

WORKING WITH TTNQ

APRIL 2021 – JUNE 2022

TOURISM
TROPICAL NORTH
QUEENSLAND

A photograph of a person with curly hair, wearing a light-colored shirt, sitting on the ground and tending to a campfire. The fire is burning brightly in a stone fire pit. The background is a lush tropical forest with large trees and dense foliage. The text is overlaid in the center of the image.

**TOURISM TROPICAL NORTH QUEENSLAND
ACKNOWLEDGES WE WORK, LIVE AND PLAY ON
ABORIGINAL AND TORRES STRAIT ISLANDER LAND.
WE PAY OUR RESPECTS TO ELDERS PAST,
PRESENT AND FUTURE.**

A person with dark curly hair, wearing a khaki short-sleeved shirt and trousers, is crouching on the ground in a forest. They are looking down at something in their hands. The background is a dense forest with green foliage and large rocks. The lighting is natural, suggesting daytime.

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WELCOME

The blow dealt to our industry by COVID-19 in the 2019-20 financial year has eclipsed all man-made and natural disasters that the Cairns & Great Barrier Reef tourism industry has weathered.

The good news is that interest in Cairns & Great Barrier Reef is strong which is allowing us to outstrip many of our competitor destinations. Our increased focus on creating publicity for the region resulted in TTNQ generating \$65 million in Advertising Value Equivalent (AVE).

The Cairns & Great Barrier Reef brand is gaining traction as we work with Tourism & Events Queensland (TEQ) and our retail partners to ensure the word Cairns is on everybody's lips. As a result Cairns is now the most Googled regional tourism destination in Australia.

Another great result in the past 12 months has been operator referrals where TTNQ is driving business from our website to your website. TTNQ has delivered more than 91,000 referrals to member businesses.

This resulted in \$25 million in leads and \$10 million worth of direct business for members bringing \$35 million in direct value to region.

Members are at the core of TTNQ's efforts and in 2019-20 our team had 4000 member engagements, that's 80% of members engaged every month.

Advocacy on behalf of our members became a focus during lockdown. Lobbying State and Federal politicians for industry support, pushing crucial information out to members in a variety of formats including webinars and being the support at the end of a phone line when members were doing it tough were all part of the plan for industry survival. To date we have secured over \$18 million in additional one-off marketing and event support funding for our region, in addition to the business support programs.

TTNQ was the first Regional Tourism Organisation (RTO) to ask the Federal Government for a wage subsidy when we met with the Minister for Trade, Tourism and Investment Simon Birmingham in his last visit before the lockdown.

Through regular engagement with Premier Palaszczuk, we lobbied for and were successful in getting the \$25 million Growing Tourism Infrastructure Fund; \$2.4 million in marketing funds; aviation support for Cairns Airport; a \$3.5 million events fund; \$7.5 million in business support funding; \$6.5 million for four major projects and fee relief for marine operators. In September the Federal Government announced a further \$10 million on support for our region.

TTNQ waived our membership fees until 31 December 2020, and restructured our team to focus on the domestic market, reducing overheads by 20%.

As these changes occur we are adapting our marketing approach, with a record \$14 million for 2020-21, to make the best of the markets available to us. TTNQ is maintaining relationships with our international markets and focusing 80% of our budget towards domestic marketing. We are diversifying our base of markets through events, culture and niche travel.

I'm now writing to all members to ask for your support. Members are the centre of all TTNQ activities and we are asking you to renew or commence your membership and contribute to ensuring our region stays top of mind for Australian and international travellers as restrictions begin to ease.



Mark Olsen
Chief Executive Officer



STRATEGIC DIRECTION

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 ECO-TOURISM 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



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



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



SHOWCASE **SUSTAINABLE PRACTICE** AND BUILD **YEAR-ROUND VISITATION**



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



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



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

The background of the page is a photograph of a dense tropical forest. On the right side, a portion of a traditional wooden building with a tiled roof is visible. The text is overlaid on the left and center of the image.

HIGHLIGHTS OF 2019/2020



- Phase One domestic marketing campaign delivered \$25 million in direct visitor spend pre-COVID.
- A new and approved Strategic Direction and brand launched in March 2020.
- Significant increase in media exposure, including negotiation of the Future Tourism program with News Ltd.
- Securing \$3.4 million in additional marketing funds and \$3 million in events funding
- Successfully lobbying for:
 - \$7.5 million in business support funding
 - \$25 million Growing Tourism Infrastructure Fund
 - \$25 million tourism icons
 - \$10 million marina fee support and a wage subsidy and fee relief.
- Generating \$65 million in publicity for the destination.
- An additional \$500,000 from Cairns Airport to support marketing and events.

THE TOURISM INDUSTRY

NATIONAL TOURISM ORGANISATION

Tourism Australia (TA) is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation's activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.



[CORPORATE WEBSITE](#)



[DESTINATION WEBSITE](#)

STATE TOURISM ORGANISATION

Under TA is the State Tourism Organisation (STO), which in our state is called Tourism & Events Queensland (TEQ). TEQ is a government tourism agency that supports the development and marketing of sustainable tourism destinations and experiences within Queensland, increases awareness and attracts visitors. TEQ has an office in Brisbane, as well as international offices in their priority markets. TEQ have dedicated product or industry development units that can assist operators in developing their product for the international market. This includes marketing consulting services, advisory services, workshops and famils, and accreditation schemes. TEQ is not membership based, so all tourism operators can work with them.



[CORPORATE WEBSITE](#)



[DESTINATION WEBSITE](#)

REGIONAL TOURISM ORGANISATION

Under TA and TEQ, sits TTNQ, your Regional Tourism Organisation (RTO). We develop regional tourism marketing strategies and work cooperatively with TEQ to promote quality tourism experiences to ensure their region maximises its tourism potential.

 [CORPORATE WEBSITE](#)

 [DESTINATION WEBSITE](#)



LOCAL TOURISM ORGANISATIONS/ ASSOCIATIONS

Within the Tropical North Queensland region, there are four **Local Tourism Organisations** (LTOs). TTNQ acts as the LTO for the Cairns local government area. The LTOs are:

- **TOURISM PORT DOUGLAS DAINTREE**
visitportdouglasdaintree.com
- **TROPICAL COAST TOURISM**
tropicalcoasttourism.com.au
- **TOURISM ATHERTON TABLELANDS**
athertontablelands.com.au/corporate
- **SAVANNAH WAY**
savannahway.com.au

Two destinations within the Cairns local government area also have a **Local Tourism Association**, they are:

- **TOURISM PALM COVE**
tourismpalmcove.com
- **TOURISM TRINITY BEACH**
trinitybeachholiday.com

Local Tourism Organisations or Associations focus on servicing visitors once they are in the area. LTO/As nurture and strengthen local tourism businesses by liaising with RTOs and STOs on behalf of operators.

If you are outside the Cairns local government area, you must be a member of your LTO before joining TTNQ. You are then entitled to join TTNQ for free at the Ambassador of Tourism level. If you would like to join TTNQ at a higher level than Ambassador of Tourism you can pay the full membership fee without having to be a member of your LTO (see Membership Levels for more information).

BEST OF QUEENSLAND EXPERIENCES PROGRAM

The Best of Queensland Experiences (BoQE) Program is managed by TEQ. It guides the Queensland tourism industry to deliver exceptional customer experiences, create positive word of mouth, help attract more visitors, grow expenditure and increase market share.

The program is assessed annually and is based on a set of criteria that takes into account online customer reviews, consumer expectations and industry best practice. All operators in the program receive a personalised bench-marking report. RTO members receive five points towards their score.

To be assessed, operators must have a listing on the Australia Tourism Data Warehouse (see over). Operators who are identified as BoQE achieve a score of 80 or over and receive:

- Consumer advocacy by delivering exceptional experiences.
- inclusion in TEQ's preferred operator database accessed by staff when planning marketing and activity
- BoQE will receive prioritisation across all TEQ marketing and activity including on Queensland.com

 [READ MORE](#)

THE AUSTRALIAN TOURISM DATA WAREHOUSE

The [Australian Tourism Data Warehouse](#) (ATDW) is a central content and distribution platform for the Australian tourism industry. The database is made up of over 35,000 tourism product listings. It provides a cost-effective way to increase digital distribution and online exposure, and provides travel distributors (agents, inbound tour operators, wholesalers, retailers etc) with rich, flexible content in a central database to easily populate their websites.

TA, TEQ and TTNQ (among a load of other websites) all use the ATDW to populate our destination websites. As a member, if you would like your product listed on [our destination website](#), you must have an ATDW listing.

To be assessed in the Best of Queensland Experiences Program provided by TEQ, you must have an ATDW listing.

Currently, the fee for subscriptions to ATDW have been waived.



EVENTS



A group of women are standing in a line, facing right. They are wearing vibrant, patterned dresses and headpieces. The lighting is dramatic, with strong highlights and deep shadows. The background is dark.

BUSINESS EVENTS

TTNQ is also the home to the region's official convention bureau; [Business Events Cairns & Great Barrier Reef](#) (BECGBR). BECGBR assist corporate, association and incentive planners to bring events such as conferences, conventions, meetings and exhibitions to the region. The team connects members with trade partners through educational programs and trade events, coordinate the region's response to event leads and actively bids to bring largescale events to the region. BECGBR market the destination to ensure it is top-of-mind.

For further information on working with the bureau, please see [Working with BECGBR](#).

DELEGATE ADVANTAGE PROGRAM

BECGBR coordinates and distributes the Delegate Advantage Program for the region. Eligible members can participate by providing a discounted or value add offer to delegates to redeem they are in region for their business event ie. On a free night during their three-day conference, a delegate may elect to visit a local restaurant for dinner who is offering 25% off a main meal.

MAJOR & REGIONAL EVENTS

Our dual World Heritage areas of the Great Barrier Reef and the Wet Tropics rainforest are an idyllic backdrop for international sporting events like Ironman Asia-Pacific and cultural showcases such as the Cairns Indigenous Art Fair. World-class infrastructure, extraordinary outdoor locations and extensive professional events expertise ensure the successful delivery of major and regional events for positive economic and social returns.

TTNQ's primary role is the marketing and promotion of TNQ in domestic and priority international markets. This can be done by supporting tourism events that are a major and regional event. These can be classified as events that:

- Attract visitors from outside the region to visit TNQ, and/or
- Encourage visitors to extend their length of stay whilst in the region, and/or
- Exponentially enhance their time spent in the region

For further information on working with the TTNQ as an event, please see [Working with TTNQ for Major & Regional Events](#).



MARKETING RESOURCES



WEBSITES

DESTINATION

tropicalnorthqueensland.org.au

TTNQ uses our consumer website to inspire would-be visitors and educate them about things to do in the region. The pages are a hub for people who are planning to visit, have visited or simply have a great love for holidays in Tropical North Queensland. They have general information, local hotspots, tips on travelling within the region, and plenty of images and video to help capture the Tropical North Queensland experience.

For campaign activity, we display the URL cainsgreatbarrierreef.com, which redirects into our most current campaign landing page.

INTERNATIONAL

JAPAN: tropicalnorthqueensland.org/jp

We have one other destination website which is for the Japan market.

CORPORATE

tourism.tropicalnorthqueensland.org.au

The TTNQ corporate website is designed to assist members with resources, markets insights, our strategies, a corporate event calendar, media releases and much more.

BUSINESS EVENTS

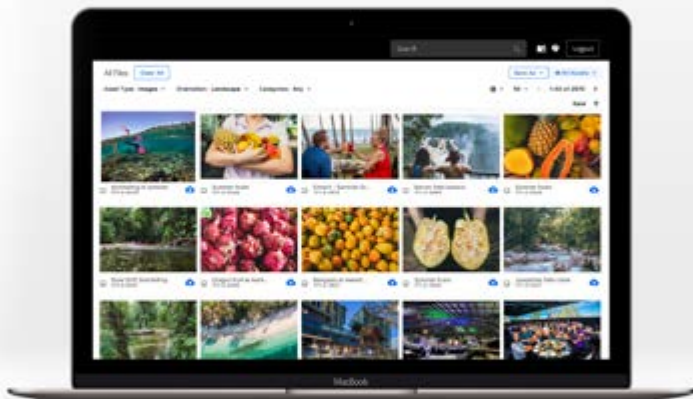
businesseventscairns.org.au

The region's official convention bureau; Business Events Cairns & Great Barrier Reef website assists corporate, association and incentive planners to bring events such as conferences, conventions, meetings and exhibitions to the region.

MEDIA LIBRARY

Bring your story or content to life with images of Tropical North Queensland, a region fringed by reef, enveloped by rainforest and ringed by the red-dirt of the Outback. Visit our [online media gallery](#) to find the perfect image for your needs.

Register to create a profile, wait for approval and then gain access to our online gallery. Approval is a manual process, however, it should not take more than 24 hours for the team to action.





SOCIAL MEDIA

DESTINATION

[f](#) @tropicalnorthqueensland

[@](#) @tropicalnorthqueensland

[t](#) @cairnsGBR

[You Tube](#) Tropical North Queensland

#EXPLORETNQ #EXPLORECAIRNSGBR

CORPORATE

[f](#) @TTNQIndustry

[in](#) Tourism Tropical North Queensland (TTNQ)

BUSINESS EVENTS

[f](#) @businesseventscairnsGBR

[@](#) @businesseventscairns

[t](#) @meetincairnsGBR

#MEETINCAIRNSGBR

CHINA

[🗣️](#) Australia's Great Barrier Reef 澳洲大堡礁

[📺](#) Cairns & Great Barrier Reef 凯恩斯与大堡礁

JAPAN

[f](#) @cairnsJP

[@](#) @cairnsJP

[t](#) @cairns_JP

TRADE ACTIVITY

Whilst TTNQ's role is to inspire people to visit TNQ through innovative and effective marketing of the destination, we also provide opportunities for members to take people to the conversion stage. Some examples of these are:

ATTENDING TRADE AND CONSUMER SHOWS AS A DESTINATION

- Melbourne/Sydney/Brisbane Caravan & Camping Shows
- Asia Pacific Incentives and Meetings Event
- Australian Tourism Exchange
- Dreamtime
- Corroboree East and West

ADVERTISING OPPORTUNITIES AND CAMPAIGNS

- Ignite Travel Group
- Expedia Group
- My Queensland Holidays
- Inflight magazines

TRADE & MEDIA EDUCATIONAL ACTIVITIES

- SellITNQ
- Mega Famils
- Australian Society of Travel Writers

IN-MARKET AGENT TRAINING FOR

- Flight Centre
- Helloworld
- JTB

RESEARCH & STATISTICS

Tourism marketing trends are continually changing. TTNQ gathers the latest available tourism research and statistics to help you make better informed business decisions. These are housed on our [corporate website](#) and include:

- The TNQ National Visitor Survey Results (NVS)
- The TNQ International Visitor Survey Results (IVS)
- Specific Market Statistics



An underwater photograph of a coral reef, showing various types of coral and the blue water. The image is used as a background for the text.

MARKETING ACTIVITY

TTNQ provides members with a wide range of opportunities to increase their reach and conversion, delivering measurable results. A Seasonal campaign co-operative prospectus is released quarterly with opportunities to buy-in, in addition to our core role which is best summarised in four activity areas: **Share of Voice**, **Visitor Spend**, **Sustainable Growth** and **Satisfaction**.

SHARE OF VOICE

Working across the cities of our core international markets (Europe, Japan, China, USA, UK, Asia and New Zealand) as well as the domestic target markets in Sydney, Melbourne, Brisbane and the regional centres of the East Coast, the organisation needs to reach at least \$52 million per annum to have a measurable impact on travel behaviour.

TTNQ exceeded the \$52 million AVE target reaching \$64 million by June 2020.

Member products are given preference in all media activities.

VISITOR SPEND

DOMESTIC MARKETING

The new Cairns & Great Barrier Reef brand was launched in March 2020 providing a great platform for interstate and international marketing. The Drive North Queensland campaign was launched on 1 June 2020 to stimulate intrastate travel while the borders were closed and will remain a key pillar in our domestic marketing efforts.

Our trade campaigns drove over \$25 million in direct bookings pre-COVID and these feature member products. Our website drives business direct to operators with over 90,000 referrals in 2019/20.

INTERNATIONAL MARKETING

Our activities international are guided by our strategic panels which were held with local operators around each international target market to discuss specific market challenges and devise high level strategies. We work across the China, Japan, South East Asia and Western markets through a partnership with Tourism Australia and Tourism & Events Queensland and feature member products in famils, campaigns and roadshows.

BUSINESS AND MAJOR EVENTS

Business and major events play a strategic role in driving visitation to shoulder and low seasons. TTNQ works closely with Cairns Regional Council, Cairns Convention Centre and the TNQ industry to attract events to our region, and drive economic benefit through maximising visitation and length of stay. Events also play a role in promoting the destination, showcasing industry expertise and endorsing the liveability of the region.

Highlights for business events included the commencement of the \$176 million Cairns Convention Centre expansion and the 20th anniversary celebration of Sell TNQ. From February 2020, COVID-19 severely impacted the events industry with all major, regional and business events either cancelling or postponing.

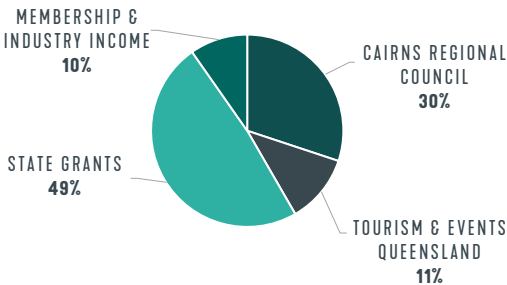
TTNQ entered into an agreement with the Cairns Airport and Cairns Regional Council, who have both invested an additional \$500,000 each, into event marketing to drive off-peak travel. This investment was the foundation of securing the \$3 million commitment from the State Government for event optimisation.

ECONOMIC CONTRIBUTION OF BUSINESS EVENTS

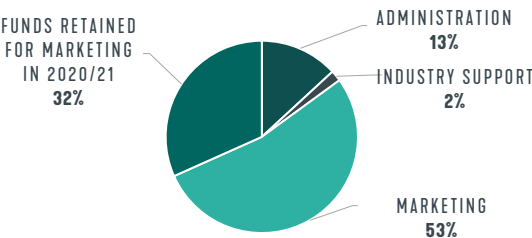
- 148 meetings with 15,230 delegates
- Direct economic value = \$20.4 million and indirect economic contribution \$61.2 million
- Business Events Activity
- 82 leads received, valued at \$45.5 million
- 30 leads confirmed worth \$9.4 million
- 36 referrals worth \$15.5 million
- Direct visitor spend of \$19.4 million and indirect spend of \$58.1 million

SUSTAINABLE GROWTH

TTNQ INCOME SOURCES 2019-20



TTNQ EXPENDITURE 2019-20



IMPROVING MEMBER ENGAGEMENT

Member engagement is up with an average of 350 member engagements per month, 93% of the target of 80% of members (466) engaged each month.

INCREASED BUSINESS SUPPORT

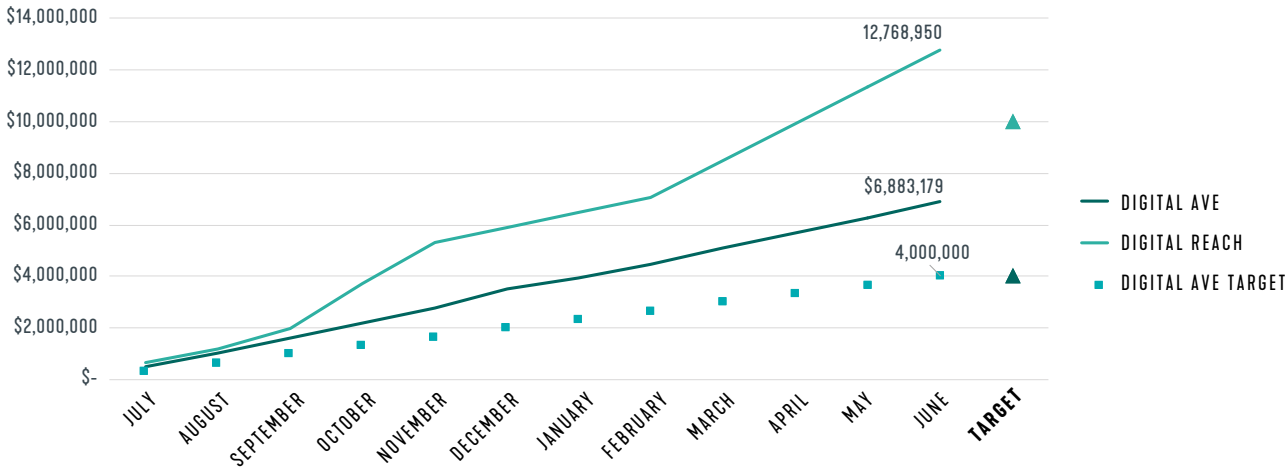
The Australian Small Business Advisory Services (ASBAS) program concluded at the end of December 2019, following a 6-month extension of the program. Businesses and business intenders were able to participate in a range of programs including 3 workshops (50 attendees) and 30 x 1hr mentoring sessions (10 businesses) held in Cairns in 2019.

MARKETING RETURN ON INVESTMENT

The success and sustainability of destination marketing is in partnerships. TTNQ is proud to be the most successful region in Queensland at generating cooperative marketing contributions, with every dollar invested by a partner in TTNQ activities matched by nearly four dollars of other partner funds. Generating maximum return for these partner funds is vital to sustainability. In 2019-20 TTNQ generated an average of \$15.45 in AVE for every partner dollar invested in campaigns and our tactical activities generated an average of \$100 in direct visitor spend in region for every dollar invested by our partners.

Working alone we can only achieve so much, together we make a real difference. The organisations social media channels and our website have continued to grow in reach and engagement. The graph below shows our social and digital assets reached nearly 13 million consumers worldwide, worth an estimated \$6.8 million in advertising value. In a year where global searches for travel dropped by more than 70% in March, April and May, the destination managed to continue to inspire the world to travel to Cairns & Great Barrier Reef.

DIGITAL REACH & AVE JULY 2019 – JUNE 2020



SATISFACTION

OUR RESULTS AT A GLANCE



\$14M RECOVERY

TTNQ HAS A **RECORD \$14M IN FUNDING**, PLUS \$3M FOR EVENTS AND \$10M (OVER TWO YEARS) TO INVEST IN OUR ACTIVITIES.



80% DOMESTIC

A TOTAL OF **\$6.8M WILL BE INVESTED IN LEISURE MARKETING** AND A FURTHER **\$4M WILL BE INVESTED IN EVENTS**, OF WHICH 80% WILL BE FOCUSED ON THE DOMESTIC MARKET.



AVIATION-LED RECOVERY

DRIVING AVIATION SEAT CAPACITY AND DEMAND ARE CENTRAL TO THE REGION'S RECOVERY WITH **\$1.25M ALLOCATED TO AVIATION MARKETING PARTNERSHIPS AND TO SUPPORTING EVENTS** THAT WILL DRIVE OFF-PEAK VISITATION.



EVENTS FOCUS

BUSINESS EVENTS, MAJOR EVENTS AND REGIONAL EVENTS WILL BE SUPPORTED BY BOTH A **\$1M ALLOCATION FROM TTNQ** AND BY LEVERAGING THE **\$3M INVESTMENT BY THE STATE** AND **\$10M (OVER TWO YEARS) INVESTMENT BY THE FEDERAL GOVERNMENT** TO OUR REGION'S RECOVERY.



INTERNATIONAL REBOUND

A TOTAL OF \$1.2M FROM TTNQ, SUPPORTED WITH MATCHING FUNDS FROM THE \$10M FEDERAL GOVERNMENT ALLOCATION OVER THE NEXT TWO YEARS. **IMMEDIATE TARGETS INCLUDING THE NEW ZEALAND, JAPAN AND SINGAPORE 'TRAVEL BUBBLES'** AND WATCHING FOR THE POTENTIAL TO RETURN TO OUR KEY WESTERN AND EASTERN MARKETS.



INVEST IN THE EXPERIENCE

A RANGE OF **DOMESTIC AND INTERNATIONAL CAMPAIGNS AND SUPPORT PROGRAMS** WILL BE DELIVERED TO ENCOURAGE VISITORS TO NOT ONLY PURCHASE THE FLIGHTS AND ACCOMMODATION, BUT TO **INVEST IN THE EXPERIENCE.**

A man with a beard and short hair, wearing a white button-down shirt and blue shorts, is smiling and looking to his right. He is holding a long, thin bamboo pole vertically. The background is a lush, green, out-of-focus forest. The word "MEMBERSHIP" is overlaid in large, white, sans-serif capital letters across the center of the image.

MEMBERSHIP



WHO ARE YOU

Membership comes in many forms but ultimately, we are on this tourism journey together. The more that we unite and build an innovative community, the more we can shift conversation and visitation towards the region.

The benefits of supporting regional tourism are powerful and exciting. Furthermore, being a part of a dedicated community can connect you to opportunities that would not normally arise. If you do one thing in 2019, we ask you to review the value of being connected to the industry that binds us all to this region. We believe the more consolidated we are as industry, the greater the results we can achieve together.

Join TTNQ and your business will be part of a dedicated community that is passionate about building an innovative industry to deliver economic growth for our region. The more consolidated we are as an industry, the greater the results we can achieve.

FEES

Membership is a vital part of the TTNQ business, and typically operates on a financial year basis. This year fees were waived for the first six months and we are now seeking your support.

Refer to pages 41-42 for fee breakdown.

SO WHERE DO YOU FIT IN THIS INDUSTRY?

AMBASSADOR OF TOURISM	PARTNER OF TOURISM	PARTNER OF BUSINESS EVENTS	CHAMPION OF TOURISM	CORPORATE SUPPORTER OF TOURISM	CORPORATE SPONSORSHIP
<p>I WISH TO STAY CURRENT ON INDUSTRY INFORMATION AND NETWORK WITH PEERS</p> <p>OR I AM A MEMBER OF MY LTO/LTA</p>	<p>I WISH TO ACTIVELY PARTICIPATE IN MARKETING CAMPAIGNS WITH TTNQ</p>	<p>I WISH TO HOST BUSINESS EVENTS GROUPS</p>	<p>I AM AN INDUSTRY LEADER AND WISH TO SIGNIFICANTLY INVEST IN TOURISM</p>	<p>I WISH TO STAY CURRENT ON INDUSTRY INFORMATION AND NETWORK WITH THE TOURISM INDUSTRY</p>	<p>I WISH TO SIGNIFICANTLY INVEST IN TOURISM IN-TURN INVESTING IN MY BUSINESS COMMUNITY</p>
<p>ACTIVITIES, TOURS & ATTRACTIONS: IS YOUR MAIN BUSINESS FOCUS A BOOKABLE PRODUCT THAT LOCALS AND VISITORS TO OUR REGION CAN EXPERIENCE SUCH AS AN ACTIVITY, TOUR OR ATTRACTION.</p>					
<p>ACCOMMODATION: DO LOCALS AND VISITORS STAY OVERNIGHT AT YOUR PROPERTY?</p>					
<p>DINING & ENTERTAINMENT: DO YOU HOST LOCALS AND VISITORS FOR MEALS AND/OR PROVIDE EVENING ENTERTAINMENT?</p>					
<p>TRANSPORT: DO YOU PROVIDE TRANSPORT OPTIONS FOR LOCALS AND VISITORS TO OUR REGION?</p>					
<p>RETAIL: DO YOU SELL PRODUCTS TO LOCALS AND VISITORS TO OUR REGION?</p>					
<p>MAJOR & REGIONAL EVENT: ARE YOU AN EVENT THAT ATTRACTS LOCALS AND VISITORS AND ENCOURAGES THEM TO STAY IN THE REGION?</p>				<p>PROFESSIONAL & OTHER SERVICES: DO YOU PROVIDE PROFESSIONAL SERVICES TO OTHER BUSINESSES AND WISH TO SUPPORT THE TOURISM INDUSTRY?</p>	
		<p>LOCAL GOVERNMENT / INDUSTRY ASSOCIATION / MARKETING REPRESENTATIVE: ARE YOU A LOCAL GOVERNMENT ORGANISATION/ COUNCIL, OR REPRESENTATIVE GROUP OR PEAK BODY? * LOCAL TOURISM ORGANISATIONS/ASSOCIATIONS MUST BE A PARTNER OF TOURISM LEVEL OR ABOVE FOR YOUR MEMBERS TO BE ELIGIBLE FOR THE FREE LTO/LTA AMBASSADOR OF TOURISM CATEGORY.</p>			

A vibrant collage of tropical fruits. A large pineapple with a green crown is the central focus. To its right is a whole starfruit. Below the pineapple is a halved papaya showing its orange flesh and black seeds. Surrounding these are various other fruits like mangoes and smaller starfruit slices. The text "MEMBERSHIP LEVELS" is overlaid in white, bold, sans-serif font.

MEMBERSHIP LEVELS



AMBASSADOR OF TOURISM (LTO LEVEL MEMBER)

\$150 FOR MEMBERSHIP FROM 1 APRIL TO 30 JUNE 2022

An introductory membership suited to tourism businesses located in the Cairns local government area wanting a verified online listing alongside insights into TNQ-led initiatives and regular updates on the local tourism industry. Businesses outside the Cairns local government area, must be a member of your LTO before joining TTNQ at this level. You are then entitled to join TTNQ for free at the Ambassador of Tourism level. If you would like to join TTNQ at a higher level than Ambassador of Tourism you can pay the full membership fee without having to be a member of your LTO.

MEMBERSHIP INCLUSIONS:

- Receive invitations to TTNQ member networking functions
- Media library access
- Industry event invites including market updates from Tourism and Events Queensland, Tourism Australia and other industry bodies
- Listing on destination and corporate website
- Opportunity to submit key business announcements for inclusion in corporate newsletter (at the discretion of TTNQ)
- RTO accreditation points towards Best of Queensland Experiences Program
- Invitation to attend the TNQ Tourism Industry Excellence Awards
- Invitation to attend the TNQ Marketing Conference

Please note: This membership has no voting rights or eligibility to nominate for the TTNQ board positions. Ambassador of Tourism level supports **one** tourism product per membership.



CORPORATE SUPPORTER OF TOURISM

\$400 FOR MEMBERSHIP FROM 1 APRIL TO 30 JUNE 2022

If you are a corporate company wishing to connect with the tourism industry, this is the level for you. This level will keep you updated with TTNQ e-communications and give you access to our media library along with research and statistics.

It also includes a listing on the TTNQ corporate website and the opportunity to promote your services to other members. Invitations to TTNQ networking functions, marketing conference and industry events are also available under this membership level.

ALL AMBASSADOR OF TOURISM BENEFITS (EXCLUDING THE DESTINATION WEBSITE LISTING) ARE INCLUDED PLUS:

- Opportunity to promote services to TTNQ membership in the Fortnightly Pulse (at the discretion of TTNQ)
- Opportunity to have a trade table to promote services to TTNQ membership at member networking functions
- Invitation to participate in a 'Member Minute' presentation to promote services to TTNQ membership at member networking functions
- Invitation to host a branded table seating 10 guests at the TNQ Tourism Marketing Conference
- Invitation to provide support services in your field of expertise to the Tourism Industry through a workshop or webinar (at the discretion of TTNQ)

Please note: This membership has no voting rights or eligibility to nominate for the TTNQ board positions. Corporate Supporter of Tourism level supports **one** corporate business per membership.



PARTNER OF TOURISM

\$1150 FOR MEMBERSHIP FROM 1 APRIL TO 30 JUNE 2022

Partner of Tourism is the beginning of a serious tourism partnership with TTNQ to ensure you are active in the marketplace.

ALL AMBASSADOR OF TOURISM BENEFITS ARE INCLUDED PLUS:

- Opportunity to meet with TTNQ's Market Managers
- Opportunity for products to be included in leisure trade marketing updates
- Opportunity to undertake the Experience Development Workshop*
- Access to statistics, research and insights
- Invitation to participate in TTNQ trade missions, seminars and training programs*
- Invitation to participate in destination marketing co-operative opportunities*
- Partner opportunities to host leisure trade and media education programs
- Opportunity to participate in the Delegate Advantage Program for business events
- Participation in industry marketing cluster groups
- Invitation to present your product to the TTNQ team
- Ability to nominate for and vote on board positions at the AGM
- Ability to nominate two votes on board positions at the AGM

*Fees apply.

Please note: Partner of Tourism level supports **one** tourism product per membership.



PARTNER OF BUSINESS EVENTS

\$3,750 FOR MEMBERSHIP FROM 1 APRIL TO 30 JUNE 2022

This level of partnership is for members who wish to work with our region's Convention Bureau, the Business Events Cairns & Great Barrier Reef team (BECGBR). BECGBR assist corporate, association and incentive planners to bring events to Tropical North Queensland. The team connects members with trade partners through educational programs and trade events, coordinate leads and bids, and market the destination to ensure it is top-of-mind.

ALL PARTNER OF TOURISM BENEFITS ARE INCLUDED PLUS:

- Invitation to participate in business events marketing opportunities including trade shows and sales missions*
- Inclusion of product/service in business events leads and bid activity, where appropriate
- Priority inclusion in site inspection activity of qualified business events buyers
- Listing on BECGBR website and other business events destination marketing assets
- Priority to host business events educational programs
- Access to performance data collected via Queensland Business Events Survey
- Ability to nominate four votes on board positions at the AGM

*Fees apply.

Please note: Partner of Business Events level supports **two** tourism products per membership.



CORPORATE SPONSORSHIP

\$5,000 – \$20,000 VALUE

Tourism is everybody's business with the industry using local trades, services and professions to help run their tourism business. This means the corporate sector also succeeds when visitor numbers are high and tourism operators are performing well. We can tailormake a corporate sponsorship package to showcase your support for the tourism industry. This can be a paid or in-kind sponsorship. We are willing and able to negotiate a membership arrangement to best suit your business.

Please note: Corporate Sponsorship supports **one** business. The number of votes on board positions at the AGM is dependent on the value of the partnership and will be inline with other membership levels of similar value.



CHAMPION OF TOURISM

\$20,000 FOR MEMBERSHIP FROM 1 APRIL TO 30 JUNE 2022

Champion partners are serious players in the tourism marketing strategy and are seen as major suppliers of tourism product for the region.

ALL PARTNER OF BUSINESS EVENTS BENEFITS ARE INCLUDED PLUS:

- Six-monthly one-on-one strategy review meeting with CEO and GM
- Invitation to participate in TTNQ annual market strategy meeting
- Regular feature posts of your experience on the TNQ consumer social channels
- Access to TTNQ destination content and presentations to assist with sales and marketing activities
- Priority invitation to attend TTNQ international trade marketing activities
- Access to TTNQ Board, CEO and GM for one-on-one meetings
- Invitation to attend exclusive meetings/functions with TEQ and TA Board and Executive Teams
- Access to detailed market research data to inform business decisions
- Complimentary access to TTNQ meeting rooms (subject to availability)
- Ability to nominate 12 votes on board positions at the AGM

Please note: Champion of Tourism level supports **five** tourism products per membership. We are willing and able to negotiate a membership arrangement to best suit your business.



Member Benefit Description	LTO Membership	Ambassador of Tourism	Corporate Supporter of Tourism	Partner of Tourism	Partner of Business Events	Champion of Tourism
Cost until June 2022	FOC	\$150	\$400	\$1,150	\$3,750	\$20,000
Number of products for membership engagement	1	1	0	1	2	5
Eligible to nominate for position as Board Director	No	No	No	Yes	Yes	Yes
Number of votes at AGM	0	0	0	2	4	12
Receive TTNQ e-communications (newsletters, member notices and invitations)	✓	✓	✓	✓	✓	✓
Media library access	✓	✓	✓	✓	✓	✓
Invitation to industry events including market updates from TEQ, TA and other industry bodies	✓	✓	✓	✓	✓	✓
Listing on Destination Website (Tourism products only)	✓	✓	NA	✓	✓	✓
Listing on Corporate Website	✓	✓	✓	✓	✓	✓
RTO Accreditation points towards Best of Queensland Experiences Program	✓	✓	NA	✓	✓	✓
Major & Regional Events: Calendar listing and dedicated EDM to our member database with a discounted ticket offer	✓	✓	NA	✓	✓	✓
Invitation to attend the TNQ Tourism Industry Excellence Awards and TNQ Marketing Conference	Fees Apply	Fees Apply	Fees Apply	Fees Apply	Fees Apply	2 FOC
Opportunity to have a trade table to promote services to TTNQ membership at member networking function			✓	NA	NA	NA
Invitation to participate in a 'Member Minute' presentation to promote services to TTNQ membership at member networking function			✓	NA	NA	NA
Invitation to host a branded table seating 10 guests at the TNQ Tourism Marketing Conference			✓	NA	NA	NA
Invitation to provide support services in your field of expertise to the tourism industry through a workshop or webinar (at the discretion of TTNQ)			✓	NA	NA	NA
Access to research and insights			✓	✓	✓	✓
Opportunities to promote services to membership (at the discretion of TTNQ)			✓	✓	✓	✓
Opportunity to undertake the Experience Development Workshop				Fees Apply	Fees Apply	Fees Apply
Consumer social media collaboration opportunities				✓	✓	✓
Opportunity for products to be included in Leisure Trade Marketing updates				✓	✓	✓
Invitation to participate in TTNQ Trade Missions, Seminars and Trade Training Programs (Fees Apply)				✓	✓	✓

Member Benefit Description	LTO Membership	Ambassador of Tourism	Corporate Supporter of Tourism	Partner of Tourism	Partner of Business Events	Champion of Tourism
Cost until June 2022	FOC	\$150	\$400	\$1,150	\$3,750	\$20,000
Invitation to participate in destination marketing cooperative opportunities (fees apply)				✓	✓	✓
Consideration for inclusion in media releases, content articles and media referrals				✓	✓	✓
Partnership opportunities to host leisure trade and media educational programs				✓	✓	✓
Opportunity to participate in the Delegate Advantage Program				✓	✓	✓
Participation in industry marketing groups				✓	✓	✓
Invitation to present your product to key TTNQ staff				✓	✓	✓
Listing on the Convention Bureau website					✓	✓
Exclusive access to business events trade marketing opportunities					✓	✓
Inclusion of product/service in business events leads and bid activity where appropriate					✓	✓
Priority inclusion in site inspection activity of qualified business events buyers					✓	✓
Priority to host business events educational programs					✓	✓
Access to regional Queensland business events survey data					✓	✓
Priority access to all membership benefits offered including invitations to trade activities						✓
Minimum one dedicated social media feature per year on TTNQ consumer social channels						✓
Access to TTNQ destination content and presentations to assist with sales and marketing activities						✓
Access to TTNQ, Board, CEO and GM for one-on-one meetings						✓
Six monthly one-on-one strategy review meeting with CEO and GM						✓
Invitation to attend exclusive meetings/functions with TEQ and TA Board and executive teams						✓
Invitation to participate in the TTNQ Annual Market Strategy Meeting						✓
Access to detailed market research data to inform business decisions						✓
Access to TTNQ in-market contractors for market intelligence						✓
Complimentary access to TTNQ boardroom (subject to availability)						✓

HOW TO BECOME A MEMBER

Complete the **membership application form**.

Please note that new applications are approved by the TTNQ Board as a TTNQ constitutional requirement.

IF YOU HAVE QUESTIONS?

Please contact our Partnerships & Events Team to discuss your membership options.

membership@ttnq.org.au | 07 4031 7676



WORKING WITH TTNQ CHECKLIST

CONNECT WITH US

- ❑ Follow our corporate accounts on [Facebook](#) and [LinkedIn](#)
- ❑ Make sure your team members are receiving our e-newsletters, [sign up here](#).
- ❑ Plan your attendance at our [industry events](#)
- ❑ Follow our consumer accounts on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#)
- ❑ Tag our destination accounts in your own posts and use [#exploreTNQ](#) and [#explorecairnsGBR](#)

PROMOTE YOUR BUSINESS

- ❑ Send us your stories and media releases to news@ttnq.org.au
- ❑ Subscribe to the Australian Tourism Data Warehouse (ATDW) and send your listing to membership@ttnq.org.au
- ❑ Check your listing on tropicalnorthqueensland.org.au and submit edits to membership@ttnq.org.au (or update your ATDW listing)
- ❑ Review and work through our [Brand Platform Toolkit](#)
- ❑ Learn about our key target markets
- ❑ Access thousands of images/videos in our [Media Library](#)

