

# JOURNAL BUSINESS.



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## Holidays the 'busiest on record' for Noosa

By Sue Mikkelsen

LOWER interest rates, stabilised petrol prices and sunshine combined to give the Noosa tourism industry its best September holiday season in three years, Tourism Noosa chief Steve Cooper said.

He said while final figures were not yet available, information from accommodation and other businesses suggested a turnaround from last year's disastrous summer season. There are also positive signs, coming into Christmas.

"The level of accommodation bookings, the length of stay and more importantly, how much people spent while they were here were all very good," Mr Cooper said. "From Hastings St, the Junction and Gympie Tce, we've had many retailers share insights with us, suggesting there were some 'record' days during the school holidays."

He said the "best September school holiday period we've seen in the last three years" had put Noosa's tourism economy in a buoyant position.

"There's a little bit more confidence from our visitors. With the reducing interest rates, petrol prices have stabilised, and most importantly for the visitors, there's been sunshine to celebrate," Mr Cooper said.

He said with New South Wales and New Zealand holidays following the Queensland holidays, the momentum had carried through.



BEACH HEAVEN: Noosa drew the crowds during recent school holidays.

"Anecdotal feedback from industry is that it's still lingering, with visitors still here," he said.

Mr Cooper said forward bookings up to Christmas were already "very solid".

Tourism Noosa will soon start a national marketing campaign with the theme of "Find Yourself in Hastings" to bring visitors to the three-day celebration of the \$10 million Hastings St makeover. The celebration will start on Friday, November 28, with Hastings St's first longest lunch, with one continuous dining table the

length of the beachfront tourist strip, followed by champagne shopping, the lighting of the Hastings St Christmas tree, including a visit from Santa, then an outdoor screening of the movie, *Santa Claus 3*, in Noosa Woods.

Day two, November 29, would feature more champagne shopping, Hastings St art trail, sand sculpture and judging, street art, stilt walkers and a screening of *High Society* in Noosa Woods.

The finale would be a free, open-air concert in the Woods with Daryl Braithwaite and members of

the original Sherbet.

Aldi has donated a promotional vehicle to be filled with more than \$20,000 in Christmas gifts, donated by Hastings St retailers. Anyone who spends \$50 or more at one of the Hastings St outlets will be in the draw to win the gifts.

The recent holidays were good news for Noosa's property market, according to leading agents Tom Offermann, from Tom Offermann Real Estate and Peter Butt, from Richardson & Wrench Noosa.

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### BRIEFLY

#### Work safe

NOOSA businesses and industry are urged to provide healthy and safe workplaces during Safe Work Australia Week, next week. Sunshine Coast Council has joined forces with Workplace Health and Safety Queensland to highlight the importance of safety in the workplace. More than 4000 people were injured in Sunshine Coast workplaces during 2006/07, resulting in more than 97,800 lost working days. TV health expert and health management pioneer, Dr John Tickell, will talk to business and industry about workplace health and safety at a breakfast at Australia Zoo on Wednesday, October 22. Register at [www.worksafe.qld.gov.au](http://www.worksafe.qld.gov.au).

#### Making a buzz

TEAM Aspire, the marketing pair behind the Buzz Club networking lunches in Noosa, say they have had a great response and are organising further events.

The guest speaker at the most recent lunch, Lyndsey Baigent, talked to Noosa businesswomen about overcoming the fear of self-promotion.

Mary Ryan's book launch of Susan Duncan's sequel to the award-winning *Salvation Creek* will be held at Coconut Grove Bistro, Sunshine Beach, on Thursday, October 16. Tickets cost \$60 per head. Book with Mary Ryan's on 5455 4848.

The next Buzz Club lunch with guest speaker, businesswoman and author of *Ma Folie Francaise*, Marisa Raoul, will be held on Friday, October 24, and Buzz Club members will be invited to a Melbourne Cup party at Madisson's, Gympie Tce, Noosaville, on Tuesday, November 4.



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