

For Immediate Release

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**USTOA Delegation Optimistic about Australia Tourism Following Visit
Association Donates to Relief Appeal Fund**

Queensland, Australia, is in top condition and eager to welcome visitors from the U.S., according to a delegation of USTOA members returning from the association's Out of Country Meeting. The meeting, which took place from March 27 – April 6, visited Brisbane, the Gold Coast, Cairns/Port Douglas, Hunter Valley and Sydney areas.

"Our members were impressed with how well Queensland has rebounded from the floods in late December and the tropical cyclone in early February," says Terry Dale, USTOA president. "We want to encourage agents to book Australia, and especially Queensland, and we are confident that clients will have an exceptional travel experience," he says.

USTOA Donates \$10,000

USTOA presented a \$10,000 donation to The Premier's Disaster Relief Appeal Fund. The fund is a trust designed to help affected entities and individuals, and to aid in recovery work underway.

"We want to get the word out that Australia -- and more specifically Queensland -- is open for business," said APT President and Vice Chairperson of USTOA, Bronwyn Wilson. "Brisbane, the Gold Coast and the Cairns/Port Douglas area, which we visited during the USTOA Out of Country trip, are back in top operating condition and ready to welcome North American visitors.

"Australia offers unique and exceptional life experiences, plus unrivalled vacation opportunities. Our aim is to work closely with Tourism Australia and other partners to bring more Americans to this great country" said Ms. Wilson. "Because we also recognized the difficulty that many local Australians in rain affected areas still feel, our members unanimously agreed to support the Premier's Disaster Relief Effort with a donation of \$10,000," she added.

Tourism Queensland Americas International Director Shana Pereira said Tourism Queensland was thrilled that the group had been inspired by their visit. "The visit was a great way for us to show the USTOA that 'nothing beats Queensland' and that Queensland is well and truly ready to welcome visitors."

For more information on USTOA and a listing of member companies serving Australia, visit www.ustoa.com.

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Editor note: See photo below



Photo Caption:

USTOA Vice-Chairperson Bronwyn Wilson (l) and USTOA President Terry Dale (r) present \$10,000 contribution to Anthony Hayes, CEO, Tourism Queensland (c).

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