

7 March 2021

Holiday Dollars for Queensland



Queenslanders will have access to 15,000 travel vouchers worth \$200.00 (inc. GST) each to be spent on tourism experiences in Cairns & Great Barrier Reef under a major new tourism campaign designed to kickstart the region's visitor economy.

The Cairns Holiday Dollars campaign was announced this morning, a first for Queensland and designed to support the industry and continue to encourage Queenslanders to get out and explore our world-class tourism experiences.

The campaign aims to encourage more Queenslanders to travel to Cairns & Great Barrier Reef, extend their stay and get out and experience the diverse tours and attractions we have to offer.

The campaign will extend to other regions around the state in coming months.

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CAIRNS HOLIDAY DOLLARS



CAIRNS &
GREAT
BARRIER
REEF

Queensland
AUSTRALIA



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

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