

AUSTRALIA'S GOLD COAST TO CELEBRATE CHINESE NEW YEAR

There'll be a unique and fun-filled Down Under twist to Chinese New Year celebrations for outbound tour groups traveling from China to Australia's Gold Coast in coming weeks.

These groups are among many holiday makers already making the most of unprecedented airline access to Australia's favourite playground.

The Gold Coast witnessed an amazing 19% increase in Chinese visitation across a 12-month period to September last year.

Since November direct daily flights into Brisbane International Airport, offered by China Southern Airlines, have further increased overall capacities through an additional three direct flights per week.

The Brisbane terminal is a short 45 minute drive to the Gold Coast, with the city also serviced by its own International terminal at Coolangatta.

To September last year, 114,000 Chinese travelers had made the trek to Queensland's tourism capital to experience first hand why the Gold Coast is considered Famous for fun.

"We are the only place in Australia where you can do everything you want to do on holidays and are confident this will ensure a very special 2011 Chinese New Year for groups traveling to the Gold Coast," said Gold Coast Tourism CEO Martin Winter.

"Travel trade operators in China have reported strong bookings into Australia over the Chinese New Year period and we look forward to welcoming our International guests.

"Visitors can sample the widest variety of theme parks and fun-filled activities available in the southern hemisphere, enjoy a landscape of uninterrupted coastline and lush, world heritage listed rainforest, indulge in mountainous hideaway get togethers or ramp up the adrenalin with a learn to surf class or jet ski experience.

"The Gold Coast is one big adventure waiting to be discovered.

"Amazing new properties such as the five star Peppers Broadbeach and Hilton Surfers Paradise have also been welcoming guests making it a very exciting time for tourism in the City."

Despite recent flooding throughout the north, central, outback and south west areas of Queensland, it remains business as usual for Gold Coast tourism operators who have been busily servicing the needs of 2.5 million international and domestic holiday makers during the peak Australian summer period.

The Gold Coast remains largely unaffected by the unseasonal rain falls, with attractions, public transport and services running as usual and only isolated incidents of road closures.

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