

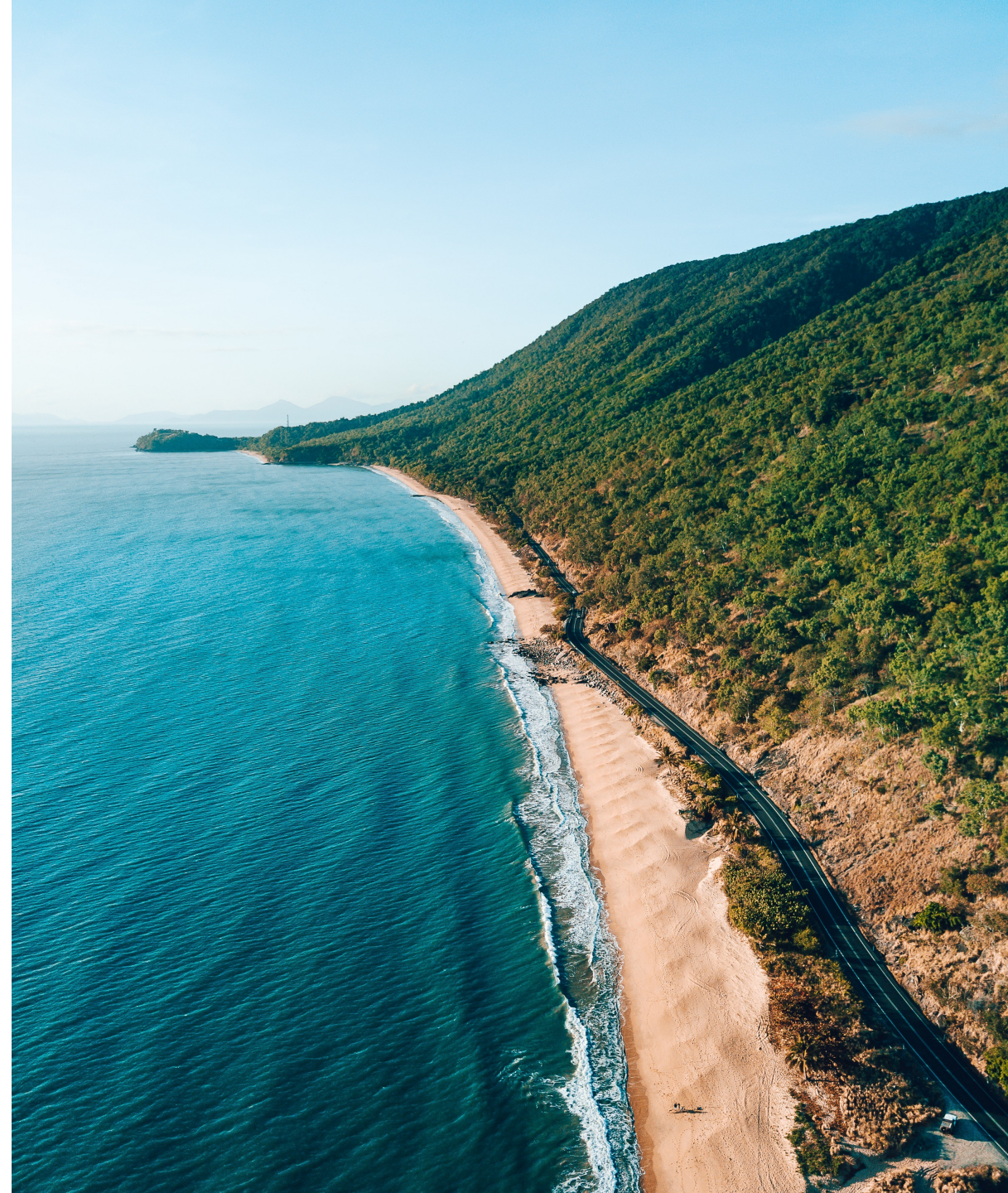
A vibrant collage of tropical fruits including a whole pineapple, a large yellow papaya, starfruit, mangoes, and rambutan, arranged on a wooden surface. The text "SUMMER IN THE TROPICS" and "CAMPAIGN OVERVIEW" is overlaid in the center.

SUMMER IN THE TROPICS

CAMPAIGN OVERVIEW

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CURRENT MARKET SITUATION

- Annual visitor contribution (pre COVID-19) \$3.5B
- Estimated visitor spend loss of \$2.2B in 2020, impacting over 11,700 jobs
- 55,000 visitors per day, down to 5,500 per day

The domestic market represents two thirds of annual visitation

- Major shortfall in visitation during our summer months, due to international borders remaining closed until mid 2021.

SEASONAL CHALLENGE

- Tropical North Queensland typically viewed as a two-seasonal year (wet and dry).
- Domestically, our summer is thought of as too hot, wet or dangerous (stingers and crocs) to visit

We need to change the perception around our seasons

- Each season promises a special experience, completely different to any other time of the year. These are our USPs!
- We have the opportunity to capture the audience who usually travel to our competitor markets of Fiji, Bali and Thailand



CHANGING THE PERCEPTION OF SUMMER IN THE TROPICS

FROM > TO

TOO HOT AND STICKY

BUT THEY GO TO BALI AND FIJI WHERE
IT'S HOTTER AND STICKIER!)

THE PLACE TO FEEL GREAT THIS
SUMMER IS IN OUR TROPICS.

IT'S TIME TO EXPLORE THE
GREATNESS OF AUSTRALIA.



EXPERIENCE SUMMER IN THE TROPICS

THE REEF

FEELING OF SWIMMING
IN AMONGST THE
MARINE LIFE IN THE
MIDDLE OF THE REEF

THE WATERFALLS

FEELING OF STANDING
UNDER A WATERFALL
TOGETHER

THE RAINFOREST

FEELING OF WALKING
THROUGH THE LUSH
GREEN OLDEST
RAINFOREST IN THE
WORLD

THE FOOD

FEELING OF EATING
THE BEST MANGOES IN
THE WORLD WITH THE
BEST MUDCRAB IN THE
WORLD

THE RAIN

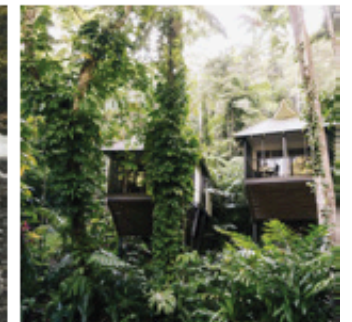
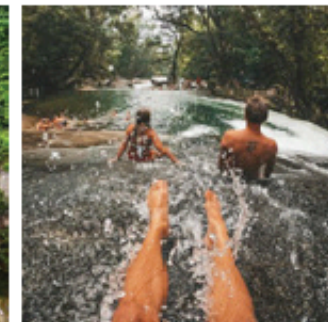
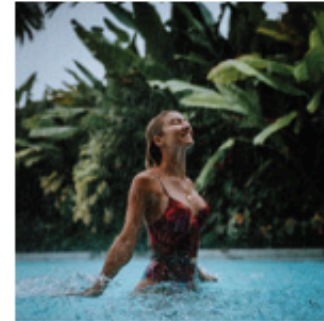
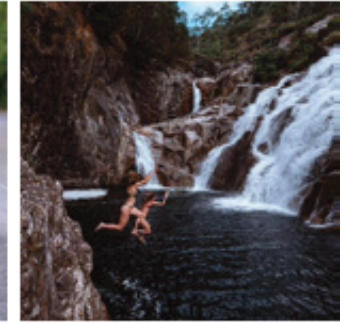
FEELING OF THE FAT
DROPS OF POURING
RAIN AT THE END OF
THE DAY – NATURAL
COOLNESS

SIMPLE LUXURY

FEELING OF SIMPLICITY
OF BEING IN THE
MIDDLE OF NATURE IN
LUXURY
ACCOMMODATION

THE ADVENTURE

SWING THROUGH THE
TREES OF THE
RAINFOREST, DIVE IN
THE MIDDLE OF THE
REEF



TOPLINE DETAILS

- **When:** 25 October – 31 January
- **Who:** Domestic HVT (50+, families, 18-49 no children)
- **Where:** SEQ, ADL, SYD & MEL (staggered)
- **Media partner:** IMATE
- **Retail partners:** Luxury Escapes, Helloworld, Qantas Hotels, Phil Hoffmann Travel, Expedia & Ignite MQH
- **Publisher partners:** Signature Luxury Travel & Style, Holidays with Kids & Australian Traveller
- **Local campaign partner:** NewsCorp / Cairns Post
- **Influencer program** in development to increase SOV and educate/shift perception
- **Editorial stories** will support overarching campaign messaging and feature a variety of members/products pending direction of each article



SUMMER GREAT LEAVE GREATER

SUMMER GREAT LEAVE GREATER

CAIRNS & GREAT BARRIER REEF

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APN

SEE THE REEF IN HIGH DEF

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HOT SHOWERS ARE OVERRATED

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EVER TRIED TREE FRESH?

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GET INVOLVED

- Embrace the seasonal strategy in your approach to content
- Use selected summer imagery, which will be available on our media library
- Adopt Summer Great Leave Greater campaign message through your comms
- Deliver exceptional summer experiences through welcoming your customers to summer in the tropics
- Let TTNQ know if you have summer specific deals, content, experiences or stories to share
- Avoid negative connotations of "wet season" and celebrate the positive experiences of summer

MEMBER CO-OPS

- Member co-op deals in our social activity
- For hotels/products who want to be featured in retail activity, please speak with the retail partners/wholesalers directly
- If you are planning to run your own media campaign, please contact Lani Strathearn or speak with IMATE directly.

IMATE will ensure you align with TTNQ's activity to leverage competitive rates, get as much value as possible and leverage off the reach of TTNQ's in-market activity





QUESTIONS?