

STRATEGIC DIRECTION 2020-21

RESPOND, UNITE & ADAPT

Tourism Tropical North Queensland, as the Regional Tourism Organisation, brings together the industry and the community to drive the value of the visitor economy through destination marketing. COVID-19 has created global uncertainty around the future of travel and tourism that we must respond to as a collective to support local businesses and retain local jobs.

In these uncertain times, TTNQ is setting a direction focused on increasing our share of the domestic market, boosting aviation seat capacity and retaining our global connections for recovery.

OUR GOAL

TO BE AUSTRALIA'S MOST VISITED NATURE-BASED AND ECOTOURISM DESTINATION, DELIVERING MEMORABLE EXPERIENCES THROUGH A PARTNERSHIP BETWEEN THE INDUSTRY AND OUR COMMUNITIES.

The world is looking to reconnect with nature. We've been a global leader for more than four decades, so it's our time to be the leading aspirational destination for conscious travelers.

HOW WILL WE GET THERE?

Rebuild the region's visitor economy, with a focus on sustainable growth and effective destination marketing under a unified brand. The **seven priority areas** of focus for the region are:



DELIVER A UNIFIED BRAND STORY, EMBRACED BY ALL REGIONS AND SECTORS OF OUR ECONOMY



FOCUS ON THE DOMESTIC MARKET IN THE SHORT-TERM, AND GROW OUR DOMESTIC MARKET SHARE



RESTORE THE REGION'S DOMESTIC AVIATION SEAT CAPACITY AS QUICKLY AS POSSIBLE, AND WORK ON SECURING DIRECT INTERNATIONAL SERVICES AS BORDERS REOPEN



MAXIMISE AWARENESS AND CONVERSION IN HIGH VALUE SEGMENTS INCLUDING EVENTS, LUXURY TRAVEL AND ADVENTURE TO RESTORE LOST VISITOR SPEND



SUPPORT OUR INDUSTRY TO CONTINUE TO ADAPT TO THE CHANGING MARKET CONDITIONS AND DELIVER GREATER VALUE TO MEMBERS



SHOWCASE SUSTAINABLE PRACTICE AND BUILD YEAR-ROUND VISITATION



BUILD A CULTURE OF EFFICIENCY, BEST PRACTICE, INNOVATION AND KNOWLEDGE SHARING



TOURISM TROPICAL NORTH QUEENSLAND

TOURISM TROPICAL NORTH QUEENSLAND'S ROLE

TTNQ's role has evolved from a destination marketing organisation to include being an advocate for the industry and a platform builder to deliver cost-effective marketing activities. Our team has been restructured to enable agile responses to opportunities, now focusing on the domestic market and into industry support to inspire, inform and work with the industry to deliver the world's best visitor experiences.

OUR GOAL IS THAT EVERY VISITOR LEAVES THE DESTINATION FEELING CONNECTED TO THE REGION AND ITS STORIES, AND THEY SHARE THOSE STORIES WITH THEIR GLOBAL NETWORK TO INCREASE VISITATION.

HOW WE MEASURE SUCCESS?



GROWING OUR SHARE: STARTING WITH A FOCUS ON THE DOMESTIC MARKET, INCREASE THE REGION'S AWARENESS TO BOOST OUR SHARE OF QUEENSLAND VISITOR NIGHTS AND SHARE OF VOICE



DRIVING VISITOR SPEND: DIVERSIFY OUR MIX OF MARKETS AND INCREASE OVERNIGHT VISITOR SPEND GENERATED THROUGH OUR CAMPAIGN ACTIVITY



SUSTAINABLE GROWTH: DRIVE YEAR-ROUND AND DISPERSED VISITATION AND GROW ACCOMMODATION OCCUPANCY AND AVIATION CAPACITY THAT SUPPORTS LOCAL BUSINESSES AND LOCAL JOBS



INCREASING SATISFACTION: BE A RESULTS-DRIVEN AND RESPECTED ORGANISATION THAT IS INCREASING VISITOR, MEMBER, AND COMMUNITY SATISFACTION AND OUR DESTINATION'S NET PROMOTER SCORE



SEE GREAT LEAVE GREATER

focusses on the transformational moments' that visitors experience. All businesses are encouraged to embrace the brand and ensure every visitor leaves the destination as an ambassador for Cairns & Great Barrier Reef.

#EXPLORETNQ #EXPLORECAIRNSGBR

TOURISM
TROPICAL NORTH
QUEENSLAND