

STRATEGIC DIRECTION 2021-22

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. TTNQ continues to focus on increasing our share of the domestic market, boosting aviation seat capacity and retaining our global connections for recovery.

DESTINATION VISION

TO BE AUSTRALIA'S MOST VISITED NATURE- BASED AND ECOTOURISM DESTINATION

DESTINATION GOAL

THAT EVERY VISITOR LEAVES AS A CUSTODIAN OF OUR REGION AND ITS STORIES, SHARING THEIR EXPERIENCE GLOBALLY TO DRIVE FUTURE VISITATION

DESTINATION GOAL

Share of voice

Share of visitors

Spend year round

Satisfaction

DESTINATION MEASURES

Most searched tropical travel destination on Google

Increase Queensland visitor nights market share

Year-round accommodation occupancy, seat capacity and dispersal

Improving our Tourism Sentiment rank and community support for tourism

STRATEGIC PRIORITIES



DELIVER A UNIFIED BRAND STORY TO BECOME AUSTRALIA'S MOST DESIRABLE LEISURE, BUSINESS EVENT AND CORPORATE TRAVEL DESTINATION.



INCREASE THE REGION'S MARKET SHARE OF DOMESTIC VISITOR NIGHTS AND SPEND, INCLUDING GROWTH IN LUXURY, ADVENTURE, EVENTS AND GOURMET TRAVEL.



RESTORE THE REGIONS AVIATION SEAT CAPACITY, BOTH DOMESTIC AND INTERNATIONAL AND GLOBAL TRAVEL RESTARTS.



SUPPORT OUR INDUSTRY TO ADAPT, DELIVERING YEAR-ROUND VISITATION, ENCOURAGING GREATER DISPERSAL AND DRIVING REPEAT VISITATION FROM KEY MARKETS.



INCREASE OUR SHARE OF VOICE, THROUGH STRONG PARTNERSHIPS AND A CULTURE OF INNOVATION.

TOURISM TROPICAL NORTH QUEENSLAND'S MISSION

INCREASE THE REGION'S SHARE OF OVERNIGHT VISITORS TO GENERATE \$4B IN VISITOR SPEND BY 2025, A YEAR AHEAD OF THE FORECASTS IN PARTNERSHIP WITH INDUSTRY, COMMUNITY AND GOVERNMENT.

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.

ORGANISATION GOAL ORGANISATION MEASURES

Share of voice	\$120M in Advertising Value Equivalent through marketing and publicity
Share of visitors	Generate an extra 950,000 visitor nights (and 140,000 operator referrals)
Spend year round	\$100M of Campaign Generated overnight visitor spend
Satisfaction	\$2M in Industry and Member contributions to marketing efforts

OUR GOALS



SHARE OF VOICE: INCREASE AWARENESS AND ENGAGEMENT WITH OUR STORY THROUGH OUR PARTNERS.



SHARE OF VISITORS: DRIVE VISITOR ARRIVALS THROUGH CONVERSION FOCUSED ACTIVITIES



SPEND YEAR-ROUND: MAXIMISE VISITOR SPEND THROUGHOUT THE YEAR, REDUCING THE IMPACTS OF SEASONALITY FROM THE LOSS OF INTERNATIONAL VISITORS



SATISFACTION: WITH THE RESULTS WE ACHIEVE FROM MEMBERS, VISITORS, OUR COMMUNITY, AND OUR STAFF.