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Friday 31 July 2020

FAR NORTH QUEENSLAND SMOOTH SAILING ON DIGITAL CURRENCY

SAILBOAT OPERATOR GROWING TOURISM BUSINESS WITH QOIN

DIGITAL CURRENCY CHANGING THE FUTURE OF TOURISM

Businesses in North Queensland are ditching cash for digital currency.

Tourism operators in North Queensland turning to Australia's newest digital currency are experiencing smooth sailing after COVID-19 rocked the region's multi-million-dollar tourism industry.

Lisa Sampson, owner and operator of her family business, Big Mama Sailing, says the tourism industry is changing dramatically and digital currency is one area of significant change within tourism.

She, along with her husband and son, took the plunge into the digital currency Qoin (Eds; pronounced 'coin') to stay afloat during a time of industry turmoil.

For the family of three who have been sailing their yachts for guests in the waters of the outer Great Barrier Reef since 2012, COVID-19 was a shock and forced them to adapt quickly to market changes.

"We normally finish for the cyclone season, which commences in mid-January, and return in April. When we came back from our holiday, COVID-19 hit us. Like a lot of people, it hit us with a bang.

"We had to change our mindset. Our market changed and we had to make a lot of adaptations to our trips — who we could have on board, as well as the health and safety precautions for COVID.

"We were open to trying Qoin because of the fact that I know things are going to change within tourism.

"I'm excited by what will happen and where we will go. It's quite exciting."

Big Mama Sailing operates in the region of Cairns to Townsville and the Magnetic Island region with two yachts, Big Mama and Ragamuffin III, a former Sydney to Hobart racing yacht purchased in 2019.

Due to COVID-19, international tourism has been effectively shut down, and the business now heavily relies on local Queensland tourists.

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Qoin Association

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“The market has changed a lot and we’re really relying on local Queenslanders. We have a huge international market, but our local market is quite large too. Our advantage is that we’ve always kept in touch with our locals.

“We were first introduced to Qoin by a friend in Cairns. I hadn’t heard much about digital currency before and all the changes to come within the tourism industry scared me at first.

“The most positive part about Qoin is the ease of the whole process. There’s always the opportunity to ask questions.

“I think the fact that it is something quite new is what interests me and the fact that I know the tourism industry is changing. I like to keep my eyes open to that. We’re heading into the unknown — the new horizon — with Qoin.”

Over the space of six months more than 7,000 small business merchants, including many in North Queensland, are now accepting Qoin, the newest digital currency built on blockchain that offers cashless transactions.

And now North Queensland is being specifically approached following research undertaken by Qoin that shows North Queensland businesses and merchants are keen to get involved in digital currencies.

Qoin Australia Chief Marketing Officer Andrew Barker says, “We have done our homework in North Queensland and we have a dedicated sales team of independent agents that are in contact with North Queensland businesses.

“The current economic climate off the back of COVID-19 has encouraged many businesspeople to open their eyes to new ways of doing business and that includes digital currency.”

Mr Barker says the time is ripe for digital currencies, like Qoin, as coronavirus has paved the way for small businesses to consider digital currencies to attract new customers and facilitate instore transactions.

“With coronavirus restrictions easing, we’re seeing consumers leaving their homes and heading back to local businesses. The small business merchants taking up Qoin are ready for this groundswell of new and returning customers.”

ENDS

About Qoin

- The Qoin Association was established in Queensland, Australia in 2019.
- The Qoin Association is a membership organisation that provides a framework for governance of the Qoin blockchain and reserve.
- The founding members of the Qoin association are Blockchain Investment Group (BCI), owner of Bartercard International (the world’s largest retail trade exchange), and One Light Charity Foundation Public Trust. One

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Light has been a registered charity foundation for close to 10 years, partnering with over 10,000 merchants to help combat extreme suffering in their local communities.

- Qoin has been designed to offer both business' and consumers the opportunity to transact on a day to day basis or accumulate digital assets for potential future growth and liquidity. Through a directory based Qoin wallet, consumers are able to search, contact and transact with their favourite merchants in store and online.
- For more general information, go to www.qoin.world
- For technical information go to the Qoin White Paper located on www.qoin.world

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