



Experience Development Workshops

**TOURISM
TROPICAL NORTH
QUEENSLAND**
Where rainforest meets the reef



Brand Platform

In March 2020, TTNQ launched a new brand platform that is driven by unique experiences and bookable products. We now use the location name of Cairns & Great Barrier Reef to ensure our visitors know where we are and what to expect. For most interstate and international visitors, their experience and their journey starts with Cairns.

Cairns & Great Barrier Reef's brand promise is to inspire visitors to leave as custodians of the region. Visitors will:

- See Great – through remarkable experiences
- Feel Great – through making a genuine connection with the place
- Leave Greater – as a person and by knowing that every visit makes a difference.

We invite our operators to align your experience with the new brand story by participating in an Experience Development Workshop.



A STORY ISN'T A STORY *until it's shared*

The challenge for Cairns & Great Barrier Reef is getting our visitors to share our stories.



Only **54% ARE DESTINATION PROMOTERS**



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



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



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



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



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

Experience Development Workshops

\$5,500 Inc GST (Matched contribution by TTNQ)



Toolkit

The toolkit is for every tourism business in our region, it is a guide to how you can align your visitor experience with our brand promise.

Working through the toolkit will give you a better understanding of what you are doing well and where you can improve.



Workshop

Work through the toolkit with our CEO, Mark Olsen and our creative Content Team and videographer in a two-hour workshop.

We will help you focus on your own brand promise and make your story, the visitor's story.



Video

The workshop will produce a 90 second video to showcase your brand promise.

By uniting the region's message through every tourism experience, we create brand ambassadors – the mightiest form of advertising!



Distribution

The video is yours to use in your marketing activity.

We will distribute it through our paid and owned digital assets and social channels.

See over the page for more details.

Distribution

The following advertising suggestions will be discussed on a case by case basis for the video content produced as part of the Experience Development Workshop.

Goal

Target the three key high value customer profiles in the most effective way possible.

Destination Website tropicalnorthqueensland.org.au

Your video will be featured on our consumer website, on a landing page dedicated to the stories of our region.

Destination Facebook [@tropicalnorthqueensland](https://www.facebook.com/tropicalnorthqueensland)

Your video will be featured on our consumer Facebook page, with a snippet clip driving traffic to the landing page above, or a relevant page on our website featuring your video. Post is then boosted to amplify reach.

Key Audience: Broad spectrum, higher percentage of the 30+ with/without kids, all key audiences.

Distribution

Destination Instagram @tropicalnorthqueensland

Your video will be featured on our consumer Instagram page, with an IGTV post, boosted to amplify reach, driving traffic to the landing page on our website, or a relevant page on our website featuring your video.

Key audience: Broad spectrum, higher percentage of the 30+ with/without kids, all key audiences.

Destination YouTube Channel Tropical North Queensland #exploreTNQ

Your video will be featured on our consumer YouTube Channel, with a 15 second teaser clip driving traffic to the landing page on our website, or a relevant page on our website featuring your video.

Key audience: Millennials and GenX, 18-49 without children, travelling with children

Native

Your video will be featured in a specifically targeted display ad network

Key audience: Depends on profile, most audiences can be matched

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To participate, please contact:

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to receive your Marketing Partnership Agreement.

