



MEDIA RELEASE

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TOURISM
NOOSA

NOOSA SAY'S G'DAY TO 300 TRAVEL AGENTS FROM AROUND THE GLOBE

Last week Tourism Noosa and industry members met with 300 travel agents from around the globe in Cairns, as part of Tourism Australia's G'Day Australia travel agent event.

The agents that participated in the workshop and familiarisation event are qualified Aussie Specialist Agents from retail outlets and key wholesalers across 15 international tourism markets. Around 130 Australian tourism operators attended the event, with a large contingent from Queensland.

Tourism Noosa's Trade & Business Events Manager Vynka Hutton said it was encouraging to see the high level of interest in Noosa.

"The event provides an opportunity for Australian tourism providers to meet face to face with agents so they are better informed and educated to confidently sell a holiday to Australia to millions of visitors around the world".

"Competition around the world is stronger than ever, making these events so important to ensure Noosa is front of mind when agents are booking their clients Australian holidays" said Ms Hutton.

The international markets to Noosa have bounced back, with our key destinations of United Kingdom, New Zealand, North America and Europe returning in strong numbers. Tourism Research Australia predict that international spend will exceed pre-COVID levels by 2024, and visitors' numbers by 2025.

8 Aussie Specialists from the event also visited Noosa on a pre-familiarisation from the United Kingdom and European markets – Noosa's key international markets. It was the group's first visit to Noosa where they experienced the Noosa North Shore with Epic Ocean Adventures, a quick visit to Noosa Heads, Sofitel Noosa Pacific Resort and Sum Yung Guys and staying overnight at Mantra French Quarter.

Thanks to Tourism & Events Queensland and Tourism Australia for an amazing event to help showcase our special piece of paradise to the lucrative international market.

ENDS

Photos:

- All of Queensland suppliers
- Sunshine Coast suppliers: Australia Zoo, Habitat Noosa. Visit Sunshine Coast, Pinnacle Marketing (Narrows Escape), Holiday Inn and Tourism Noosa.

Other Noosa members in attendance: Lady Elliot Island, Tasman Venture, Visit Oz, Experience Co (SkyDive Noosa) and Kingfisher Bay Resort.

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