



Brisbane: Australia's New World City

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BNE: More Than Just A Gateway

Brisbane offers a swathe of options for Queensland-bound clients keen to explore the city—and Tourism Events Queensland is encouraging visitors to extend their stay and take advantage of the value for money the city offers. TEQ international director New Zealand Sally Holyer urges agents to encourage their clients to spend a few days in Brisbane to experience its renewed focus on arts, culture, the outdoors and its 'fabulous' shopping. "Often Brisbane is used just as a gateway to other destinations, but it is really worth a stay of a few days and then explore the surrounds too such as Moreton Island, Stradbroke Islands and the Scenic Rim," she says. The Australian dollar has improved markedly in recent weeks says Holyer, tracking at around AUD0.87c this week, making Brisbane an attractive destination for visitors, with its many

dining, shopping and entertainment options.

Petrol is also much cheaper in Australia, around AUD1.37 to AUD1.45 per litre in central Brisbane, making self-drive exploration of Brisbane's surrounding areas an affordable option for travellers.

The STO is also working to market Brisbane as a single destination, with an events focus. A new campaign highlighting key upcoming events in the city launches this weekend across a range of media, says Holyer.

"My message to the trade is: spend some time in Brisbane—there is so much to do and see, great shopping, amazing exhibitions and events and fabulous food, wine and weather," she says.

Inner City Parklife

In addition to Southbank, the Brisbane Botanical Garden offers visitors a shady place to escape the city heat, and learn about flora from around the world. Clients can mingle with students using the park during breaks, and hire bikes to ride around the area. Encourage visiting families to head over to the Queensland University of Technology campus to see The Cube, a huge interactive screen of an underwater scene, teeming with digital life for kids to 'touch' and learn about. It's located in the Science and Engineering Centre at the Gardens Point Campus. See thecube.qut.edu.au

GoMA For Modern Art

Brisbane is putting a renewed focus on its art and culture scene as it encourages visitors to extend their stay, and the Gallery of Modern Art is a jewel in the city's expanding artistic crown. GoMA hosts exhibitions by renowned international and local artists—I Still Call Australia home is the current exhibition, showcasing aboriginal art. It covers some pretty dark times in aboriginal history, but there's also an optimistic feel to many of the pieces—particularly the giant "I Forgive You" feather cloak, in reference to the official apology to the aboriginal people by the Australian Government. See qagoma.qld.gov.au



City Bike Hire

Another good way to get around Brisbane and get a little wind in clients' hair is with the CityCycle bike hire service. There's a network of kiosks and pick-up/drop-off points around the city, and more than 1000km of dedicated bike lanes to take advantage of—much of it on flat terrain too. Clients can sign up to use bikes (it's AUD2), and hire is free for the first 30 minutes. A tip for clients is to 'return' their bike to a station after half an hour, and re-check it, giving them another half hour free.



Banking On The South: Riverside Revitalisation

Brisbane's Southbank area has undergone something of a revitalisation in recent years—creating an inner-city sanctum where workers gather during lunch and families congregate in the weekends and school holidays. The area, appropriately named as it's on the southern bank of the Brisbane river between the Victoria and Goodwill bridges, was originally the site of the 1988 World Fair. Remnants of the fair remain, including a Nepalese pagoda hand carved in Nepal, dispersed among lawns, palm trees, a manmade beach and a long winding archway creeping with bougainvillea blossoms. On Fri evenings and during the day on weekends there's the Southbank Lifestyle Market—and the park hosts a range of special events each week. See visitsouthbank.com.au

Rydges Southbank

The Rydges Southbank is ideally positioned in Brisbane near the Southbank park area, and within walking distance to the city's art galleries, the Queensland Performing Arts Centre and the Brisbane Convention & Exhibition Centre. The property offers a range of room types, including river view suites, plus meeting facilities, pool and poolside bar, which becomes something of a destination nightlife spot—especially when there's a convention on nearby. See rydges.com

Getting Around

There are a range of options for clients to get around Brisbane, including on the River. Central Brisbane is laid out in a grid—making it very easy to navigate. Tell clients the streets that run parallel to the river are named after kings, and those that cross (perpendicular) to the king streets are named for queens. There's a free bus that travels around the city either clockwise or anti-clockwise, and a City Hopper ferry service that crosses the river (also free—tell clients to look out for the little red ferries).



Brisbane Greeters

The Greeters program began in New York City, when a group of locals decided to volunteer their time to show visitors around. Now it's available in cities around the world, including Brisbane—and it's free. The Brisbane Greeters programme, part of the city's 20-year Economic Development Plan, features a network of hundreds of volunteers who give up one or two days a month to offer tourists their perspective on Brisbane. They are passionate about their city, and offer a unique insight into day-to-day life. When signing up on-line, clients say what focus they want their tour to take, whether it's art, dining, shopping, history or just a general overview. See brisbanegreeters.com.au

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Moreton Island: BNE's Hidden Gem



Located on Moreton Island, Tangalooma Island Resort features the rich waters of Moreton Bay Marine Park with white sandy beaches—home to an array of wildlife, from turtles to pelicans and various reptiles.

Moreton Island, the third largest sand island in the world, is just over



ATV Quad Biking

This is one for the rev-heads! Visitors to Tangalooma can experience the thrill of riding ATV (all terrain vehicle) quad bikes along the beach and through the resort's bushland on a 45-minute trip. Professional guides take clients through the safety aspects of the ATVs, then it's off up the track after riders can prove they listened during training. There are some challenging turns in the sand, and many photo opportunities along the way, with views over the resort from the bush. The tour can cater for kids aged from six with small ATVs, and will only go at the pace of the slowest rider for everyone's enjoyment. If it looks like there are varied skills, groups can be split so faster riders can go their own way. Cost is AUD58pp and tandem quads cost AUD85 (conditions apply for this option).

an hour from Brisbane's Holt St Wharf in Pinkenba by ferry, and offers visitors a year-round moderate subtropical climate. Clients visiting the island arrive to the Tangalooma Island Resort, which boasts 320 rooms ranging from three-star units, villas to four-and-a-half-star apartments near the jetty.

There's a plethora of activities for guests to enjoy, three swimming pools, shops and restaurants serving the freshest seafood. They can also learn about the region's aboriginal history, the bay's time as a whaling station and the resort's focus on conservation on the island.

Tourism Events Queensland international director Sally Holyer says Moreton Island is one of Brisbane's hidden secrets for Kiwi travellers, and the STO is keen to boost Kiwi visitation to the island.

"It really is ideal for Kiwi guests who want a 'fly and flop' holiday, or something more action-packed—and it's easily accessible from BNE," she says.

Wrecks On The Reef

In a bid to provide boats shelter and safe anchorage, the Queensland Government sank a group of 15 ships and vessels on the eastern side of Moreton Bay between 1963 and 1984. Over the years coral has started to form on the wrecks, creating a reef where more than 100 species of fish—and sometimes dugong, turtles and dolphins—congregate. There are snorkelling, diving and kayaking excursions available to guests who visit the island from AUD49pp for an hour-and-a-half-long snorkel trip.

Tangalooma For Kids

Tangalooma is a family-friendly resort, and there are many options for some fun with an educational element on the island.

Children can learn more about Moreton Island and the environment at the Marine Education and Conservation Centre, where rangers host fully supervised activities for kids aged five and up at a cost of AUD7.5 per child. Excursions include examining bones and shells on an 'eco-ranger' programme, a mission to collect plankton to check out under a microscope, and a 'bush tucker' walk where kids learn how the aboriginal people survived on the island, collecting specimens along the way.

Whale Watching

Tangalooma's heritage as a whaling colony has transformed into a busy whale watching operation during the Jun-Oct season—when up to 16,000 humpback whales pass through Southeast Queensland on their annual migration.

It offers the closest whale watch cruise from Brisbane, and includes a stop at the resort in the afternoon, accompanied by a qualified ranger. The cruise departs Brisbane at 0700 or 1000, and the tour costs AUD110 per adult, and AUD70 per child.



Sand Tobogganing

Heading out to Tangalooma's desert region is an adventure in itself, a special 4WD bus rocks and rolls over sandy roads, perilously close to steep inclines and through the bush, before emerging into the sun. Clients are greeted with the thirst-inducing prospect of climbing up a giant sand dune to toboggan down at lightning speed on a piece of wood. It's entirely worth the exertion though, to finally reach the top and peer over the edge—then it's onto the board for that first trip down, reaching speeds of up to 40km/hr. A tip for the uninitiated—keep those elbows up! It makes the ride that much smoother, and avoids getting a faceful of sand on the way down. While it's a thrilling ride, the excursion is also suitable for kids aged around seven and up. The 1.5 hour tour costs AUD38 for adults and AUD20 for kids.



Dolphin Feeding: A Tangalooma Highlight

An absolute highlight of the Tangalooma Island Resort experience is its nightly dolphin feeding programme. A pod of around 600 dolphins call the waters around Brisbane's sand islands home, and each night a dozen or so—mostly the same ones each night—will come to the jetty on the resort's beach for a feed. It's a highly controlled setup to stop the dolphins from becoming dependent on the fish, with only around 20% of each animal's daily intake of fish being offered up by excited travellers. Only clients that are staying at the resort or pre-booked on one of the resort's two cruise tours can take part in the feeding, however there's a grandstand along the wharf for visitors to get close to the action. Bookings see tangalooma.com

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Event Focus Boosts Kiwi BNE Arrivals



Cai Guo-Qiang will feature at GOMA for the first time from 23 Nov.

While the New Zealand market is already the number one visitor arrival market for Brisbane, Tourism Events Queensland is keen to boost arrivals even further with a focus on enticing potential visitors to major events being staged in the city.

"New Zealand is a key market for Brisbane, and with 171,000 visitors a year at the end of Jun 2013, we are the biggest international market," says TEQ international director Sally

Holyer. "Our partnership with Brisbane Marketing and Emirates, plus our focus on events has seen a 2% increase in New Zealand visitation and we want to build on the success of last year's activity and make Brisbane a must visit destination for cultural, sporting and fun events."

The STO is encouraging agents to extend their clients' length of stay to make the most of the great restaurants, nightlife, shopping and climate—drawing them in with the wide range of events on offer in the coming months.

... Guo-Qiang To BNE

This year's most hotly anticipated exhibition at the Gallery of Modern Art is Cai Guo-Qiang's *Falling Back to Earth*, open 23 Nov until 11 May. In the past 25 years, Cai Guo-Qiang's 'dramatic installations and explosion events have made him one of the most innovative figures in contemporary art', says Tourism Events Queensland. The GOMA exclusive exhibition features three major pieces, including two works inspired by the artist's visit to Southeast Queensland in 2011. The centrepiece, *Heritage 2013*, shows 99 replicas of animals from around the world gathered to drink from a blue lake, the second is a representation of the ancient trees in Lamington National Park and the third, an installation of 99 faux wolves careening into a glass wall—a famous piece on show in Australia for the first time. See qagoma.qld.gov.au

Global Tennis Stars

The Brisbane International 2014, presented by Suncorp, has attracted some of the biggest names in international tennis this year, including Roger Federer, Serena Williams and Lleyton Hewitt. The tournament (29 Dec-05 Jan) at the Queensland Tennis Centre is also serving up some entertainment for the kids, with characters including Spongebob Squarepants, Dora the Explorer and the Teenage Mutant Ninja Turtles getting amongst the on-court action on 30 Dec for the Suncorp Kids Tennis Day. The human stars of the tournament will also be available for autograph signing sessions plus there'll be face-painting, rock climbing, a jumping castle and more. See brisbaneinternational.com.au



Cove On Southbank

Along Southbank near the Goodwill bridge is a row of airy restaurants overlooking the Brisbane River. Cove serves up hearty burgers (think pulled pork or haloumi) with beer battered kumara wedges, salads and a substantial wine list to accompany—and all at a reasonable price (around AUD18-25 for a lunch main). See covebardining.com.au

Emporium's Award

Brisbane's famous Emporium Hotel has taken out the Best Boutique Hotel title at the HM Awards, says Tourism Queensland. The independent hotel was up against stiff competition from across Australia, says gm Peter Savoff. "As Brisbane continues to position itself as Australia's leading world city, it is important a boutique luxury hotel exceeds guest's expectations. This we do, and will continue to do as a shining light for Queensland," he says. See emporiumhotel.com.au

To Market To Market

Each Sun 0800-1500 Brisbane's Manly Harbour Village comes alive with the Manly Creative Market, the second oldest continuously operating creative-based market in the city. Visitors come to unwind, have a picnic made of produce from the market, swim and check out the wide variety of stalls available along the Royal Esplanade. See manlyharbourvillage.com



Afghanistan On Show

The Queensland Museum and Sciencentre has brought a little bit of Afghanistan to Brisbane until 27 Jan, with the *Afghanistan: Hidden Treasures* from the National Museum, Kabul. The exhibition chronicles the story of a group of men who risked their lives to protect their country's cultural heritage, with stunning artefacts dating as far back as 2200BC, from sculpture and Bronze Age gold bowls to jewellery and painted glassware. See southbank.qm.qld.gov.au



Rocky Horror To Hit Brisbane In 2014

Tell your Brisbane-bound clients to pack their stilettos and fishnets for the 40th anniversary production of the Richard O'Brien classic *The Rocky Horror Show* at the Queensland Performing Arts Centre, says Tourism Events Queensland. A cast of Aussie theatre and television stars will play the roles of Frank N Furter, Janet, Brad, Riff Raff and the rest in what is being described as 'the boldest bash of them all'. The show opens 10 Jan in the Lyric Theatre and tickets are available from AUD59.90 to AUD249.90. See qpac.com.au



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Brisbane For A Ladies Getaway



Brisbane has positioned itself as a destination for sporting fans, with its hot climate and myriad of sporting events—but the city is equally attractive as an option for a girls' getaway, whether it be a long weekend or a week-long jaunt.

“Shop, enjoy a show and explore the art galleries and then enjoy a lovely dinner outdoors in a balmy evening, or a long ladies lunch at Southbank,” says Tourism Events Queensland's Sally Holyer.

“In fact, while the fellas are at the

footie, you might just be making your own fun elsewhere. From champagne and chocolate, to shopping and spas, embrace your footie widow status in serious style,” she says.

... Shop In Style

Where to start in Brisbane where shopping is synonymous with style? Get your clients the inside knowledge by booking them a Brisbane Hidden Gems tour. Discover iconic Aussie labels and home-grown Brissie brands on this three-hour journey which not only looks at fashion but homewares, perfume, chocolate and beauty products. And it all culminates with a glass of sparkly and a Masterclass of Beauty. See shopinstyleescape.com

... Designer Threads

Both local and international designers are staking out spots in Brisbane, from James Street in Fortitude Valley and the young local designers who showcase their clothes at the South Bank Young Designers Markets to big international brands at Queens Plaza. Think designer labels such as Chanel, Louis Vuitton, Tiffany & Co, it's been described as Brisbane's 'little bit of posh'. See queensplazashopping.com.au

Spring A Surprise

As Australia's 'lifestyle' city, there are a number of cooking classes for groups to try, including a Spring Cooking Class in the heart of BNE. Groups can get creative decorating cupcakes, learn the art of creating Southern US cuisine and just about everything in between. See spring.com.au

Bubbly Brisbane

Brisbane has a secret, but the cork's finally popped—the River City has its very own Champagne Consultant. Bernadette O'Shea, who holds a French Knighthood for her contribution to the champagne industry, knows a thing or two about bubbles and she's happy to share her knowledge with clients at various courses and classes around the city. Learn all about vintage and non-vintage drops, while tasting, of course. See champagneconsultant.com

High Tea, Darlings

Whoever conjured up the concept of a Chocolate High Tea Buffet deserves a Nobel Prize for services to humanity, says TEQ's Sally Holyer. Overlooking the Brisbane River, the Stamford Plaza is a bit of an old hat at the High Tea game. Apart from its weekend chocolate extravaganza, it also serves a Traditional Brisbane Morning Tea as well as a Lobby High Tea. See stamford.com.au

A Taste Of Europe

For a sumptuous European meal and the ubiquitous eye candy in the form of male waiters, Brisbane's suburb of Milton is the place for a group of ladies to head.

The area boasts a miniature of the Eiffel Tower, and a number of restaurants, including Arrivederci Pizzeria Al Metro, Bistro Alegria and La Dolce Vita. See arrivedericpizza.com.au bistroalegria.com.au and ladolcevita.com.au

... Coffee Break

Hot on the heels of the European flavours above, and for when clients need to cool their heels, Brisbane's coffee culture has come of age.

From quirky hole-in-the-wall style shops to local brands where you can even indulge in coffee cupping—just like wine tasting but with different types of coffee.

There's plenty of options to enjoy the old Cup of Joe in Brisbane, including Flamingo in Fortitude Valley, Merlo, Jamie's Espresso Bar, Jocelyn's Provisions and Campos Coffee.

Pursuit Of Libertine

Clients can create their own scent at Libertine Parfumerie in New Farm in a masterclass in the art of fragrance featuring a huge range of products. See libertineparfumerie.com.au



Chocolate Making

There's lots to love about chocolate, but how much do your clients really know about it? All the way from Belgium to Brisbane, clients will have plenty of time to savour the flavours at two Chocolate Moments outlets at the Art of Fine Chocolate and the World of Chocolate. For extra indulge, there's a three-hour chocolate cooking experience. See chocolatemoments.com.au

Drinks With The Girls

Ladies on a girl's getaway are spoiled for choice with Brisbane's nightlife, particularly in two hot spots; the City and Fortitude Valley. There's everything from rooftop bars to lounges and night clubs including Cloudland, Limes Hotel, Emporium Hotel, Zuri, Uber and Sky Room.



Amusing Arcades For One-Offs And Cheap Eats

Away from the colourful crowds, Brisbane is home to some interesting hidden shopping arcades, and the city centre is at the heart of its offering. From Elizabeth Arcade with its one-off designer labels, to Albert Lane and its cheap eats, there's something to delight and inspire any serious shopper here. There's Elizabeth Arcade, between Elizabeth and Charlotte Streets; Albert Lane, Albert Street; Brisbane Arcade (pictured), 160 Queen Street; Rows Arcade, 235 Edward Street; and Tattersall's Arcade, 215 Queen Street Mall.



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Boys' Brisbane: A Sporting Affair

As Brisbane looks to attract new visitors and entice repeat travellers back to the River City by promoting a raft of events, both sporting and cultural, Tourism Events Queensland says there's no better time for a group of lads to hit the city for a weekend of sport, bars and outdoor pursuits.

"For the boys heading over for the sports, whether it is rugby, cricket or more—then there is so much to do in the city and surrounds," says Tourism Events Queensland's Sally Holyer. "Clients can come for the game and extend the stay, keeping the lads occupied with a number



of attractions, both outdoors and inside."

Queenslanders love their sports and Brisbane has some very exciting sporting events in the next months, adds Holyer.

... What's On

On the sporting front there's the Ashes Test Series at the Gabba (21-25 Nov), the Brisbane International (29 Dec-05 Jan) and the Brisbane Roar A League football club takes over Suncorp Stadium with regular games until Apr. Music fans can also lap up the music by the sea festival 10-12 Jan or have a laugh at the Brisbane Comedy Festival 25 Feb-23 Mar.

A Round At Brookwater



Sports fans who feel the need to stretch their legs and have a bit of a swing should consider a trip to the Brookwater Golf Club.

Designed by Australia's international golfer Greg Norman, this award-winning, par 72, 6469 metre course will suit avid golfers to a tee. See brookwatergolf.com

Suncorp Stadium Tour

Clients taking in a game at Suncorp stadium (The Cauldron, or Lang Park, as it's known locally) can get a behind-the-scenes tour for AUD13. Visitors will learn some of the history of the grounds, including that it was once a cemetery. See suncorpstadium.com.au

... Gabba Gabba Hey!

The famous Queensland Cricket Club, or the Gabba: 'that place we Aussies like to beat everyone at cricket', says Tourism Events Queensland. For AUD16 clients can check out this venue, see some historic cricket memorabilia and even access the main field, which Queenslanders consider hallowed turf. See thegabba.com.au

Visit Brisbane

For more inspiration to build your clients' Brisbane holiday, check out visitbrisbane.com.au

Emirates Brisbane Fares

Emirates, which now operates its daily AKL-BNE service using an A380 superjumbo, has inclusive return Brisbane fares from \$614 in economy class, and \$1654 in business class.



Cubans At Paladar

A group of blokes looking for a place to start the day, or end a mid-week all-nighter, can head to Paladar Fumior Salon, a World War Two bomb shelter-cum-cigar bar in South Brisbane. Behind this mysterious red façade, they'll find some of Brisbane's best coffee as well as cigars. It's open 0700-1400 Mon-Fri and has a great little deck upstairs. See paladarfumiorsalon.com



Nant Whisky Cellar

This Fortitude Valley whisky bar is so mysterious, it doesn't even have a website, says Tourism Events Queensland. Clients will find it tucked up in a corner in the Emporium complex along Wickham Street. So what's so special? Well, apart from being Brisbane's only dedicated whisky bar where you can learn all about the art of creating the famous tippie, it stocks 150 varieties from around the world.

... The Walrus Club

One of the newest additions to Brisbane's bar scene, when clients step into The Walrus Club in the cellar of the historic Regatta Hotel at Toowong they'll discover a dedicated rum bar set in dark surrounds. See regattahotel.com.au



Brisbane's Dapper Fashion Offerings

Lads getting spruced up for a night out, or to take in some Spring Carnival Racing events held in Brisbane in Nov, can head to The Cloakroom for a suit tailored to perfection. The store and atelier at 104 Edward St has become one of the city's best known menswear destinations, and offers a range of European fashions, fragrance and accessories in addition to its tailoring service. See thecloakroom.com.au

1986 in a range of European names. Exclusive brands include Scotch & Soda, Gibson London and Jacques Britt. It's perfectly positioned on the way to the gee gees at nearby Eagle Farm Racecourse. See harrisonsmenswear.com.au

... Greek Fashion

Another menswear option is located in Brisbane's Greek enclave at West End. Michael Innis Menswear is found in an Art Deco storefront at 183 Boundary Street, where Innis has been creating bespoke suits for the past 60 years.

... Racy Fashion

Harrisons Menswear along Racecourse Road has been dressing Brisbane's male population since