

# A picture is worth a thousand words

Travel documentaries are immensely popular and tourism promoters understand just how powerful video can be in selling a destination.

## Finding the perfect island caretaker

'The best job in the world' was an advertising campaign launched by Tourism Queensland in 2009. To promote tropical Queensland, this campaign offered contestants a job as caretaker of the Great Barrier Reef islands.

Recruitment was driven through display advertisements and online job websites, which directed traffic to the campaign website. The campaign website featured stunning imagery and asked applicants to apply for the job by creating their own promotional video.

Results were phenomenal, with more than 34 000 one-minute video entries, global news coverage and millions of visits to the campaign website. It showed how powerful video can be, especially when combined with interactivity and social networking.

## Reaching new visitors

Tourism promoters have proven that video and images work effectively to sell destinations to visitors. The problem has been lack of reliable high-speed bandwidth at the right price. Currently, tourism operators are forced to use open-source video platforms and social networking websites to promote themselves and their destinations.

## Digital marketing campaigns to greet tourists

Brisbane Airport Corporation is preparing new marketing material in anticipation of the NBN service. As the gateway to Queensland, the organisation plays an important role in promoting places and activities to airport visitors.

Using the NBN, the corporation will be able to coordinate campaigns using digital posters, airport screens, hotels and shopping precincts.

The NBN will provide high-speed connection to educational facilities, businesses and homes right across Australia. The Department of Science, Information Technology and Innovation aims to promote and encourage the adoption and best use of broadband communications by Queensland businesses and industry sectors, to create a competitive digital economy.

For further information on broadband communication contact DSITI on 13 74 68 or visit [www.business.qld.gov.au](http://www.business.qld.gov.au)