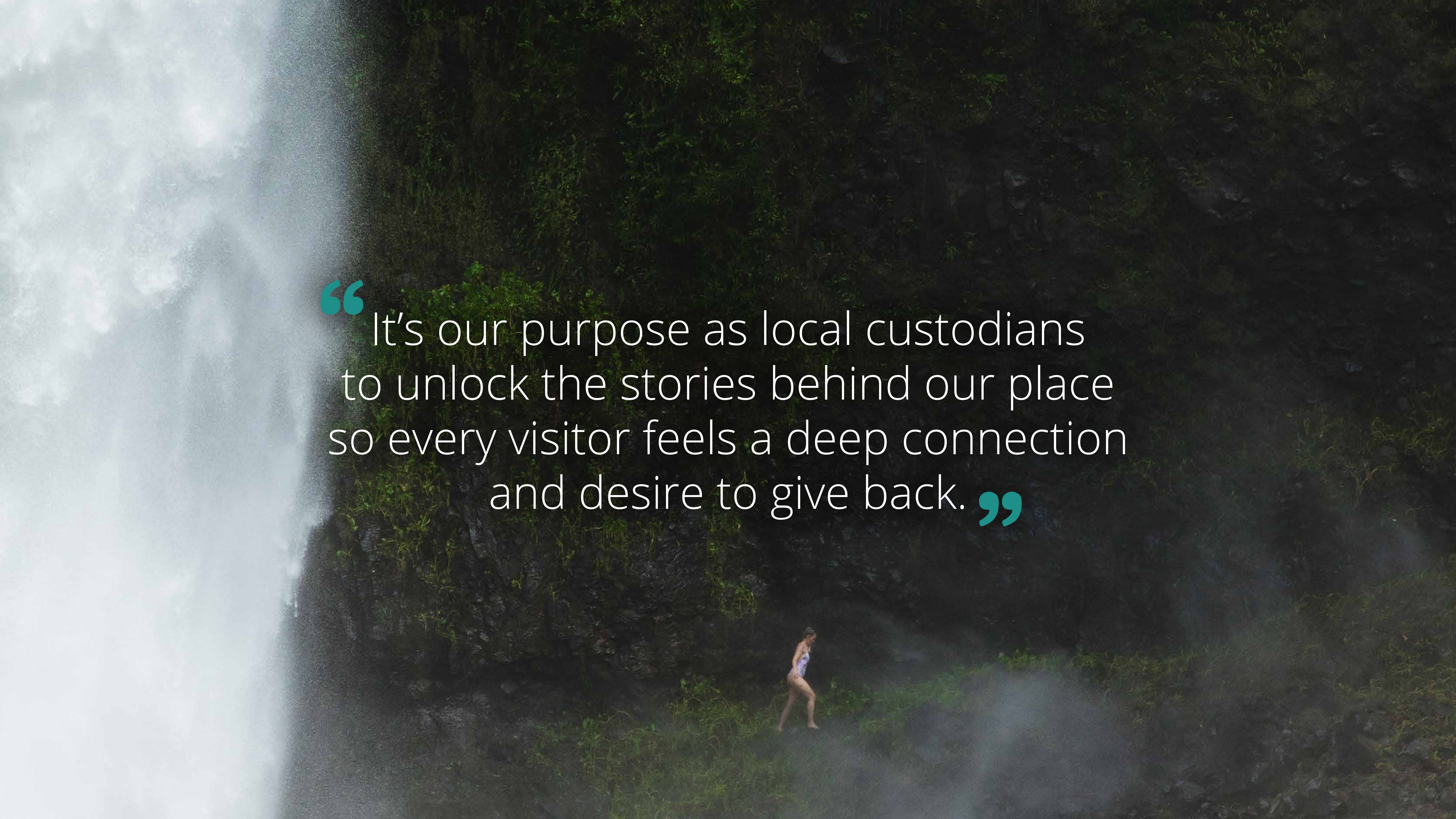


TOWARDS 2030: EMBRACING A SHARED BRAND STORY



TOURISM
TROPICAL NORTH
QUEENSLAND

TOURISM
& EVENTS
Queensland

A woman in a swimsuit is walking on a path near a large waterfall. The scene is set in a lush, green forest with a dark, mossy rock face. The waterfall is on the left side of the frame, and the woman is in the lower center. The overall atmosphere is serene and natural.

“ It’s our purpose as local custodians to unlock the stories behind our place so every visitor feels a deep connection and desire to give back. ”

SETTING THE SCENE

MARK OLSEN

CEO, Tourism Tropical North Queensland

WE'VE NOT BEEN HERE BEFORE

1980s

World Heritage
& ecotourism

1980s–1990s

Port Douglas
resorts, Skyrail &
hotels

2000s–2010s

China & domestic
growth

**WHERE TO
FROM HERE?**

1975

FNQ Promotion
Bureau established

1989

Pilot Strike

1990s–2000s

Sept 11, SARS,
Bird Flu & global
travel boom

THE ECONOMY THROUGH TOURISM



The global visitor economy (business, leisure, VFR, education and events) is **GROWING FASTER THAN GLOBAL AVERAGE** economic growth



Our region gets \$3.5B in visitor spend, accounting for **18% OF GRP** and **21% OF REGIONAL EMPLOYMENT**, supporting 28,200 FTEs through direct and indirect expenditure



Since 2016 our region has **LOST 17% OF ITS NATIONAL MARKET SHARE** worth \$1.2B that would have supported 4,200 jobs

DIVERSIFYING THE MARKET MIX

 **\$2.4B**

A \$2.4B P.A.

Growth Potential
by 2030

 **\$250M**

**\$250M
CONFERENCE
POTENTIAL P.A.**

as a driver for
economic growth
(health, education,
agriculture and
tourism)

 **\$150M**

**\$150M EVENTS
POTENTIAL P.A.**

Extending the
events season and
lifting dispersal

 **\$1.5B**

**\$1.5B DOMESTIC
GROWTH P.A.**

Regain lost HVT
interstate visitors
(SYD, MELB, BNE)

 **\$500M**

**\$500M
INTERNATIONAL
GROWTH P.A.**

Maximise
international
markets through
hubs, and building
direct aviation links

GROWING OUR ECONOMY THROUGH TOURISM

Our shared destination priorities:



DIVERSIFY THE ECONOMY

through exports including health, education, agriculture and tourism



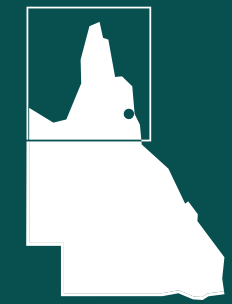
ENCOURAGE DISPERSAL

and greater global connectivity



SECURING OUR SHARE

of voice, investment and spend



DRIVE DESTINATION AWARENESS

for business, leisure, investment and deliver growth

IMPACTS OF AVIATION, BUSHFIRES & CORONAVIRUS



\$26M IN BOOKING CANCELLATIONS from China in 10 days from Coronavirus



Forecast to have a **\$100M IMPACT** by March 31 (all markets)



On top of a **\$230M FIRST QUARTER GLOBAL SLOW-DOWN** (aviation and bushfires)



\$330M impact by March 31 could directly contribute to **~1,700 JOB LOSSES**

IMMEDIATE NEEDS FOR OUR REGION

The region needs:



DESTINATION AWARENESS:

\$10M p.a. to drive exports through tourism and support to drive events



AVIATION SUPPORT:

Retain current service, boost loads and yields, attract new direct services



SUPPORT FOR INDUSTRY:

Crisis response and systemic support for regional and seasonal dispersal

IMMEDIATE SUPPORT: WHAT WE ASKED FOR



\$27.25M INDUSTRY SUPPORT PACKAGE

(including delayed payroll tax payments)



\$2.4M MARKETING FUND

to support our response



INCLUSION OF CAIRNS IN WHOLE OF STATE DOMESTIC RESPONSE

(airlines, trade and consumer)



INCLUSION OF CAIRNS & GREAT BARRIER REEF IN TA AND TEQ INTERNATIONAL MARKETING

(\$25M boost)



SUPPORT FOR INDIGENOUS (\$200K), DRIVE (\$50K) AND VFR CAMPAIGNS



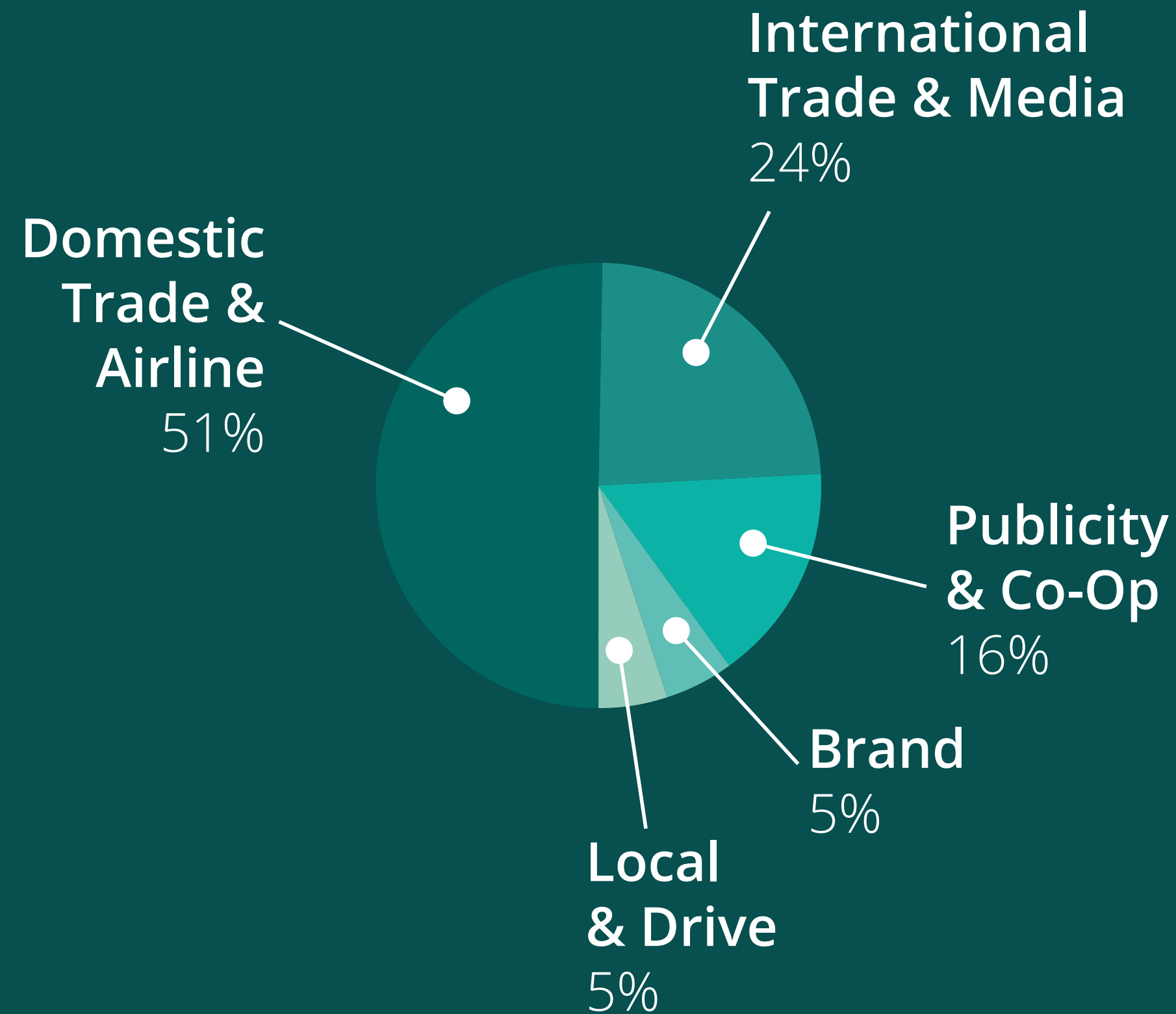
ADDITIONAL \$500K FOR INTERNATIONAL MARKETING

from Cairns Airport

IMMEDIATE RESPONSE

DOMESTIC & INTERNATIONAL CAMPAIGNS

DELIVERING \$12.5M
ADVERTISING VALUE
(NOT SPEND)



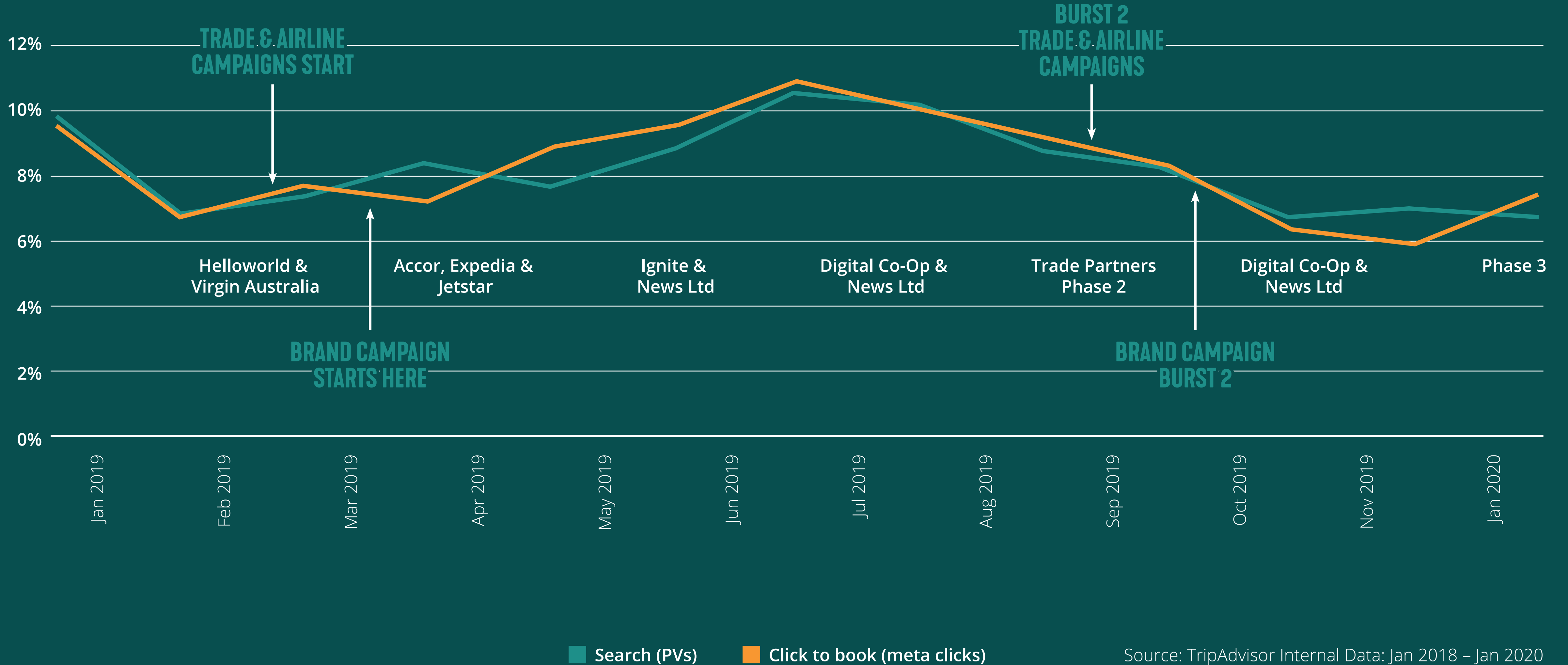
- **LOCAL/ VFR DRIVE NORTH QUEENSLAND** \$500K
- **TRADE & AIRLINE PARTNERS** \$6.4M
- **INTERSTATE BRAND** (TV, OOH & Digital) \$600K
- **INTERNATIONAL CAMPAIGNS** \$3.5M
- **PUBLICITY & CO-OP** \$2M

TTNQ, TEQ and TA are still in discussions for the best allocation of the additional \$2.4 million and the Queensland component of the \$76 million.



THE YEAR AHEAD – \$12.5M SPEND & \$50M VISITOR SPEND

Search and click to book



Source: TripAdvisor Internal Data: Jan 2018 – Jan 2020

A scuba diver is swimming horizontally in the upper center of the frame, wearing a mask and bright yellow fins. Below the diver is a vast, diverse coral reef system. The reef features various types of coral, including large, flat, table corals in shades of orange and brown, and smaller, more intricate branching corals. The water is a deep, clear blue, and the overall scene is brightly lit, suggesting a healthy and thriving marine ecosystem.

**TROPICAL NORTH QUEENSLAND
BRAND EVOLUTION**

2020 MARKET PRIORITIES

High

Forecast market growth to 2020

GROW

Lower value markets forecast to deliver above average growth

Germany, Continental Europe, New Zealand, India, Education

ACCELERATE

High value markets forecast to deliver above average growth

Intrastate, Interstate, United States of America, Canada, Japan, Events

KEEP IN VIEW

Lower value markets forecast to deliver below average growth

Singapore, Indonesia, Malaysia, Thailand

DEFEND

High value markets forecast to deliver below average growth

China, Hong Kong, United Kingdom, Taiwan, South Korea

Low

High

WHAT OUR CUSTOMERS NEED

BARRIER

RESPONSE

CONFUSION:

WHERE IS TNQ?

Embrace *Cairns & Great Barrier Reef* and grow our **SHARE OF VOICE**

VALUE:

COMPARED TO COMPETITORS

Build value and **DRIVE SPEND PER PERSON**

APPEAL OF OTHERS:

THE OPPORTUNITY COST

Back the brand, back our operators, and **MAKE OUR CUSTOMERS CUSTODIANS OF THE STORY**

URGENCY:

TNQ CAN WAIT

More tactical campaigns and **FOCUS ON EVENTS**

TRAVEL WHEN:

CYCLONES, STINGERS, HOT & WET

Embrace our seasons and **ENCOURAGE DISPERSAL**

TOO HARD:

CHALLENGES OUTWEIGH THE BENEFITS

INSPIRE DRIVE HOLIDAYS with itineraries and events that make it easy

IMPACTS ON NATURE:

DOING MORE HARM THAN GOOD

The best thing global travellers can do visit – **SEE IT LOVE IT PROTECT IT**

THE BRAND PLATFORM

- 1 Embrace Cairns & Great Barrier Reef
- 2 Build the value proposition
- 3 Operators backing the brand
- 4 Tactical and seasonal
- 5 See it. Love it. Protect it.

1. EMBRACING CAIRNS & GREAT BARRIER REEF

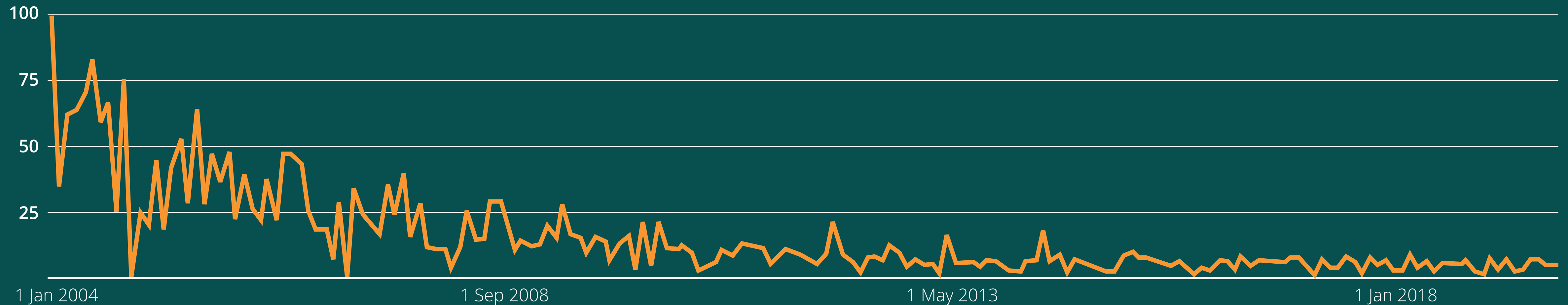


WIKIPEDIA
The Free Encyclopedia

Tropical North Queensland [\[edit \]](#)

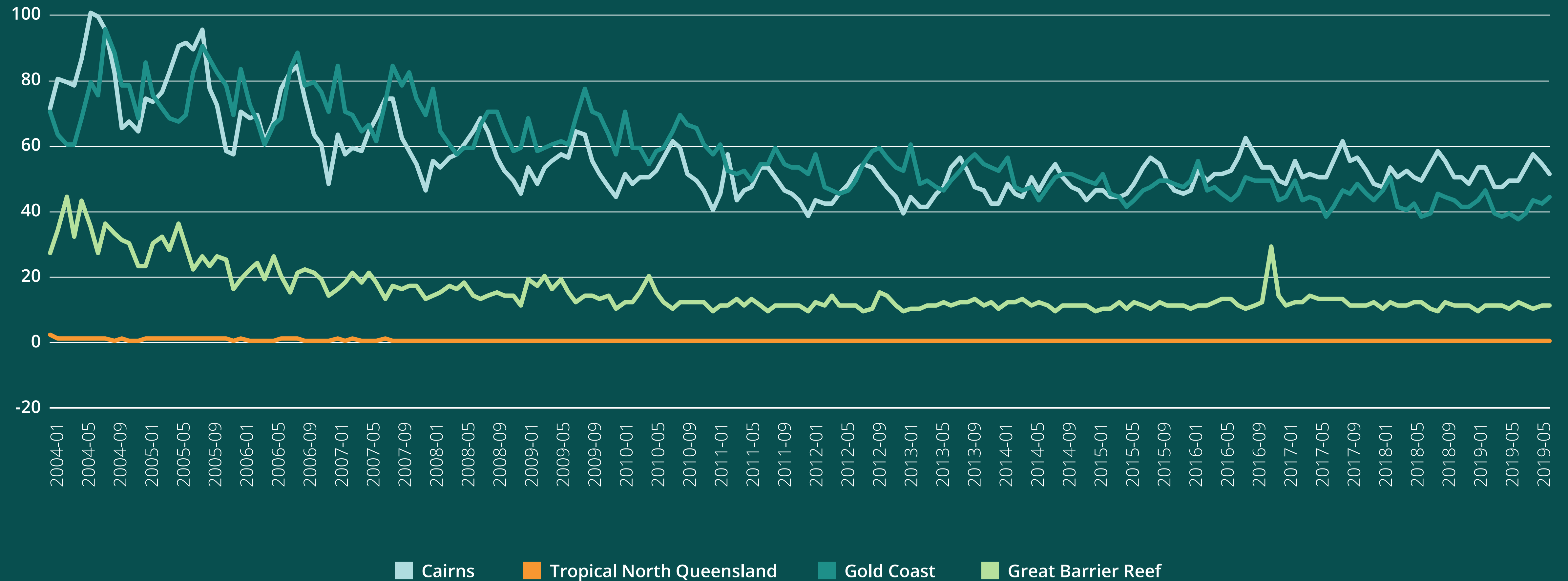
The name *Tropical North Queensland* is sometimes used to refer to the region. However, the phrase is ambiguous and may be used to name a wider area including parts of [North Queensland](#), or even [Mackay](#).^{[13][14][15]}

Google Trends



CAIRNS IS MORE GOOGLED THAN GOLD COAST

Worldwide Google Search Trends (2014-2019) – Cairns as baseline (Travel category)



BRAND PROMISE

CAIRNS &
GREAT
BARRIER
REEF



*Where every visitor leaves as a custodian
of our region and its unique stories*

2. BUILD THE VALUE PROPOSITION

When visitors experience any aspect of Cairns & Great Barrier Reef's "great" – from our Great Barrier Reef, to our great ancient rainforests, to our great Indigenous culture and stories – they are transformed for life. Visitors may leave our place, but our place never leaves them.

EXPERIENCING OUR GREAT, MAKES THEM GREATER.



WHAT MAKES US GREAT?

NATURE

Wet Tropics Rainforest

The oldest rainforest in the world 180 million years old. Home to waterfalls, gorges, mountains in the tropics of the rainforest with wildlife from the Cassowary to the Crocodile to the Ulysses Butterfly.

The Great Barrier Reef

The largest living reef eco-system.

Home to an abundance of life on the reef including sharks, dugongs, seahorses and manta rays.

CULTURE

Home of Aboriginal and Torres Strait Island People

Where the first people of the land share their relationship with nature.

Where we learn a relationship with nature is one of reciprocity and respect.

Unlock the stories with local experts

Can help visitors make a deeper connection and more likely to share their stories.

Local experts including our Master Reef Guides and rainforest guides.

LIVE GREAT
LOVE GREAT
SAVOUR GREAT
THINK GREAT
UNDERSTAND GREAT
FIND GREAT
DREAM GREAT
TASTE GREAT
STAY GREAT
HIKE GREAT
DISCOVER GREAT

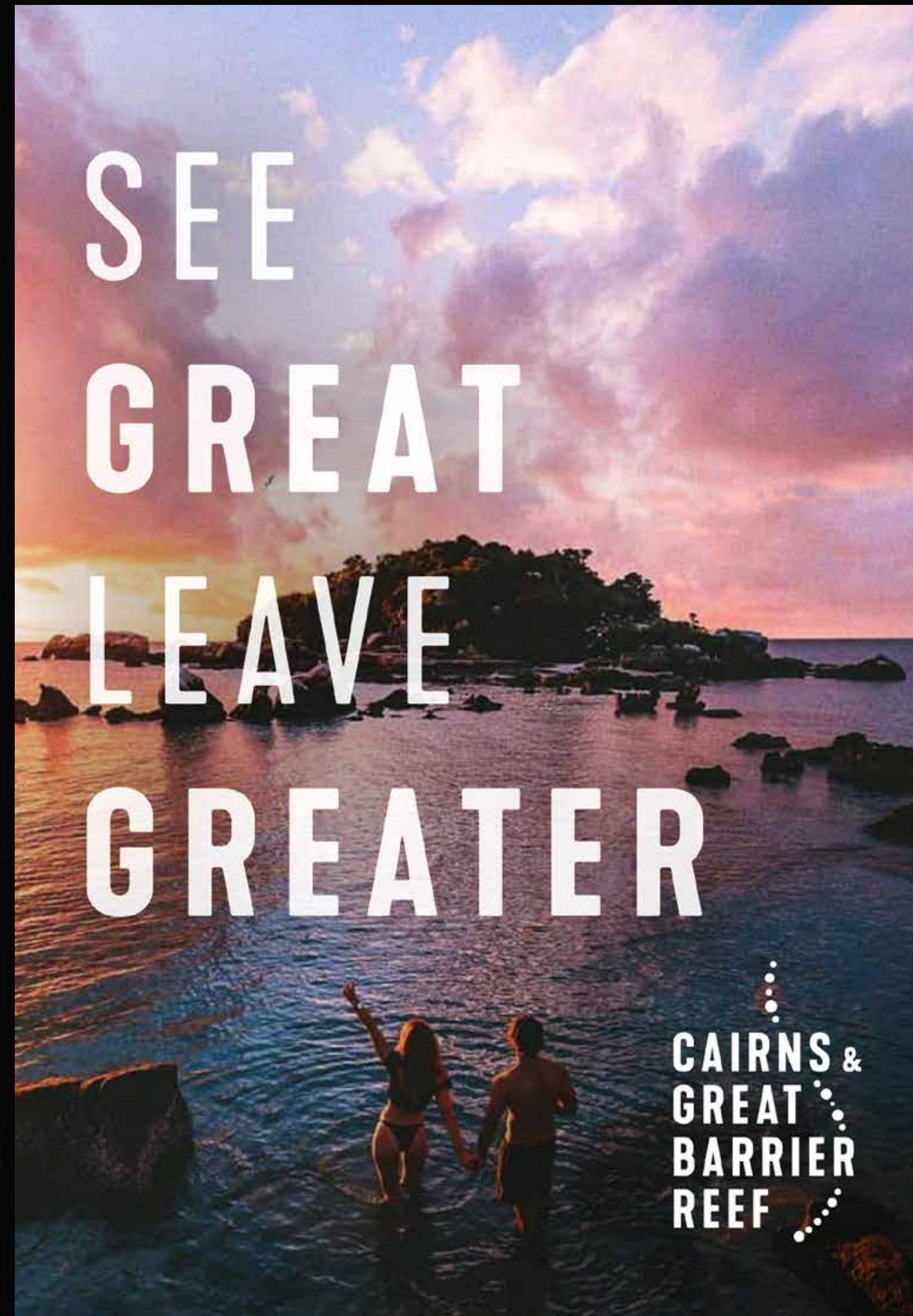
SEE GREAT

BREATHE GREAT
SEEK GREAT
EXPERIENCE GREAT
HEAR GREAT
TRY GREAT
BELIEVE GREAT
LEARN GREAT
TOUCH GREAT
CATCH GREAT
STAY GREAT
ETC.

LEAVE GREATER



ADSHEL



SEE
GREAT
LEAVE
GREATER

CAIRNS &
GREAT
BARRIER
REEF

ADSHEL



SEE GREAT
LEAVE GREATER

CAIRNS &
GREAT
BARRIER
REEF

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3. BACKING THE BRAND

THE KEY CHALLENGE FOR CAIRNS & GREAT BARRIER REEF IS GETTING OUR VISITORS TO SHARE OUR STORIES



Only **54% ARE DESTINATION PROMOTERS**



1 IN 3 posts revolve around **NATURE PHOTOS** of the region



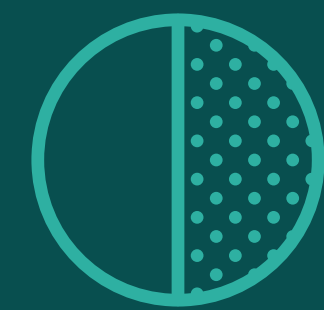
Our **SENTIMENT SCORE IS 51** (ten points behind our competitors)



Our **COMPETITORS SENTIMENT SCORE IS 61** (they are more likely to promote the destination)



Only **258,350 ONLINE CONVERSATIONS** (half the number our competitors generate)



An average of **502,000 CONVERSATIONS ARE ABOUT OUR COMPETITORS** (most are positive)

HERO EXPERIENCES TO ELEVATE

Pillar 1

VISIT THE REEF TO CONSERVE IT

Experience the world's largest living reef ecosystem in a state of regeneration.

Every visitor helps conserve it making a direct contribution to its future to the Great Barrier Reef Marine Authority.

Join the local Indigenous rangers, contribute to reef restoration and be an Eye of the Reef by recording what you see.

Pillar 2

WORLD'S OLDEST RAINFOREST

Experience the world's oldest rainforest. The Daintree 180-million years old in a constant state of regeneration.

Where you can be guided by local Indigenous rangers. Drift or white water raft on the river. See the Barron Falls in full flood from the Skyrail.

Swing through the forest or soak up the sounds on a platform in the midst of it.

Pillar 3

EVERYDAY LUXURY

Stay in luxury nestled in the rainforest. Or on the islands or the beaches.

Enjoy the tropical food from the farms or the ocean from mudcrabs, to redclaw, to mangos, sweet pineapple, reef fish, rainforest nuts, fruits and native spices gathered by Indigenous cultures for millennia. Enjoy the experiences of hunting and gathering or at local markets or restaurants.

Pillar 3

CHOOSE YOUR OWN ADVENTURE

(Drive North Queensland)

See the world from a new perspective, drift through the forest, hike into the clouds, sail into the sunset or get off the beaten track to find your piece of paradise. Enjoy the feeling of achievement from an epic journey to soak in a view that few before you have seen. Every day is different, so choose your own adventure.

HOW YOU CAN GET BEHIND THE BRAND

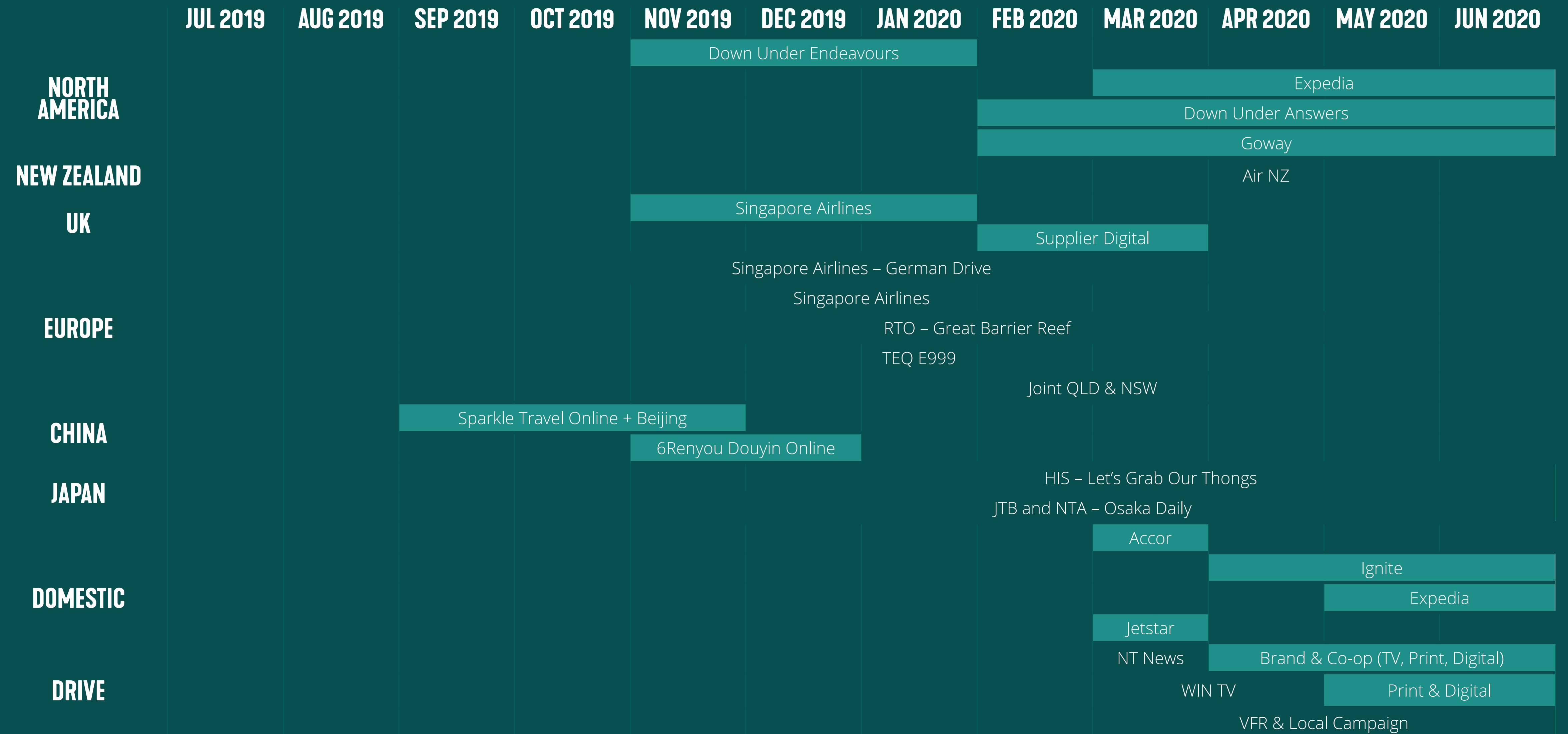
- 1 Use the toolkit to align your story to the brand
- 2 Share your story with us including your transformation and conservation moments
- 3 Inspire sharing and use the hashtags **#exploretnq**, **#thisisqueensland** and **#seeaustralia**
- 4 Co-create video content with us



4. TACTICAL & SEASONAL PRIORITIES SEGMENTS AND APPROACHES

- 1 Immediate travel:** VFR Campaign (20% of visitors)
- 2 Immediate travel:** Trade Partners Campaigns (40% of visitors)
- 3 Easter travel:** Drive North Queensland (42% of visitors)
- 4 Winter 2020:** Interstate Brand Campaign (24% of visitors)
- 5 Year-round:** Events Program Marketing (8% of visitors)
- 6 Always on:** Cooperative Creative (8 partners to date)
- 7 2020/21:** Targeted International Marketing (30% of visitors)

2019-2020 MARKETING ACTIVITY



LOCAL & VFR CAMPAIGN

\$200K AVE

- Partnership with News Ltd, Cairns Post and Cairns Regional Council
- Targeting locals to invite their friends and relatives
- Campaign from March–June 2020
- Operators invited to provide VFR deals for the deals page

Reach: 400,000

Referrals: 4,800



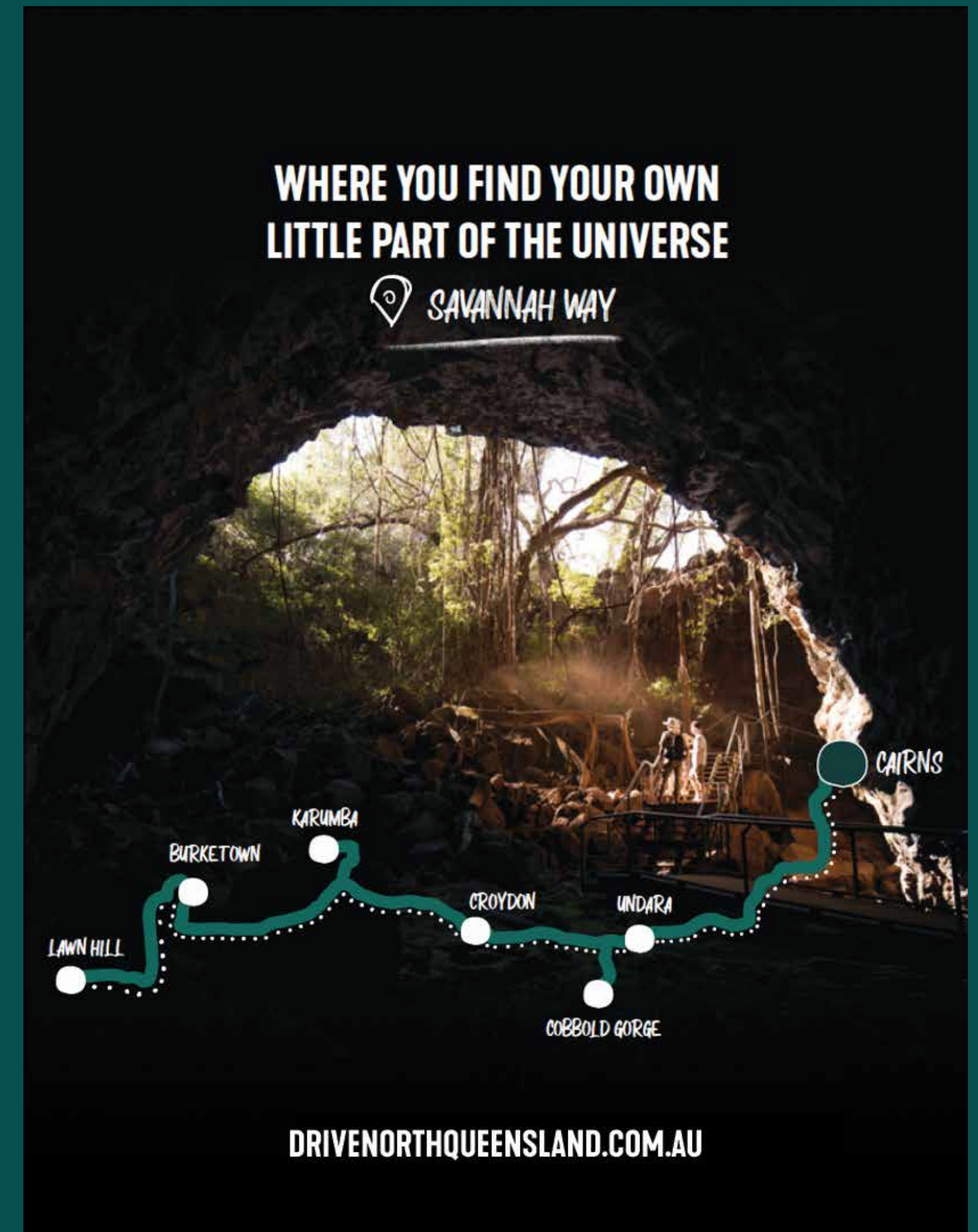
DRIVE NORTH QUEENSLAND CAMPAIGN

\$300K AVE

- Partnership with the LTOs and Tourism & Events Queensland
- Targeting Regional Queensland and interstate drive markets
- TV, print, digital and attendance at caravan and camping shows

Reach: 500,000

Referrals: 5,500



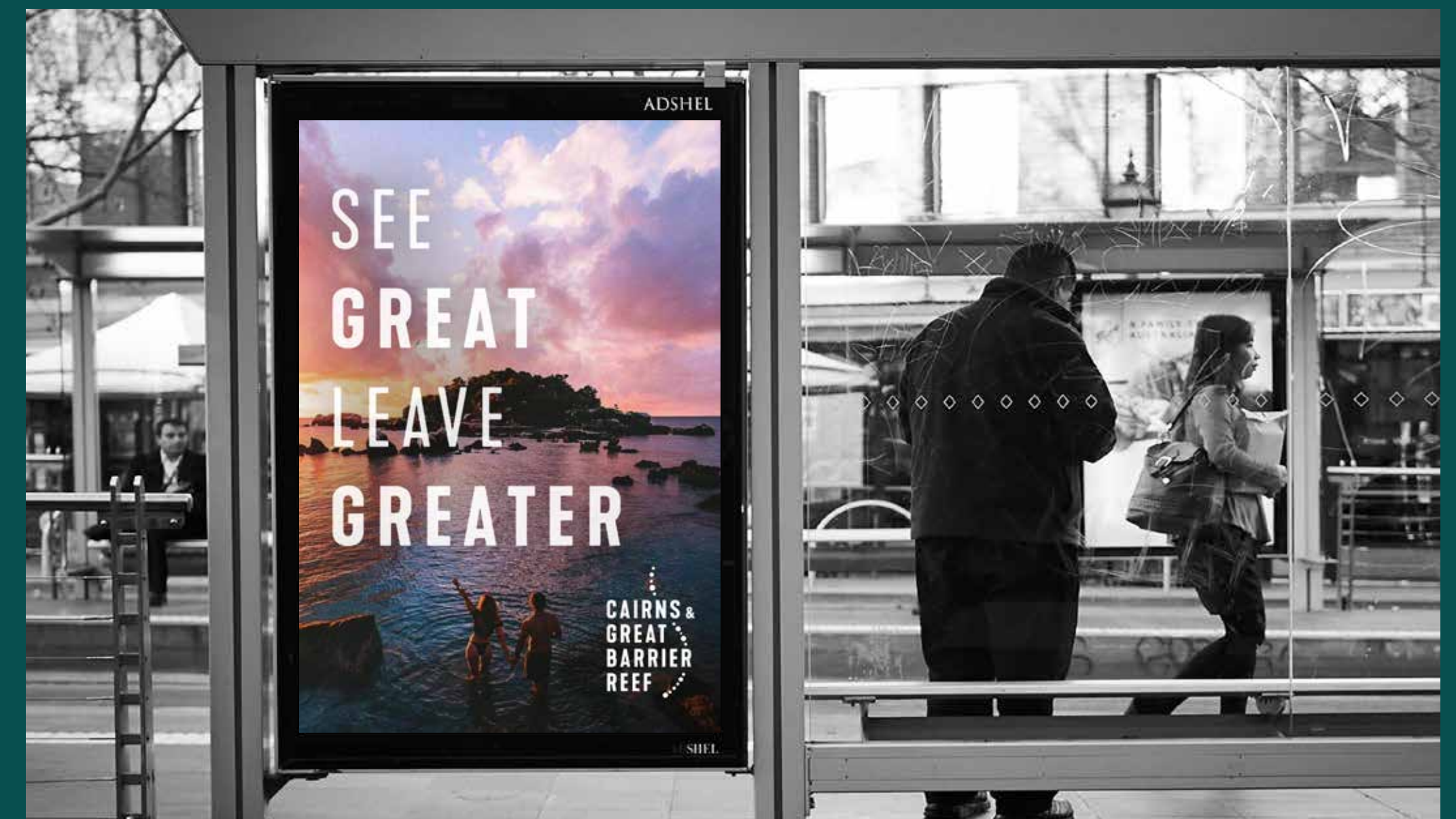
INTERSTATE BRAND CAMPAIGN

\$600K AVE

- Targeting Brisbane, Sydney, Melbourne, Regional Queensland, New South Wales and Victoria
- Subscription TV, YouTube, print and digital
- Campaign from March–November 2020
- Operators invited to buy-in

Reach: 1,500,000

Referrals: 10,000



TRADE PARTNERS CAMPAIGNS

\$6.4M AVE

Partnerships with:

- Virgin and Tourism & Events Queensland
- Helloworld
- Accor
- Jetstar
- Expedia
- Ignite

Reach: 15,000,000

Sales: 24,000,000

When:

- February
- February
- March & June
- March
- April
- May



IT'S A BEAUTIFUL PLACE
TO HOLIDAY HERE

CAIRNS
FROM **\$179***

BOOK NOW
virginaustralia.com

virgin australia | HOLIDAY here THIS YEAR | Queensland AUSTRALIA

*One way, flights departing Sydney to Cairns. Fares based on internet bookings. Sale ends 11:59pm AEST 29 April 2020 unless sold out prior. Travel periods and further conditions apply.

5. SEE IT. LOVE IT. PROTECT IT.

OUR VISITORS EXPERIENCE A TRANSFORMATION & LEAVE AS CUSTODIANS

“When you experience a connection with people and place that is revitalising and meaningful – you find yourself wanting to reciprocate and give back to that place”

TRAVEL CHANGES YOU

Leaving revitalised by the beauty of the nature, the connection with the Indigenous culture.

TRAVEL CHANGES THE WORLD

Leaving with a connection to something greater and a desire to protect the nature and culture of the region.

LEAVE GREATER

CAIRNS &
GREAT
BARRIER
REEF

ANCIENT STORIES OF OUR LAND

JEDESS & DAVID HUDSON





THANK YOU