

# Case Study

## TRAVEL BROKERS GET A BACK OF HOUSE TOUR

**Group Size:** 4 pax

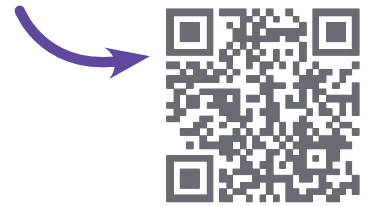
**Duration:** 5 days

**Timing:** 27 August - 1 September

**Industry:** Tourism

Four travel brokers from New Zealand travelled to Townsville to escape the cold and enjoy a 'money can't buy' experience in Townsville North Queensland. The small group experienced snorkelling in the world's largest coral reef aquarium, enjoyed a behind the scenes tour of the historic Townsville Brewery, indulged with a private beachfront dinner, were part of the crew on a yacht competing in the SeaLink Magnetic Island Race Week and enjoyed a glorious island resort dinner.

To watch the video, scan the QR code below or visit [www.townsvilleconventionbureau.com.au/incentive](http://www.townsvilleconventionbureau.com.au/incentive)



## Learn the history behind Townsville Brewery...

'A staff member from Townsville Brewery took us through the inner workings of Townsville's craft brewery operation. His passion was evident and the product was even tastier.'  
- Delegate



Townsville Brewery tour by Megan MacKinnon

## Indulge in a private beachfront dinner...



*'We were blown away by the amazing setting for our candlelight dinner on the beach; outstanding wine-matched 3-course meal, and unsurpassed personal attention by staff.'* – Delegate



Sunset dinner at Horseshoe Bay, Magnetic Island by Megan MacKinnon

## Join a crew on a yacht while competing in the SeaLink Magnetic Island Race Week...



Competitors in SeaLink Magnetic Island Race Week

# Access All Areas

- World class events in a picturesque region
- Access all areas VIP experiences
- Celebrity meet and greets
- Outstanding corporate hospitality

Townsville is home to exciting events held throughout the year, from festivals, markets, sporting events to exhibitions where you can treat your guests to an 'access all areas' experience. Between April and November you can meet a professional bull rider, go into pit lane at a Supercar race and meet a professional driver, or be part of a fashion shoot and discover what really happens behind the catwalk. Give your delegates an 'access all areas' events experience.



Magnetic Island Race Week: by Terri Dodds



Behind the scenes at a V8 race by EDGE Photographics

## Sample Itinerary

### SeaLink Magnetic Island Race Week

**Group Size:** Small group 1–20 pax

**Duration:** 3–4 days

**Timing:** August

**Day 1:** Arrive in Townsville North Queensland and be greeted with limousine transfers to your hotel. The evening commences with a back of house tour of the local brewery before a private dinner at one of Townsville award-winning restaurants, JAM.

**Day 2:** The Magnetic Island Race Week yacht event is held in the pristine waters of the Great Barrier Reef and your journey begins with a privately guided behind the scenes tour of Reef HQ Aquarium – the world's largest living coral reef aquarium. Travel to Magnetic Island to explore its natural highlights with a pre-planned car rally with your aptly named provider, Topless Cars. Enjoy the evening at exclusive accommodation on Magnetic Island with a private dinner under the stars.

**Day 3:** Today is race day! Teamwork is important as your guests will compete under the guidance of experienced crew for the ultimate thrill. Relax and unwind with other competitors at the Yachties Hour and Race Day Presentation and enjoy the evening's entertainment.

**Day 4:** Travel back to Townsville for limousine transfer to the airport.

# Food and Wine Indulgence

- Local produce – paddock to plate
- Award winning chefs and spectacular 'unique venues'
- Learn to cook and team building exercises
- Food and wine events and festivals

Quality local produce prepared by award-winning chefs is key to any food and wine experience, where and how you enjoy it is what makes it a memorable occasion. Townsville's unique venues include dining underwater with shimmering tropical fish and eerie predators, tropical islands, high summits, picnicking by the river or an intimate table for two in an established restaurant.



## Sample Itinerary

### Sensations Food & Wine

**Group Size:** 1-15 pax

**Duration:** 3 days

**Timing:** Year round

**Day 1:** Arriving at Townsville in North Queensland, your limousine will collect and escort you to your accommodation for check-in, allowing you time to prepare for the evening's event. Pre-dinner drinks are served in your private dining room overlooking the Ross River before a dégustation menu featuring local produce and presentations from the head chef.

**Day 2:** Today you will take a private tour to discover the paddock to plate pathway. In picturesque settings see where Townsville's best produce is grown, grazed and harvested with a local knowledgeable guide.

Your gala evening event, at one of Townsville's heritage listed venues, is a dinner to challenge and evoke your senses. Things may not always taste as they appear. Indulge your palate and inner 'foodie' in this creative dining experience.

**Day 3:** Relax over a Townsville Brewery brunch and reflect on what has been a great experience.

# Special Places in Nature

- Meet the local wildlife and the characters who care for them
- Hand feed a croc or chill out with a koala on the beach
- Explore five different landscapes in one day
- Swim with the spectacular marine life and see the world renowned Great Barrier Reef

Blessed with an abundance of wildlife, five different landscapes within an hour's drive from the city hub of Townsville, and a team of people who have devoted their lives to caring for both, the Townsville North Queensland region provides the ultimate base for a face to face natural encounter. Interact with Australia's cutest creatures and immerse yourself in a tropical rainforest, the Great Barrier Reef and experience the rich culture and history of the Aboriginal people.



Reef HQ Aquarium by Budd Photography



Hidden Valley Cabins by Mark Cahavan

## Sample Itinerary

### Rainforest & Reef Wildlife

**Group Size:** 1-50 pax

**Duration:** 4-5 days

**Timing:** Year round

**Day 1:** Upon arrival at Townsville, transfer by coach to Mungalla Station in Hinchinbrook where you can share a unique experience, immersing yourself in the culture and history of the local Aboriginal people. Keep an eye out for wildlife as you travel through lush rainforest en-route to Hidden Valley while the local guide will amaze you with stories of the land. Settle into your room for a privately hosted dinner with the property owners.

**Day 2:** Wake to the peaceful bush surrounds and enjoy breakfast at Hidden Valley Cabins before spending a full day exploring the Southern Hemisphere's highest sheer drop waterfall. At over 300m, Wallaman Falls is a must see natural wonder. Join your Hidden Valley Cabins hosts on an adventure through the dry sclerophyll scrub and see Australia's cutest and, in some cases, rare nocturnal animals including gliders, numerous possums, night spiders, Rufous Bettongs, night birds, owls and the elusive platypus.

**Day 3:** Experience the Great Barrier Reef without getting wet at the world's largest living coral reef aquarium. As the National Reef Education Centre for the Great Barrier Reef Marine Park Authority, Reef HQ Aquarium will open your eyes to an amazing world filled with thousands of charismatic marine creatures. You will also visit the renowned turtle hospital. Dinner tonight will be at Reef HQ Aquarium with shimmering tropical fish, eerie predators and stunning live coral reef galleries as a backdrop.

**Day 4:** Today you will actively participate in citizen science activities and contribute to the long term health and monitoring of the Great Barrier Reef. The scene is set for a full day of diving and snorkelling on the Great Barrier Reef.

**Day 5:** Depart Townsville

# Tropical Island Hopping

- Tropical islands on the Great Barrier Reef
- Australia's largest solar suburb on Magnetic Island
- Private island getaway and spectacular marine life
- Access to world leading marine scientists

Between Cairns and the Whitsundays, Townsville is host to an array of spectacular tropical islands on the Great Barrier Reef. Explore this picturesque World Heritage listed environment from the comfort of your own luxurious private island or explore the inner workings of true sustainability and learn from world class authorities what makes this region so special.



Orpheus Island



Magnetic Island by Kobie Rhodes

## Sample Itinerary

### Life in the Tropics

**Group Size:** 1-15 pax

**Duration:** 4 nights/5 days

**Timing:** Year round

**Day 1:** Upon arrival at Cairns or Townsville, enjoy a helicopter transfer over the picturesque coral-studded sea to Orpheus Island where you can spend the afternoon enjoying the many activities on offer or simply relaxing.

**Day 2:** Orpheus offers a plethora of once in a lifetime experiences, be it a fishing trip where the day's catch is grilled on an open fire in a nearby cove, an Indigenous-led tour of the culturally rich neighbouring islands, or taking a dinghy and chef prepared gourmet picnic hamper and discovering the many pristine bays and reefs that fringe Orpheus.

**Day 3:** Located within Pioneer Bay is the Orpheus Island Research Station, a marine research facility operated by James Cook University. On this educational tour you will be introduced to the great research facilities, including the wet and dry laboratories and the live reef touch tanks.

Transfer by helicopter back to Townsville where your limousine will meet you and transfer you to Breakwater Terminal for a short ferry ride to Magnetic Island with SeaLink Queensland.

**Day 4:** After a leisurely morning you will spend time with the wildlife rangers at Bungalow Bay Koala Village participating in the Magnetic Island Light Footprints program where you will have the chance to 'Leave your Mark' on this Great Barrier Reef Island. Your day will finish with a private catered degustation meal in a handpicked location.

**Day 5:** Following breakfast, transfer to Townsville airport for your flight home.

# Legendary Leaders

- World class leaders in environment, sustainability, science, business and the Great Barrier Reef
- Private one-on-one access with key personnel
- Classroom and outdoor interactive experiences
- Professional development and team building

Successful leadership is vital to any organisation, project or individual. Learning from others is key to fostering new ideas and concepts and is a perfect avenue to reward those who excel. Townsville is home to world recognised professional leaders with whom your guests can engage, on a one-on-one basis, to learn and develop their professional skills.

World class leaders from the following industry sectors are available to inspire your delegates:

- Defence
- Aviation
- Sustainability
- Mining and Minerals Processing
- Marine Sciences
- Business and Professional Services
- Agriculture



Solar panels at Hidden Valley Cabins



Solar panels at Hidden Valley Cabins

## Sample Itinerary

### The Solar Leadership Tour

**Group Size:** 1–20 pax

**Duration:** 2 nights/3 days

**Timing:** Year round

**Day 1:** On arrival you will tour Townsville, visiting residential, commercial and government buildings illustrating energy efficiency, energy demand reduction, renewable energy and smart technology reduction. Drive to Hidden Valley via World Heritage listed Wet Tropics and Paluma Range National Park stopping en-route for lunch at Frosty Mango and a swim at Crystal Creek before arriving at your accommodation at Hidden Valley Cabins, Australia's first 100% solar powered resort.

**Day 2:** Keynote speakers from Townsville Enterprise and James Cook University will discuss the day's activities, key learnings and how this may apply to your projects.

**Day 3:** Reef HQ Aquarium is the only tourism attraction in Queensland to be registered as a solar power station. During the privately guided tour you will discover how renewable energy from the sun is being used to reduce the Aquarium's carbon footprint and to encourage people to adopt sustainable living practices.

Transfer to Townsville airport.