WORKING WITH TTNQ

2022 – 2023

TOURISM
TROPICAL NORTH
QUEENSLAND

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.

CONTENTS

WELCOME	2
STRATEGIC DIRECTION	4
HIGHLIGHTS OF 2021-22	6
THE TOURISM INDUSTRY	7
EVENTS	10
MARKETING RESOURCES	12
MARKETING ACTIVITY	16
MEET THE TEAM	19
MEMBERSHIP	21

WELCOME

Never has there been a better time to be on Team TTNQ than now.

Two years of active lobbying, while building Tropical North Queensland's share of the domestic market has paid off, putting our destination marketing organisation in the strongest position it has ever been in.

TTNQ is the only destination marketing organisation in Australia to receive dedicated funding for international marketing from the Federal Government for the next two years and has secured sustainable domestic funding through a $16.5 million five-year funding agreement with Cairns Regional Council.

The then Prime Minister said no part of the Australian tourism industry had been more successful in developing international markets and nurturing those relationships than Tropical North Queensland. When our region is doing well, the Australian tourism industry is doing well.

With borders open and marketing funding secured, the time has come for Team TTNQ to get back to doing what we love and once again become the leading industry for our destination.

Members are the backbone of TTNQ – we are a membership-based organisation established by the industry to drive business success in our region. The TTNQ team are really pleased with this years membership survey feedback, and here is what you thought.

HIGHLIGHTS

- Member satisfaction is up by 6% to 92%.
- 100% find the TTNQ Membership e-communications helpful.
- 94% satisfied with the advocacy role TTNQ played in 2020-22.
- 89% of members are satisfied with the strategic direction and campaign activity undertaken by TTNQ in the last 12 months.

It is time to renew your membership to ensure you are part of the industry plans to rebuild Cairns & Great Barrier Reef as the destination of choice for travellers worldwide.

Mark Olsen
Chief Executive Officer

STRATEGIC DIRECTION 2022-23

Tourism Tropical North Queensland, as the Regional Tourism Organisation, brings together the industry and community as custodians of a destination and a suite of brands with a long, proud history of involvement in the visitor economy.

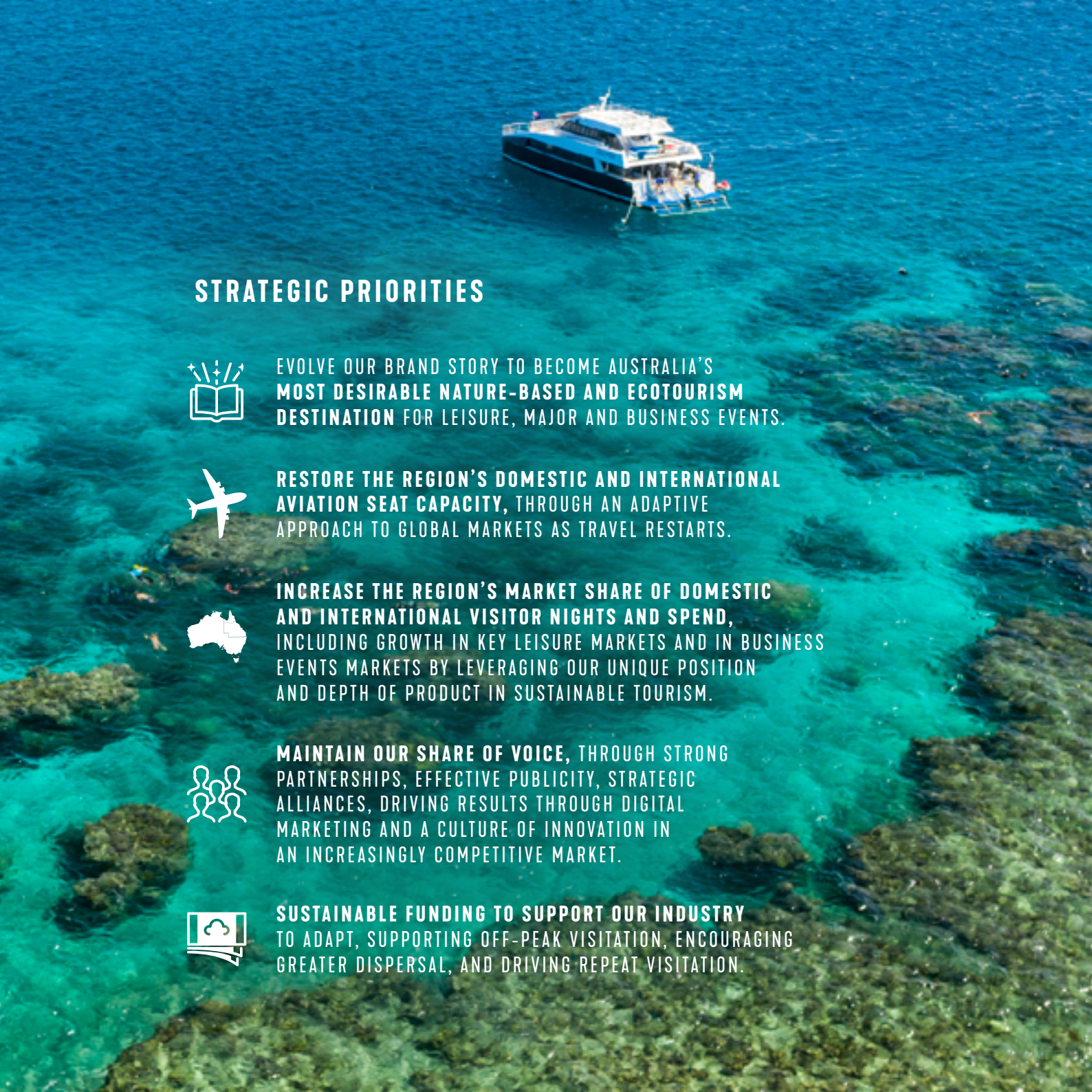
DESTINATION VISION

A GLOBAL LEADER IN **NATURE-BASED AND ECOTOURISM**, DRIVING VISITOR SPEND.

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	DESTINATION MEASURES
A rapid recovery, generating $4B in visitor spend by 2025.	
Share of voice	The most 'searched' regional destination in Australia.
Share of visitors	Hold market share of Queensland visitor nights and grow market share in Business Events.
Spend year round	$3 billion in visitor spend, year-round accommodation occupancy, seat capacity and dispersal.
Satisfaction	Maintaining our Tourism Sentiment Index score above 30.



STRATEGIC PRIORITIES

EVOLVE OUR BRAND STORY TO BECOME AUSTRALIA'S **MOST DESIRABLE NATURE-BASED AND ECOTOURISM DESTINATION** FOR LEISURE, MAJOR AND BUSINESS EVENTS.

RESTORE THE REGION'S DOMESTIC AND INTERNATIONAL AVIATION SEAT CAPACITY, THROUGH AN ADAPTIVE APPROACH TO GLOBAL MARKETS AS TRAVEL RESTARTS.

INCREASE THE REGION'S MARKET SHARE OF DOMESTIC AND INTERNATIONAL VISITOR NIGHTS AND SPEND, INCLUDING GROWTH IN KEY LEISURE MARKETS AND IN BUSINESS EVENTS MARKETS BY LEVERAGING OUR UNIQUE POSITION AND DEPTH OF PRODUCT IN SUSTAINABLE TOURISM.

MAINTAIN OUR SHARE OF VOICE, THROUGH STRONG PARTNERSHIPS, EFFECTIVE PUBLICITY, STRATEGIC ALLIANCES, DRIVING RESULTS THROUGH DIGITAL MARKETING AND A CULTURE OF INNOVATION IN AN INCREASINGLY COMPETITIVE MARKET.

SUSTAINABLE FUNDING TO SUPPORT OUR INDUSTRY TO ADAPT, SUPPORTING OFF-PEAK VISITATION, ENCOURAGING GREATER DISPERSAL, AND DRIVING REPEAT VISITATION.

TOURISM TROPICAL NORTH QUEENSLAND'S MISSION

TO PROVIDE LEADERSHIP IN REGAINING OUR LOST MARKET SHARE AND POSITIONING THE DESTINATION AS A GLOBAL LEADER IN ECOTOURISM, WORLD-CLASS NATURE-BASED EXPERIENCES AND SHOWCASING THE REGION'S OUTSTANDING TROPICAL HOLIDAY AND EVENT EXPERIENCES.

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 remains agile to opportunities, now focusing on regaining international market share while holding our share of the the domestic market and working with the industry to deliver the world's best visitor experiences.

ORGANISATION GOAL	ORGANISATION MEASURES
Share of voice	$90 million in Advertising Value Equivalent through marketing and publicity.
Share of visitors	200,000 operator referrals through our owned channels.
Spend year round	$110 million Campaign Generated Overnight Visitor Expenditure.
Satisfaction	$5 million Industry and Member contribution to support our marketing efforts.

OUR GOALS

THE ORGANISATION GOAL IS TO EXCEED OUR PARTNER'S AND MEMBER'S EXPECTATIONS, AND TO **SECURE AN ANNUAL BUDGET MORE THAN $12 MILLION PER ANNUM.**

INCREASE AWARENESS AND ENGAGEMENT WITH OUR STORY THROUGH OUR PARTNERS.

DRIVE VISITOR ARRIVALS THROUGH CONVERSION-BASED ACTIVITIES.

MAXIMISE VISITOR SPEND THROUGHOUT THE YEAR, REDUCING THE IMPACTS OF SEASONALITY FROM THE LOSS OF INTERNATIONAL VISITORS.

MAINTAIN THE 2021-22 SATISFACTION LEVELS OF MEMBERS, VISITORS, OUR COMMUNITY, AND OUR STAFF.

HIGHLIGHTS OF 2021-2022

- The only region in Australia to receive Federal funding for international recovery with $15 million allocated over the next two/three years.
- Record overnight domestic expenditure of $2.7 billion, up 9.3% from 2019 as a result of a 20% increase in spend per night on pre-COVID levels to $269.
- Partnership activation with the new Qantas Green tier program promoting eco-conscious holidays in Tropical North Queensland.
- 1.2 million visitors to our consumer website.
- 250K referrals to operator's websites.
- Secured events to drive visitation in shoulder seasons, such as Crankworx, Port Douglas Gran Fondo and AFL for 2022.
- TNQ Experience Dollars program that drove $172,000 worth of experience bookings during February and March 2022.
- Worldwide public relations activity to promote the 2021 coral spawn achieved $23 million in publicity.
- Launched new publication Cairns Unearthed in The Weekend Australian targeting Melbourne, Sydney and Brisbane Metro.

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
- CASSOWARY 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 assists corporate and association event planners to bring events of all sizes to the region, including conferences, meetings, and incentives. The team connects members with trade partners through educational programs and trade events and coordinates the region's response to event leads.

Our marketing activity is designed to inspire and educate business events buyers on what the region has to offer, branding Cairns & Great Barrier Reef as a must-visit destination. BECGBR markets the region as a collective through key business events, print, digital, social channels, and case studies. We also support the marketing initiatives of our members through financial and in-kind activities.

Our Bureau Brief e-newsletter updates our database of industry contacts on business events-related information, what's new in the region, highlights from members and any other key news. Business Events members are encouraged to submit content for the Bureau Brief.

For further information on working with the bureau, please see Working with BECGBR.

MAJOR 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 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. 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 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

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.

INTERNATIONAL

JAPAN: tropicalnorthqueensland.org/jp

International markets are directed into our primary consumer website, as majority of other key markets search in English and we have a language conversion toggle option on our consumer website.

MEDIA LIBRARY

Bring your story or content to life with images of Tropical North Queensland, a region fringed by reef, enveloped by rainforest and surrounded 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. T

TNQ's media library content is used in our marketing activity and shared with national and international media/trade. Members are welcome to share any new content with TTNQ and this may be uploaded to our media library.

SOCIAL MEDIA

DESTINATION

- @tropicalnorthqueensland
- @tropicalnorthqueensland
- @cairnsGBR
- Tropical North Queensland

#EXPLORETNQ #EXPLORECAIRNSGBR
#BUSINESSEVENTSCAIRNS

CORPORATE

- @TTNQIndustry
- Tourism Tropical North Queensland (TTNQ)

CHINA

- Australia's Great Barrier Reef 澳洲大堡礁
- Cairns & Great Barrier Reef 凯恩斯与大堡礁

JAPAN

- @cairnsJP
- @cairnsJP
- @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 participate in trade shows, educationals, training and campaigns.

CONSUMER TRADE SHOWS

Available to members who are Partner of Tourism and above.

EXAMPLES

- Australian Tourism Exchange
- Tourism Australia Market Place US, Japan & UK/Europe
- ATEC Meeting Place
- Melbourne/Sydney/Brisbane Caravan & Camping show

OTHER TRADE ACTIVITY

- Trade and media educationals
- In-market agent training
- Retail advertising opportunities and campaigns

BUSINESS EVENTS TRADE SHOWS

Available to members that are Partner of Business Events and above.

EXAMPLES

- Asia Pacific Incentive and Meetings Event
- Be Immersed: Cairns & Great Barrier Reef
- TTNQ Regional Showcase

MARKETING ACTIVITY

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 $30 million in direct bookings and these feature member products. Our website hit one million users and continues to drive business direct to operators with over 160,000 referrals in 2021-22.

INTERNATIONAL MARKETING

We have been ramping up our activity in key international markets to rebuild trade relationships, work with airline partners, and directly target consumers through online platforms in Japan and China. Our immediate opportunities are with the traditional western markets of the United Kingdom and Europe, followed by North America and New Zealand.

The newly secured $15 million in Federal funding towards the following:

- Trade engagement (in-market missions, operator subsidy for missions, trade famils to region).
- Great Barrier Reef marketing and content to support Tourism Australia and Tourism and Events Queensland.
- Conversion marketing (partnering with aviation and trade to drive conversion to the TNQ region).
- Publicity and PR activities in target international markets.

BUSINESS AND MAJOR EVENTS

Business and major events play a strategic role in diversifying the visitor economy, driving high yield visitors to the region, particularly during shoulder and low season. They also 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 region's liveability. An investment partnership between Cairns Airport, Cairns Regional Council, and TTNQ will attract events that drive visitation events into the shoulder and low period as part of the region's COVID-19 recovery.

The ongoing challenges with COVID 19 have resulted in the event sector being slower than the leisure market to rebound. However, with all interstate borders now open, confidence is returning. The pent-up demand has translated into a full major event calendar for the coming year, along with business events leads and wins returning to pre-COVID numbers.

The focus of the business event team will be hosting educational programs for event planners, showcasing the new developments in the past two years, including hotel openings and refurbishments, Cairns Convention Centre redevelopment and Cairns Esplanade dining precinct. We will also host our first Regional Showcase in two years and coordinate destination presence at AIME and other national and international industry events.

We will continue to work with our major event partners to promote Cairns & Great Barrier Reef through the organisation's owned assets, such as the consumer website and social media. Integrating events into our overall publicity activity will also be a key focus for 2022/23.

MEET THE TTNQ TEAM

ROSIE DOUGLAS

GENERAL MANAGER – PARTNERSHIPS & EVENTS

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

LANI STRATHEARN

MARKETING MANAGER

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

TRACY HAY

MANAGER – CORPORATE SERVICES

Work with me on finance and corporate governance related matters.

GEORGIE SADLER

INDUSTRY RELATIONS MANAGER

Work with me membership related enquires, industry updates, training and development.

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 – EVENTS

Work with me on destination support at major events and marketing for business events..

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 and business events.

CORRINNE SINGLETON

PROJECT ASSISTANT

Work with me for all TTNQ general enquiries.

HARRIET GANFIELD

SALES & MARKETING 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 educationals program.

JAMES SCULLEN

BUSINESS SYSTEMS MANAGER

Work with me on TTNQ's business systems and information technology.

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.

LIZ INGLIS

CORPORATE & CONSUMER MEDIA COMMUNICATIONS (CONTRACTOR)

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

MEMBERSHIP

2022-2023

WHO ARE YOU?

Membership comes in many forms but ultimately, we are on this tourism journey together.

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.

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.

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.

Members of Tourism Tropical North Queensland acknowledge and agree that to access and participate in TTNQ programs, campaigns and opportunities, they are responsible for ensuring that they:

- Obtain and maintain any permits, insurances, licences and accreditations required (if any); and
- Adhere to any legal requirements associated with the program, campaign or opportunity, including complying with any laws, directions of any authority or notices.
- TTNQ can cancel any membership, event, campaign or opportunity if a member fails to comply with the above.

IF YOU HAVE QUESTIONS

Please contact us 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
I wish to stay current on industry information and network with peers. OR I am a member of my LTO/LTA	I wish to actively participate in marketing campaigns with TTNQ.	I wish to host business events groups.	I am an industry leader and wish to significantly invest in tourism.	I wish to stay current on industry information and network with the tourism industry.	I wish to significantly invest in tourism in-turn investing in my business community.
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?					
ACCOMMODATION: Do locals and visitors stay overnight at your property?					
DINING & ENTERTAINMENT: Do you host locals and visitors for meals and/or provide evening entertainment?					
TRANSPORT: Do you provide transport options for locals and visitors to our region?					
RETAIL: Do you sell products to locals and visitors to our region?					
MAJOR & REGIONAL EVENT: Are you an event that attracts locals and visitors and encourages them to stay in the region?				**PROFESSIONAL & OTHER SERVICES:** Do you provide professional services to other businesses and wish to support the tourism industry?	
	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.				

MEMBERSHIP LEVELS

AMBASSADOR OF TOURISM (LTO LEVEL MEMBER)

$250 (INCLUSIVE OF GST)

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 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.

CORPORATE SUPPORTER OF TOURISM

$400 (INCLUSIVE OF GST)

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 business listing on the TTNQ corporate website and the opportunity to promote your services to other members through our industry newsletters.

PARTNER OF TOURISM

$1,150 (INCLUSIVE OF GST)

Partner of Tourism is the beginning of a serious tourism partnership with TTNQ to ensure you are active in the marketplace. Providing the opportunity to promote your business in our campaign activity, work with our trade partners and advertise offers on our consumer deals page.

PARTNER OF BUSINESS EVENTS

$3,750 (INCLUSIVE OF GST)

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 (INCLUSIVE OF GST)

Champion partners are serious players in the tourism marketing strategy and are seen as major suppliers of tourism products for the region. With this membership level, your business will be included in one brand campaigns, monthly roundtable meetings with our CEO and direct access to TTNQ's insights and data platform.

CORPORATE SPONSORSHIP

$5,000 – $20,000 (INCLUSIVE OF GST)

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.

		AMBASSADOR OF TOURISM $250	CORPORATE SUPPORTER OF TOURISM $400	PARTNER OF TOURISM $1,150	PARTNER OF BUSINESS EVENTS $3,750	CHAMPION OF TOURISM $20,000
CONNECT	Receive TTNQ communications & invitations to industry events.	✓	✓	✓	✓	✓
	Access regional research & data.	✓	✓	✓	✓	✓
	Referral of services to TTNQ membership.	x	✓	✓	✓	✓
	RTO accreditation in Tourism & Events Queensland's Best of Queensland Experiences Program.	✓	x	✓	✓	✓
	Update TTNQ team on new products & submit content for member newsletter.	x	x	✓	✓	✓
	Vote at TTNQ's annual general meeting & the ability to nominate for a board position.	x	x	2	4	12
	Participate in industry advisory groups.	x	x	✓	✓	✓
PROMOTE	Website listing & access to media library.	1	1	1	2	5
	Access to media & influencer activity.	✓	✓	✓	✓	✓
	Advertise on the TTNQ deals page & participate in campaigns opportunities.	$200 for 3 months	x	✓	✓	Unlimited featured deals
	Listing on supplier page, opportunities to feature in our newsletter & new 6-monthly member services email.	x	✓	x	x	x
	Access to content creation, experience development programs & mentoring.	x	x	✓	✓	✓
	Participate in trade activities including missions, educational programs, & international trade mentoring.	x	x	✓	✓	✓
	Inclusion in International recovery activities, including travel subsidy (limited).	x	x	✓	✓	Inclusion in all activity where relevant
	Participate in business events marketing and bids, trade shows & educational programs.	x	x	x	✓	✓
	Preferred business for industry events & meetings.	x	x	x	✓	✓
	Inclusion in one seasonal destination marketing campaign (valued at $10,000).	x	x	x	x	✓
	Yearly featured blog, 2 yearly inclusions in corporate PR & opportunity for monthly inclusions in organic social media activities.	x	x	x	x	✓
ENGAGE	Monthly roundtable with CEO and access to our insight's platform for forecast data.	x	x	x	x	✓
	Access to exclusive meetings with local, state, federal tourism organisations and Executive Teams.	x	x	x	x	✓
	Two free tickets for the TNQ Tourism Marketing Conference & TNQ Tourism Industry Excellence Awards.	x	x	x	x	✓

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
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