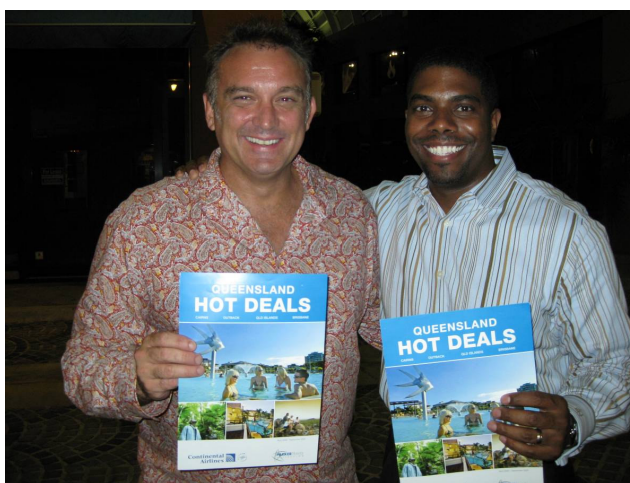




MEDIA INFORMATION

Tuesday 28 April 2009

A CONTINENTAL APPROACH TO SHOWCASING QLD IN GUAM



Todd Parker, Managing Director, Parker Travel Collection celebrates the launch of first ever dedicated QLD campaign in Guam with David Kendall, Director of Micronesia Sales and Marketing, Continental Airlines.

The team at Parker Travel Collection have notched up another first with the launch last week of Guam's first ever dedicated Queensland campaign.

Entitled **Queensland Hot Deals (GUAM)**, the campaign was created by Parker Travel Collection in conjunction with Continental Airlines to essentially support the carrier's five flights weekly between Guam and Cairns.

Speaking about the campaign, Mr Parker said the campaign is designed to compel Micronesia's visitor market with a series of pay/stay offers and packages that are commissionable to travel agencies.

"This campaign is innovative in several respects, not the least of which dictates a percentage of every sale goes back to Continental Airlines to assist with the development of tourism business into Guam.

“These flights are fundamental to the future sustainability of Tropical North Queensland’s tourism industry as they provide a convenient travel option for both Japanese and Micronesians visitors. And I believe this trend will continue with Guam’s US military that is destined to increase significantly with the planned relocation of Japan’s Okinawa US military base,” said Mr Parker.

Queensland Hot Deals with Continental Airlines is just one of many campaigns created by Parker Travel Collection to develop new markets and service them over the long term.

Parker Travel Collection has offices in Cairns, Gold Coast, Sydney and Melbourne. For further information, contact Todd Parker, Parker Travel Collection on 07 4055 6122, mob: 0417 440 922, email:todd@trav.com.au or visit website www.parkertravelcollection.com

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