

WORKING WITH TTNQ

2021 – 2022

TOURISM
TROPICAL NORTH
QUEENSLAND

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**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.**

WELCOME

The blow dealt to our industry by COVID-19 in the 2020-21 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 \$130M 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 continues to be 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 160,000 referrals to member businesses.

This resulted in \$18M in leisure and business event leads and \$30M worth of direct business for members bringing over \$82M in direct value to region. Members are at the core of TTNQ's

efforts and in 2020-21 our team had 3000 member engagements, that's 70% 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 \$140M in additional one-off marketing, event and operator support funding for our region.

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. TTNQ aims to leverage the region's unique strengths to create a springboard for a rapid recovery – aiming to support the destination to attract \$4B of overnight visitor expenditure by 2025, one year ahead of the current projections.

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**

An aerial photograph of a tropical river with two people swimming in the clear blue water. Large, dark boulders are visible in the foreground, and lush green vegetation lines the banks.

HIGHLIGHTS OF 2020-2021

- \$130M AVE in publicity for the region (more than double the previous year)
- \$80M+ direct economic contribution
- Aviation capacity back to 80% of total pre-COVID traffic
- \$40M in business leads & \$8M of confirmed events
- Secured a \$10M Federal Regional Recovery Grant Fund
- The \$3M Cairns Holiday Dollars program
- \$15M aviation support fund
- \$7.5M Work in Paradise campaign
- \$1M Great Barrier Reef education subsidy

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



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](#).

A smiling woman with long dark hair, wearing a pink patterned headscarf and a light blue crop top, holds a coconut drink topped with fruit and a straw. She is in a market setting with various goods in the background. The text "MARKETING RESOURCES" is overlaid in large white letters.

MARKETING RESOURCES

WEBSITES

DESTINATION

cairnsgreatbarrierreef.com

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 cairnsgreatbarrierreef.com, which redirects into our most current campaign landing page.

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

businessseventscairns.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.

INTERNATIONAL

JAPAN: tropicalnorthqueensland.org/jp

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

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

YouTube Tropical North Queensland

#EXPLORETNQ #EXPLORECAIRNSGBR

CORPORATE

f @TTNQIndustry

in Tourism Tropical North Queensland (TTNQ)

BUSINESS EVENTS

f @businesseventscairnsGBR

@ @businesseventscairns

t @meetincairnsGBR

#BUSINESSEVENTSCAIRNSGBR

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

- Be Immersed: Cairns & Great Barrier Reef
- Mega Famils

IN-MARKET AGENT TRAINING FOR

- Agent training for Flight Centre, Helloworld & JTB
- Regional Showcase lunch

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



The background of the slide is an underwater photograph of a coral reef. The water is a deep, clear blue-green. In the foreground, there are various types of coral, including branching corals and large, rounded, brain-like corals. The lighting is natural, coming from above, creating a sense of depth and clarity.

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

In an increasingly crowded marketplace, TTNQ needs to create more reasons to think about Cairns and Great Barrier Reef than ever before. We are currently the most googled travel destination in Queensland and only Sydney and Melbourne are more searched on Google by Australians seeking travel ideas.

To achieve this ranking, and to maintain it, the organisation set a stretch target of \$100M in Advertising Value Equivalent (AVE) - and exceeded it. This year (2021–22) we've raised the bar again, targeting \$120M in AVE to drive awareness and conversion, delivering visitors, spend and jobs in our communities.

VISITOR SPEND

DOMESTIC MARKETING

The Cairns & Great Barrier Reef brand continues to deliver a unified story, providing a great platform for interstate and international marketing. The Drive North Queensland campaign remains a key pillar in our domestic marketing efforts targeting Aussie's staying home to explore their own backyard.

Our trade campaigns drove over \$30M in direct bookings and these feature member products. Our website hit 1M users & continues to drive business direct to operators with over 160,000 referrals in 2020-21.

INTERNATIONAL MARKETING

In 2021/22 we will continue our consumer marketing activity in New Zealand supporting the direct air services. TTNQ will also ramp up our efforts in publicity and trade partnerships in our key international markets in preparation for the re-opening of international borders. We continue to work in partnership with the Tourism Australia and Tourism and Events Queensland international teams to ensure Cairns and Great Barrier Reef remains a priority destination for our post-COVID recovery.

BUSINESS AND MAJOR EVENTS

Business and major events play a strategic role in driving visitation to shoulder and low seasons, and drive publicity and awareness of the destination. 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. An investment partnership between Cairns Airport, Cairns Regional Council and TTNQ will focus on attracting events that drive visitation events into shoulder and low period as part of the regions Covid-19 recovery.

From February 2020, COVID-19 severely impacted the events industry with all major, regional and business events not able to be held until at least September 2020. Ironman Cairns, Targa Great Barrier Reef, Savannah in the Round, Port Shorts, Port Douglas Hot & Steamy, Cairns Summer Sounds and Port Douglas Carnivale, were able to pave the way for major events to return to the calendars from October 2020.

Business Events Cairns & Great Barrier Reef (the convention bureau within TTNQ), received

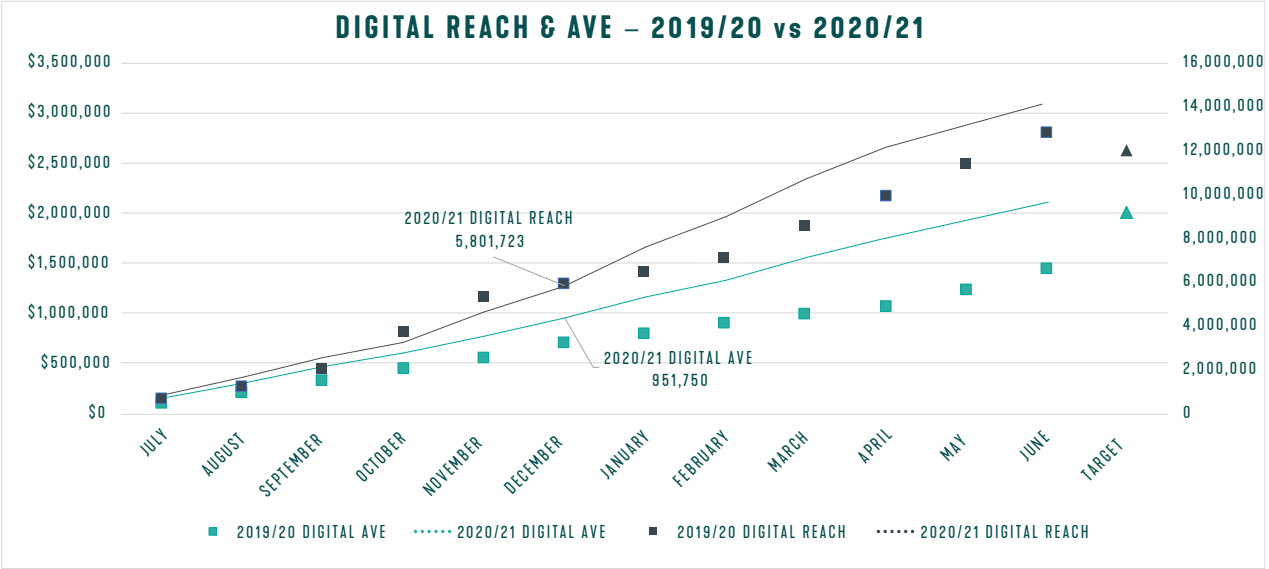
almost \$50M in leads over the last 12 months and confirmed \$9M of events for the region for future dates. Interest in the region is strong as business events return domestically. Capitalising on the renewed interest from the industry, BECGBR has engaged Clockwise Consulting to join the team, driving event visitation to the region for 2021-22.

Highlights from 2020-21 for business events included the commencement of the \$176 million Cairns Convention Centre expansion, the first stage was a refurbishment of the existing Centre and was completed in May 2021. This coincided with the 21st anniversary celebration of BE Immersed: Cairns & Great Barrier Reef (formerly Sell TNQ), the educational program designed for business events buyers.

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 partner funds. Generating maximum return for these partner funds is vital to sustainability. In 2020-21 TTNQ generated an average of \$15 in AVE for every partner dollar invested in campaigns and our tactical activities generated close to \$100M in direct visitor spend in region from campaign activity. Our target for the year ahead to drive an additional \$100M in direct visitor spend, plus \$45M of confirmed business and major events.

Working alone we can only achieve so much, together we make a real difference. The organisation’s social media channels and our website have continued to grow in reach and engagement. The graph below shows our social and digital assets reached over 14 million consumers worldwide, worth an estimated \$2M in advertising value. These assets have driven a record 160,000 leads to members, delivering direct value and continuing to inspire the world to travel to Cairns & Great Barrier Reef.



SATISFACTION

WHAT WILL DRIVE MEMBER & PARTNER SATISFACTION



\$14M RECOVERY

FOR 2021/22 TTNQ HAS **SECURED \$10M IN FEDERAL FUNDING**, EXTENSION OF THE **\$3M CAIRNS HOLIDAY DOLLARS** AND **\$1M IN AVIATION AND EVENTS SUPPORT** FROM CAIRNS REGIONAL COUNCIL AND CAIRNS AIRPORT.



DOMESTIC FOCUS

A RECORD **\$10.3M WILL BE INVESTED IN LEISURE MARKETING** OF WHICH 90% WILL BE FOCUSED ON THE DOMESTIC MARKET, WITH MATCHING PARTNER FUNDS.



AVIATION-LED RECOVERY

DRIVING AVIATION SEAT CAPACITY AND DEMAND ARE CENTRAL TO THE REGION'S RECOVERY WITH **\$2.35M ALLOCATED TO AVIATION & RETAIL MARKETING PARTNERSHIPS** AND A FURTHER \$2.6M TO SUPPORTING EVENTS THAT WILL DRIVE OFF-PEAK VISITATION AND SEAT CAPACITY.



TOURISM SENTIMENT SCORE

WE TRACK CONSUMER SATISFACTION THROUGH THE **TOURISM SENTIMENT SCORE** WHICH MEASURES POSITIVE AND NEGATIVE SENTIMENT TOWARDS THE DESTINATION. OUR AIM IS TO LIFT THE ANNUAL AVERAGE FROM 27 TO 32.



MEMBER SATISFACTION

OUR AIM IS TO **MAINTAIN OUR 85% MEMBER SATISFACTION RATING**, AND GENERATE OVER \$2M IN COOPERATIVE AND PARTNER INVESTMENT IN CAMPAIGNS.



INVEST IN THE EXPERIENCE

A **\$1M EXPERIENCE DEVELOPMENT PROGRAM** IS PLANNED AS PART OUR **\$4.1M PARTNERSHIP MARKETING BUDGET** TO CREATE NEW DESTINATION CONTENT AND SUPPORT BUSINESS MENTORING THAT SUPPORTS DISTRIBUTION PARTNERSHIPS AND PUBLICITY.

MEET THE TTNQ TEAM



ROSIE DOUGLAS
GENERAL MANAGER –
PARTNERSHIPS & EVENTS

Work with me to discuss partner marketing, business and major events.



GEORGIE SADLER
INDUSTRY RELATIONS MANAGER

Work with me on membership related enquiries and industry updates.



JAMES SCULLEN
BUSINESS SYSTEMS MANAGER

I work on TTNQ's business systems and information technology.



KAYLA BAKSS
ACCOUNT EXECUTIVE

Work with me on any account enquiries



MARK OLSEN
CHIEF EXECUTIVE OFFICER

Work with me to discuss board related strategic tourism matters.



JUDY LLOYD
OFFICE MANAGER & EXECUTIVE
ASSISTANT TO THE CEO

Work with me on any matters relating to the CEO.



KELSEY ANDERSEN
MANAGER –
PARTNERSHIPS & EVENTS

Work with me on destination support at major and regional events, TTNQ managed events and partnerships.



KYLIE BRAND
BUSINESS DEVELOPMENT MANAGER

Work with me on proposals, bids, referrals, site inspections and educational enquiries for business events.



KAHLIA PEPPER
MARKETING COORDINATOR –
PARTNERSHIPS & EVENTS

Work with me for corporate marketing opportunities or for support for major, regional and business events.



LANI STRATHEARN
MARKETING MANAGER

Work with me on brand, campaign and destination marketing strategies.



HARRIET GANFIELD
PROJECT MANAGER –
DOMESTIC & CHINA

Work with me on the domestic niche markets of eco-luxury, sustainable travel, and positioning your product for the return of the Chinese market.



CLAUDIA MCFADDEN
SALES & MARKETING MANAGER –
WESTERN, DRIVE & NZ

Work with me on the drive market, New Zealand and the return of our core Western markets.



SAM SAKAMOTO
SALES & MARKETING MANAGER –
ASIA, EDUCATION & EVENTS

Work with me on the recovery of markets in Southeast Asia, India, Japan and Korea, or for involvement in our media and trade educations program.



LIZ INGLIS
CORPORATE & CONSUMER MEDIA
COMMUNICATIONS (CONTRACTOR)

Work with me on media communications and media educational opportunities and enquiries.



JILARA KUCH
CONTENT MANAGER

Work with me on your story and visual ideas for content creation.



MELISSA KIRK
MARKETING COORDINATOR –
DESTINATION MARKETING

Work with me on any general digital or social enquiries.



RACHEL HOLLIDAY
MARKETING COORDINATOR –
CAMPAIGNS & CONTENT

Work with me on any general campaign creative enquiries.



MEMBERSHIP

2021 – 2022

TOURISM
TROPICAL NORTH
QUEENSLAND

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, 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 operates on a financial year basis.

REFER TO PAGES 3 – 6 FOR FEE BREAKDOWN.

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

SO WHERE DO YOU FIT IN?

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>INDUSTRY ASSOCIATION / MARKETING REPRESENTATIVE: Are you a 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>			



MEMBERSHIP LEVELS

AMBASSADOR OF TOURISM (LTO LEVEL MEMBER)

\$200

An introductory membership suited to tourism businesses located in the Cairns local government area, and areas where no active LTO exists, wanting a verified online listing alongside insights into TTNQ-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.

CORPORATE SUPPORTER OF TOURISM

\$400

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.

PARTNER OF TOURISM

\$1,150

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

PARTNER OF BUSINESS EVENTS

\$3,750

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.

CHAMPION OF TOURISM

\$20,000

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

CORPORATE SPONSORSHIP

\$5,000 – \$20,000

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 tailor make a corporate sponsorship package to showcase your support for the tourism industry. This can be a paid or in-kind sponsorship.

		AMBASSADOR OF TOURISM \$200	CORPORATE SUPPORTER OF TOURISM \$400	PARTNER OF TOURISM \$1,150	PARTNER OF BUSINESS EVENTS \$3,750	CHAMPION OF TOURISM \$20,000
CONNECT	Access to TTNQ communications & invitations to industry events	✓	✓	✓	✓	✓
	Access to high-level regional research & data	✓	✓	✓	✓	✓
	Referral of services to TTNQ membership		✓			
	Website listing & access to media library	1	1	1	2	5
	RTO accreditation in Tourism & Events Queensland's Best of Queensland Experiences Program	✓		✓	✓	✓
	Opportunity for inclusion in media & influencer activity	✓		✓	✓	✓
	Opportunity to vote at TTNQ's annual general meeting & the ability to nominate for a board position			2	4	12
PROMOTE	Opportunity to update TTNQ staff on new products & submit content for member newsletter			✓	✓	✓
	Opportunity to promote your business at TTNQ member events		✓	✓	✓	✓
	Opportunity to advertise on the TTNQ deals page & participate in campaigns			✓	✓	✓
ENGAGE	Opportunity to participate in trade activities including missions, training & educational programs			✓	✓	✓
	Opportunity to participate in industry advisory groups			✓	✓	✓
	Opportunity to participate in content creation, mentoring and experience development programs			✓	✓	✓
	Opportunity to participate in business events marketing and bids, trade shows and educational programs				✓	✓
	Opportunity to participate in a monthly roundtable with CEO, with access to the TTNQ data platform for detailed forecast data					✓
	Inclusion in two seasonal destination marketing campaigns (valued at \$10,000)					✓
	Opportunity to participate in exclusive meetings and functions with Tourism and Events Queensland's and Tourism Australia's Board and Executive Teams					✓
	Two complimentary tickets to attend the TNQ Tourism Marketing Conference and TNQ Tourism Industry Excellence Awards					✓

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](#) , [#explorecairnsGBR](#), [#businesseventsCairns](#) and [#businesseventsCairnsGBR](#)

PROMOTE YOUR BUSINESS

- ❑ Send us your stories and media releases to news@ttnq.org.au
- ❑ Subscribe to the Australian Tourism Data Warehouse and send your listing ID 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](#)

