



MEDIA RELEASE

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Hidden Valley opened up to the world

Holidaymakers looking to discover the hidden secrets of North Queensland or escape to an inner city oasis can now have the ability to organise a trip at the fingers. Hidden Valley Cabins' accommodation and tour products were the first products to go live under the new Queensland Online system. The 3 day tour and accommodation package from the former tin mining town on the Paluma range was followed by Townsville's City Oasis Inn.

Ross McLennan and Chelsea Cox of Hidden Valley Cabins were itching to provide online bookings for potential customers and had signed up for an expensive Gold Coast based booking system before Townsville Enterprise introduced the Queensland Online system powered by V3. When Queensland Online was launched the Hidden Valley team ditched the previous program for the easy functionality of the new Queensland Online system.

"We're a small family run operation and having an online presence is a really cost effective way to generate new visitors," Ross said.

"We were on track to introduce our own independent online booking system at a pretty substantial cost until we saw the benefits of the Queensland Online system," he said.

Queensland Online allows operators to track bookings for the entire process from initial booking through to checkout. The software has an integrated back of house management system and provides a shop front that's available 24 hours a day seven days a week.

The Hidden Valley Tours run over a three day period and feature the rainforest and history of the Paluma region and a trip to the spectacular Wallaman Falls.

"We're hoping this booking system will make it easier not just for visitors from outside North Queensland to know what we've got here in the region but for locals who haven't been out to see the diverse natural assets in our backyard," he said.

Hidden Valley were joined online only hours later by City Oasis Inn, an escape in the heart of Townsville's CBD. More operators are set to go live throughout coming weeks.

Townsville Enterprise is offering heavily discounted sign up and installation fees to ensure the region has the greatest possible online presence. Anyone interested in

signing up for the Queensland Online program should contact Townsville Enterprise on
4726 2728