

STRATEGIC DIRECTION 2022-23

Tourism Tropical North Queensland, as the Regional Tourism Organisation, brings together the industry and community as the custodians of a destination and a suite of brands with a long and 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 (12%)
Share of visitors	Hold market share of Queensland visitor nights and grow market share in Business Events
Spend year round	\$3B in visitor spend, year-round accommodation occupancy, seat capacity and dispersal
Satisfaction	Maintaining our Tourism sentiment rank 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
REGIONS 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

Share of voice

Share of visitors

Spend year round

Satisfaction

ORGANISATION MEASURES

\$90M in Advertising Value Equivalent through marketing and publicity

330,000 operator referrals through our owned channels

\$110M Campaign Generated Overnight Visitor Expenditure

\$5M Industry and Member contribution to support our marketing efforts

OUR GOALS



THE ORGANISATION GOAL IS TO EXCEED OUR PARTNERS AND MEMBERS EXPECTATIONS, AND TO **SECURE AN ANNUAL BUDGET MORE THAN \$12M 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.