov.au

Information about Federal Government flood assistance is available by contacting 180 22 66.

A list of *Oprah’s Ultimate Australian Adventure* hosts and suppliers is below.

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OPRAH'S ULTIMATE AUSTRALIAN ADVENTURE HOSTS AND SUPPLIERS

PRINCIPAL PARTNERS OF TOURISM AUSTRALIA

- Qantas Airways
- InterContinental Hotels Group
- Sydney Opera House
- Tourism New South Wales
- Tourism Queensland
- Tourism Victoria
- Network Ten

SUPPORTING PARTNERS

- Australian Capital Tourism
- Tourism Western Australia
- Tourism Northern Territory
- Tourism Tasmania
- South Australia Tourism Commission

TOURISM AUSTRALIA SUPPLIERS

- ID South Pacific
- Murray s
- RM Williams
- Astra Limousines
- Bulurru Australia
- Cafe Sydney
- Guillaume at Bennelong

STATE BY STATE SUPPLIERS

TASMANIA

- Hobart International Airport
- Motors Car Sales Hobart
- Avis Car Hire
- Overdrive Car Hire Hobart
- Flying Colours Printers
- Saunders Signs
- Stewarts Bay Lodge
- Cary Lewincamp
- Crucial Displays
- The Red Velvet Lounge & Steve Cumper
- Port Arthur Historic Site
- Pennicott Wilderness Journeys
- Rotor-lift Aviation
- The Agrarian Kitchen & Rodney Dunn
- The Henry Jones Art Hotel
- Tasmanian Museum & Art Gallery
- BW Events
- Strings on Fire
- Christina Baehr (harpist)
- Greg Souter (acoustic guitar)
- Wendy Helleman (glass artist)
- Matt Carney (sculptures in Bond Store)
- Wyndham Vacation Resort Seven Mile Beach

- Meadowbank Estate Vineyard
- Bonorong Wildlife Park
- Taste Catering
- Barista Sista
- Natalie Geard Communication Consultant
- Saffire Freycinet
- Dewayne Everttsmith
- Hobart City Council
- Parks & Wildlife Service Tasmania
- Freycinet Lodge
- Save the Tasmanian Devil Foundation Appeal

SOUTH AUSTRALIA

- Rossair
- Exceptional Kangaroo Island
- Southern Ocean Lodge
- Kangaroo Island Wilderness Retreat
- Prime Mini Tours
- Maggie Beer's Farm Shop
- The Louise
- Yalumba

QUEENSLAND

- Australia Zoo
- Hamilton Island (qualia & Reef View)
- Fantasea Cruises
- Hamilton Island Air Scenic Flight
- Queensland National Parks & Wildlife service
- Down Under Tours (transfers)
- Daintree Eco Lodge & Spa
- Daintree River Experience (river cruise)
- Great Barrier Reef Helicopter Group

NEW SOUTH WALES

- Argyle Group
- Audrey Wilkinson Vineyard
- Australian Wild Escapes
- Bimbadgen Estate Winery
- Black Dog Surf School
- Bonza Bike Tours
- Botanic Gardens Trust
- BridgeClimb
- Byron at Byron
- Bungalow 8
- Byron Bay Dive Centre
- Captain Cook Cruises
- Chateau Elan Hunter Valley
- CHIC in The City
- Cloud 9 Balloon Flights
- Crystal Castle

- Dockside Group (Waterfront , Wolfies, Italian Village & Ice Cube Restaurants)
- Domayne
- Donna Hay
- EastSail
- Fishheads Restaurant
- Gaia Retreat & Spa
- Messina Gelato
- Go Sea Kayak
- Harvest Cafe
- Hope Estate Winery
- Hunter Valley Cycling
- Hunter Valley Gardens
- Hunter Valley Wine Industry Association
- InterContinental Hotel
- Justin North
- Let's Go Surfing
- Lilianfels Resort and Spa
- Manly Surf School
- Neil Perry
- NSW Wine Industry Association
- Orangewalk Promotions
- Pete Evans
- Pokolbin Horse Coaches
- Rock Restaurant
- Rusty Miller Surf
- Solitary Restaurant
- Sydney Art Tours
- Sydney Opera House Tours
- Sydney Photography Tours
- Sydney Seaplanes
- Sydney Uncovered
- Taronga Zoo
- The Byron Beach Cafe
- The Hunter Valley Chocolate Factory
- Tower lodge
- Tread Lightly Eco Tours
- Tyrells
- Westfield Sydney
- Wolgan Valley Resort and Spa
- Cambridge Events
- Merivale (IVY)

VICTORIA

- The Point, Albert Park
- InterContinental Melbourne
- Global Ballooning
- Heli Experience
- The Langham
- Hidden Secrets Tour
- Bonza Bike Tours
- Chris's Beacon Point Restaurant and Villas
- The Press Club
- Nobbies Centre, Phillip Island Nature Park

- Healesville Sanctuary
- Crown Towers
- Crown Metropol (Day Spa)
- Domaine Chandon
- Rockpool Bar and Grill
- Maze Restaurant
- Hepburn Bathhouse and Spa
- Peppers Springs Retreat & Spa
- Lake House and Salus Spa
- Executive Hosting
- Black Olive Catering
- Block Arcade
- Melbourne Museum
- Federation Square
- Yarra Trams

NORTHERN TERRITORY

- Jawoyn Association – Nitmiluk Tours
- Royal Flying Doctor Service
- Mbantua Gallery
- Anangu Tours
- Professional Helicopter Services
- Voyages Hotels and Resorts

AUSTRALIAN CAPITAL TERRITORY

- Australian War Memorial
- National Gallery of Australia
- Parliament House

WESTERN AUSTRALIA

- Café Pronto
- Cape Lodge
- Fraser's Restaurant
- Heliwest
- Indigenous WA Heritage Tour
- Injidup Spa Retreat
- InterContinental Burswood
- Josh Palmateer Surf Academy
- Leeuwin Estate
- Lifestyle Margaret River
- Limousines Australia
- Little Creatures
- Margaret River Chocolate Factory
- Maxem Aviation
- Ngilgi Cave
- Rottnest Express
- Vasse Felix