

Dear Members & Industry Contacts

Would you like an all expenses paid Australian holiday?

Tourism Australia's *No Leave No Life* TV show is calling for public nominations! Series three of the *No Leave No Life* television campaign calls on hard working Australians to nominate themselves or a friend for an all expenses paid Australian holiday.

The Minister for Tourism, Martin Ferguson AM MP has announced that from today, Tourism Australia is ramping up its *No Leave No Life* campaign.

"The amount of leave owed to Australians is enormous - 123 million days of accumulated annual leave worth \$33 billion in wages," Minister Ferguson said. "Australians have a reputation for being hard working and whilst they know the value of taking time off this is becoming more difficult as they juggle busy schedules and cluttered lifestyles."

"More than a million Australians are directly and indirectly employed in the tourism industry. Many of them work in rural and regional areas. Their jobs depend on customers - both from within Australia and from overseas."

"The \$34 billion Australian tourism industry needs to aggressively compete for the discretionary dollar to encourage more Australians to holiday at home by offering quality tourism experiences. The Australian Government and Tourism Australia is working with the industry to assist it to compete through its long term investment in the popular *No Leave, No Life* and *Nothing Like Australia* tourism marketing campaigns as well as the introduction of the TQUAL mark – an accreditation symbol to mark quality tourism products and services."

"The new *No Leave No Life* reality TV series is open to nominations from the general public for the first time. People are free to nominate themselves or someone they think deserves a well earned break."

"The *No Leave No Life* campaign sends a clear message to employers about the importance of reducing the leave on their books by encouraging workers to take a break. And we all know there's nothing like Australia for a well earned holiday."

The second *No Leave No Life* reality TV series had a reach of 6.38 million with an average of 912,000 Australians tuning in each week. It was the number two program in its timeslot.

The call for nominations will be open from 16 to 29 June 2011 at www.noleavenolife.com.

So get your nomination or someone you knows deserves an all expenses paid for Australian holiday today!!