

2022 TTNQ AGM

20 October 2022

TOURISM
TROPICAL NORTH
QUEENSLAND

A man with curly hair, wearing a khaki shirt, stands in a forest, looking up at a large tree. He is holding a long, thin stick. The background is filled with lush green foliage and sunlight filtering through the leaves. The text is overlaid on the left side of the image.

**CAIRNS & GREAT BARRIER REEF
ACKNOWLEDGES WE WORK, LIVE AND PLAY ON
ABORIGINAL AND TORRES STRAIT ISLANDER LAND.
WE PAY OUR RESPECTS TO ELDERS PAST,
PRESENT AND FUTURE.**

NOMINATIONS FOR VACANT POSITIONS

Cairns South Zone Director - 1 nomination, 1 position. DECLARED

Janet Hamilton, Cairns Convention Centre. Congratulations Janet!

Cairns North Zone Director - 1 nomination, 1 position. DECLARED

Craig Bradbery, Silky Oaks Lodge. Congratulations Craig!

General Directors - 4 vacant positions

Seven (7) nominations received:

1. Janine BOWMAKER
2. Jeff GILLIES
3. Joel GORDON
4. Alan MILNE
5. Wayne REYNOLDS
6. Petina TIEMAN
7. Alan WALLISH

An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, transitioning to a deep blue at the horizon. A white sand bar extends from the shore into the water. In the background, there are green, hilly islands under a bright blue sky with scattered white clouds.

TTNQ 2022 AGM

Ken Chapman – Chair's Report

01 July 2021 – 30 June 2022

**TOURISM
TROPICAL NORTH
QUEENSLAND**

A STRONG RECOVERY IN VISITOR SPEND

DESPITE THE ABSENCE OF INTERNATIONAL VISITORS

TOURISM
TROPICAL NORTH
QUEENSLAND

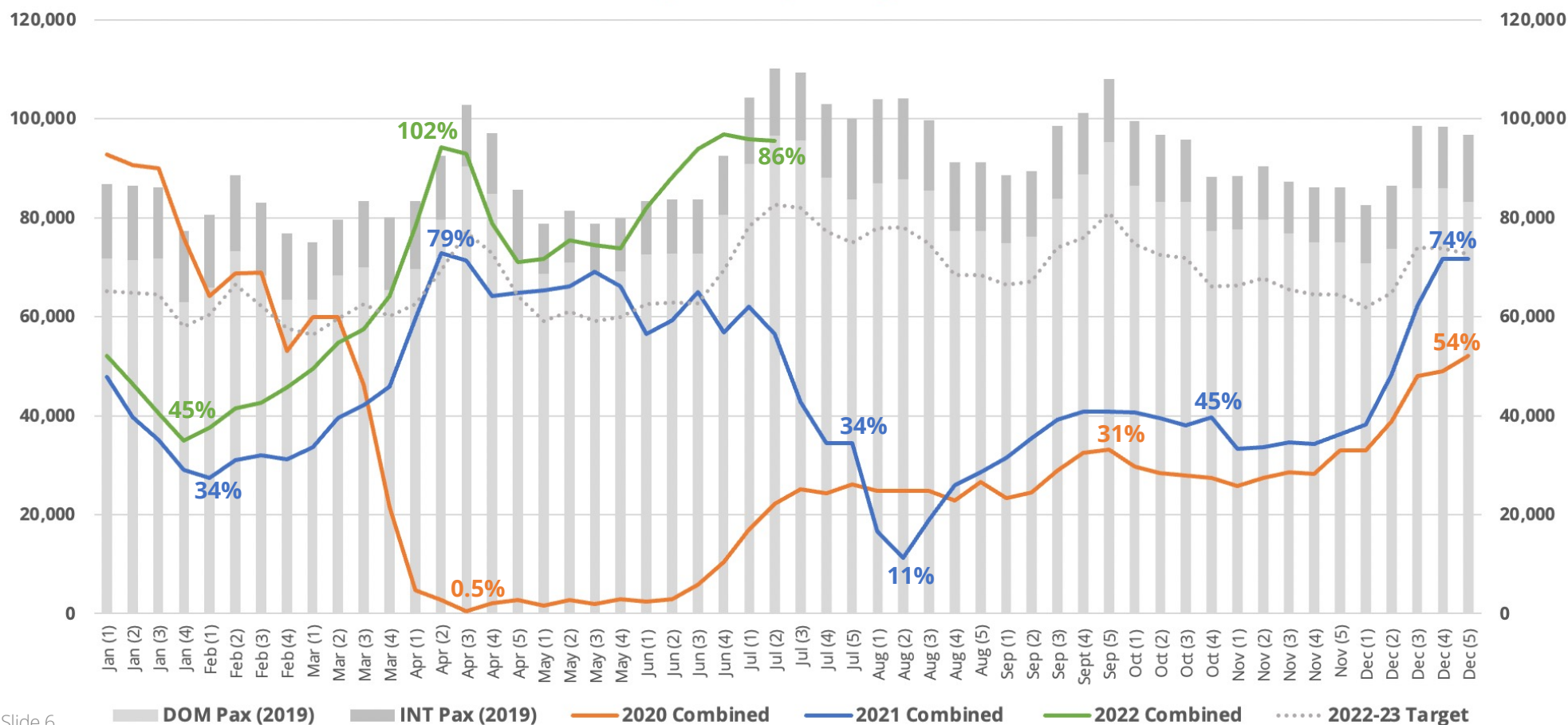
DESTINATION KPI	VALUE	% OF TARGET
Overnight Visitor Spend (Mar 22)	\$3B	134%
Share of Queensland Nights (Mar 22)	12.8%	111%
Google Rank	1	100%
Website Traffic	1,886,542	126%
Aviation Passengers vs 2019 (YTD)	79%	105%
Accommodation Occupancy	84%	112%
Visitor Satisfaction	30	94%

AIRPORT PAX BACK TO 86% of PRE-COVID NUMBERS (AVG 79%)

EXCEEDING THE TARGET SINCE MARCH, OUTLOOK STRONG FOR THE REST OF WINTER

TOURISM
TROPICAL NORTH
QUEENSLAND

Total Cairns Airport Weekly Passengers (2019 - 2022)

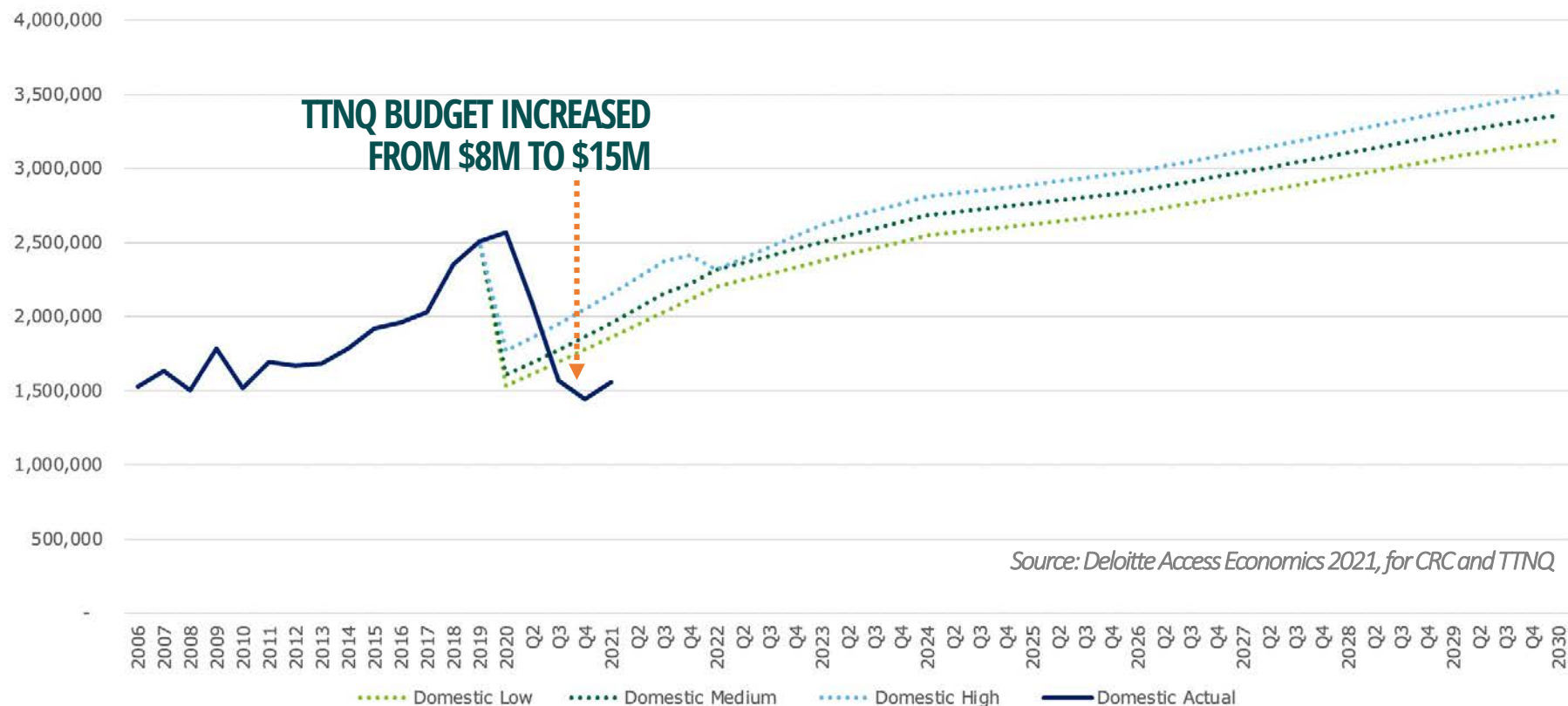


DOMESTIC SPEND STARTED 2021 AT JUST \$1.5B

DOWN \$2B, FACING A SLOW RECOVERY WITH CONTINUED LOCKDOWNS IN NSW & VIC AND NO INTERNATIONAL...

TOURISM
TROPICAL NORTH
QUEENSLAND

TNQ DOMESTIC VISITOR EXPENDITURE FORECAST VS ACTUAL (SCENARIOS)
2006 - 2030

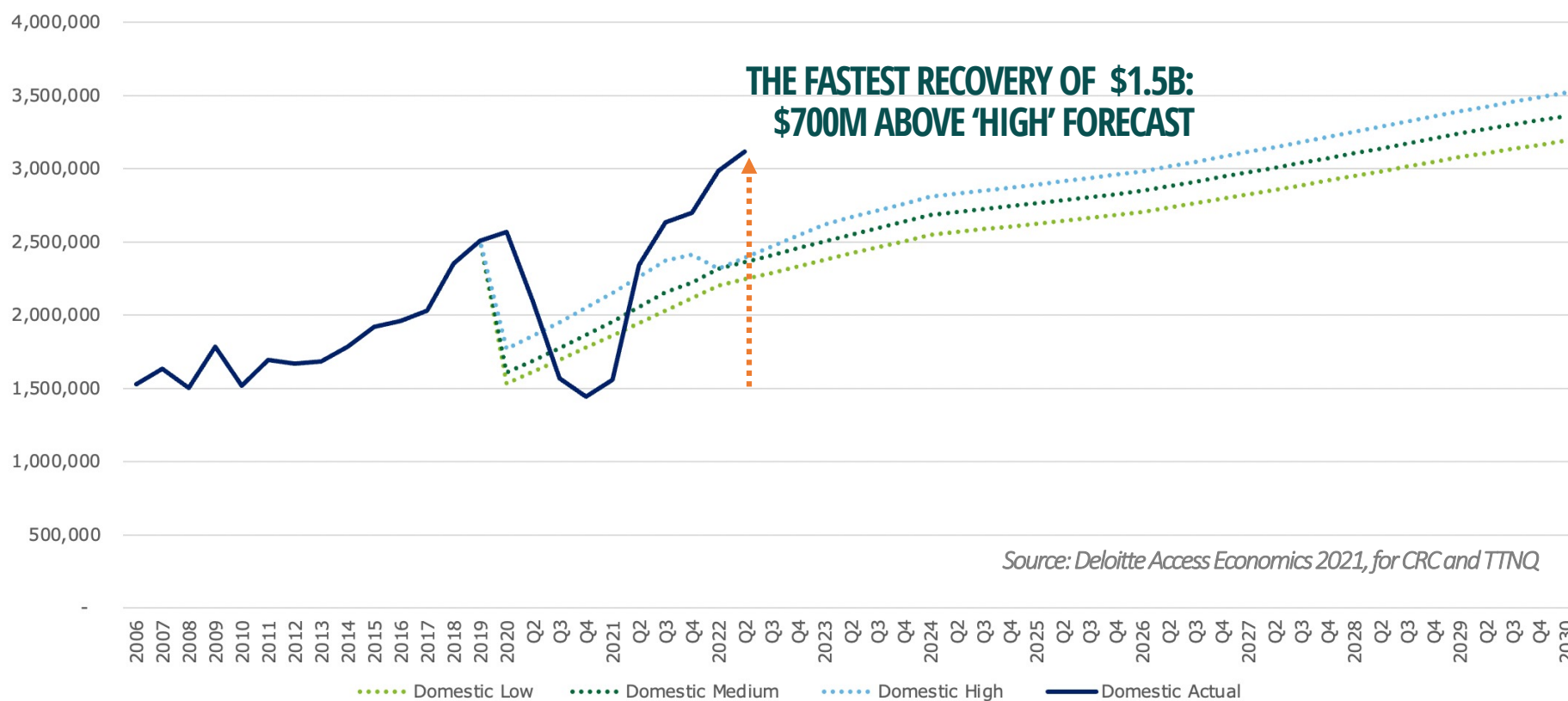


DOMESTIC OVERNIGHT IN YE JUNE 2022 A RECORD \$3.1B...

\$700M ABOVE 'HIGH' FORECAST FOR DOMESTIC SPEND...

TOURISM
TROPICAL NORTH
QUEENSLAND

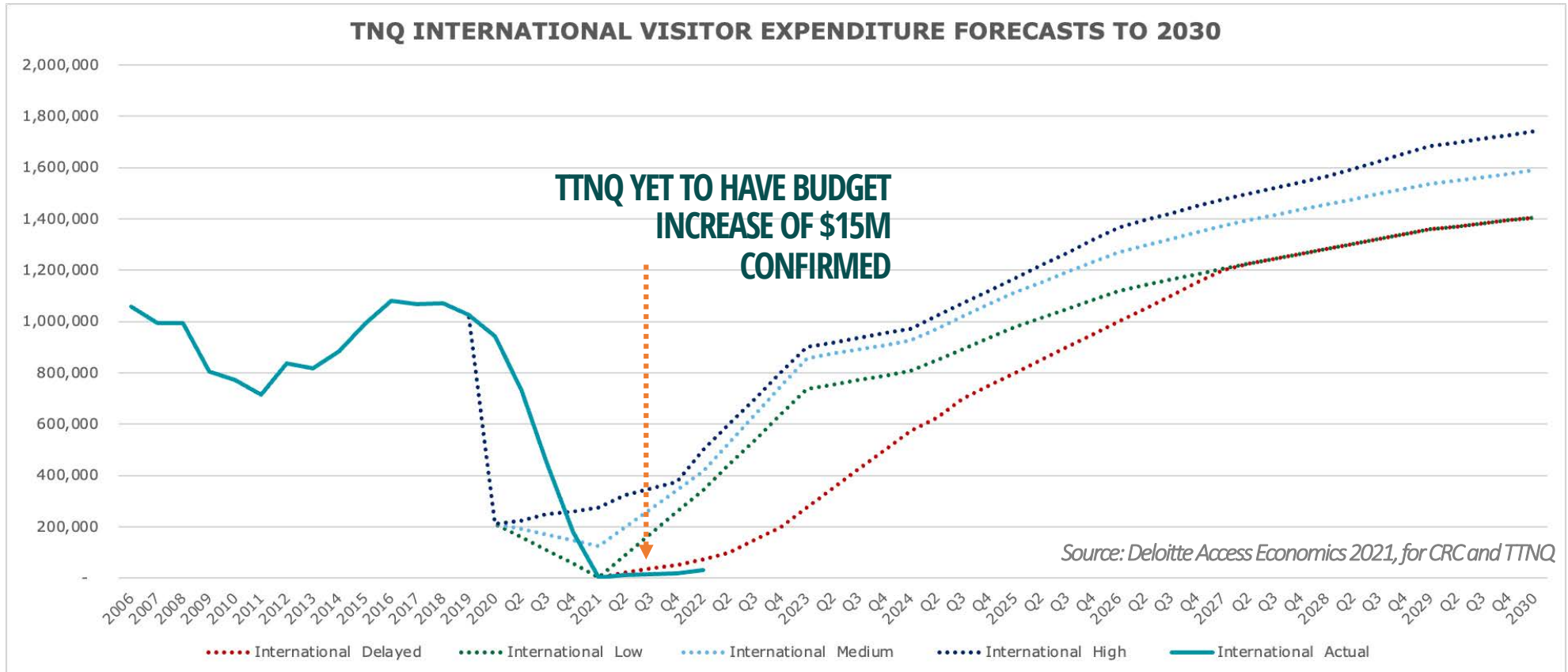
TNQ DOMESTIC VISITOR EXPENDITURE FORECAST VS ACTUAL (SCENARIOS)
2006 - 2030



...INTERNATIONAL IS STILL YET TO RESTART

JUST 7% OF PRE-PANDEMIC INTERNATIONAL VISITORS NIGHTS (YE 2022)

TOURISM
TROPICAL NORTH
QUEENSLAND

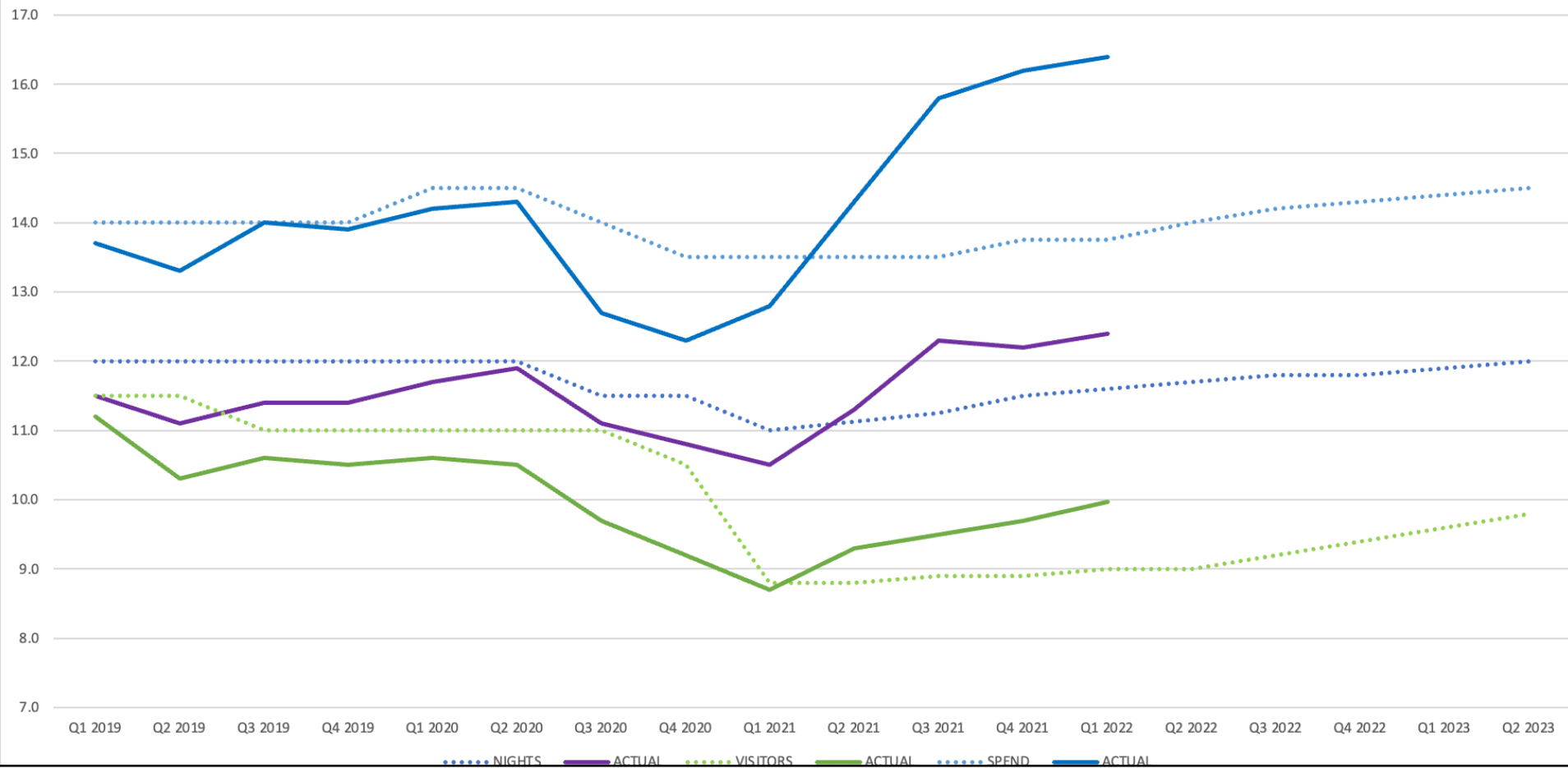


TNQ GROWING TO A RECORD SHARE OF VISITOR SPEND (15.9%)

TOURISM
TROPICAL NORTH
QUEENSLAND

SHARE OF TOTAL VISITOR NIGHTS ALSO A RECORD AT 12.00% AND VISITORS UP TO 0.50% (UP FROM 0.60%)

TNQ MARKET SHARE OF QUEENSLAND NUMBERS, NIGHTS & SPEND
QUARTERLY ROLLING AVERAGE 2019 - 2022 (WITH TARGETS)



INTEGRATED CAMPAIGNS & BUDGETS

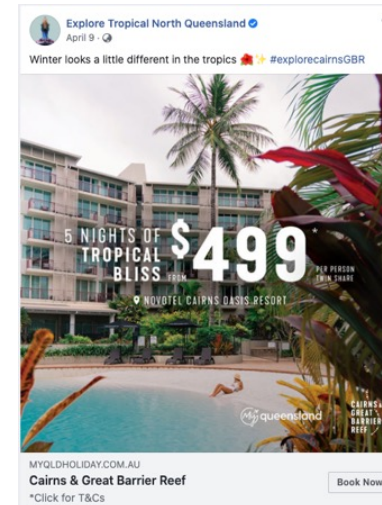
MAKE THE DIFFERENCE & DRIVE RESULTS



AWARENESS

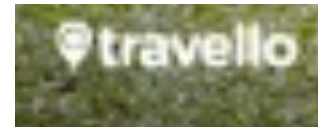


BRAND BUILDING / FREQUENCY



CONVERSION

TOURISM
TROPICAL NORTH
QUEENSLAND



ANNUAL REPORT 2021-22

TOURISM
TROPICAL NORTH
QUEENSLAND

Screenshot

THE YEAR IN REVIEW 2021-22

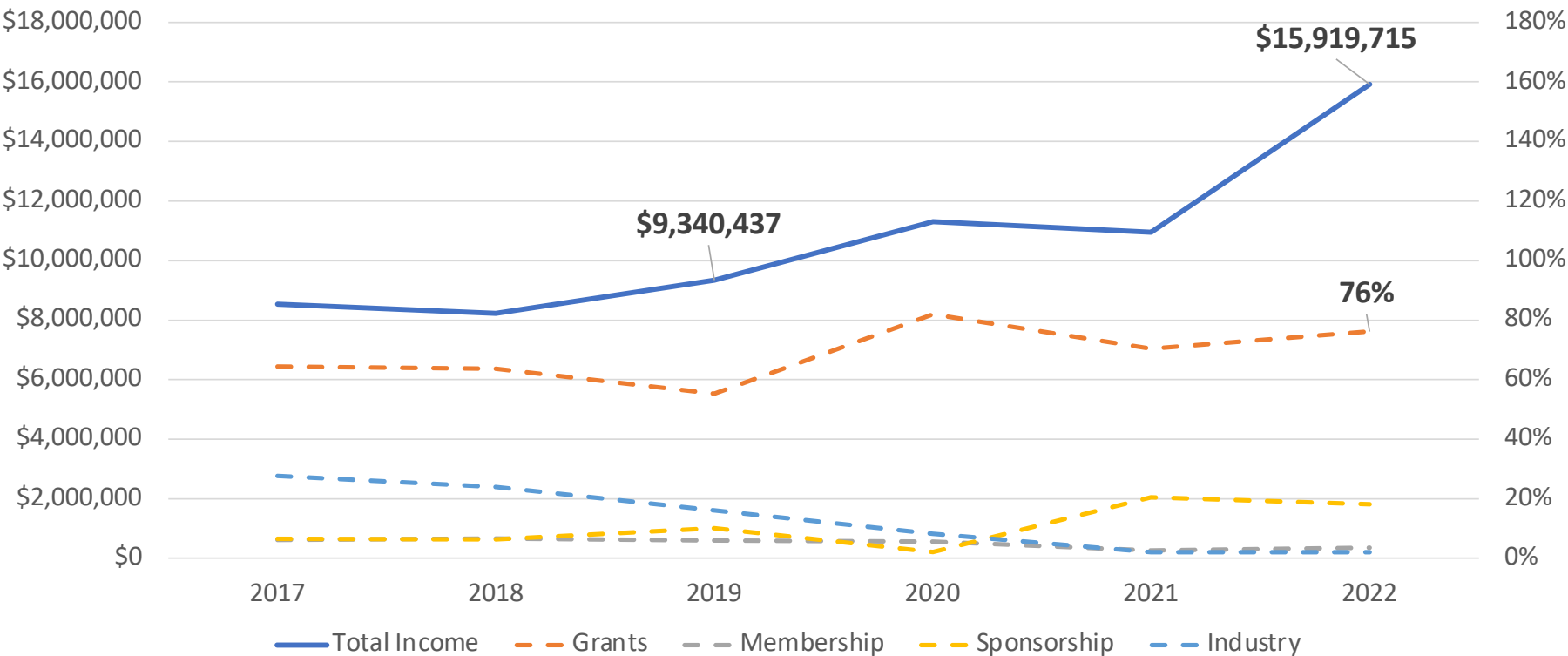
TOURISM
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QUEENSLAND

DESTINATION KPI	VALUE	% OF TARGET
OVERNIGHT VISITOR SPEND (JUN 22)	\$3.1B	134%
SHARE OF QUEENSLAND NIGHTS (JUN 22)	12.9%	111%
GOOGLE RANK	3	100%
WEBSITE TRAFFIC	1.89M	126%
AVIATION PASSENGERS VS 2019 (YTD)	79%	105%
ACCOMMODATION OCCUPANCY	84%	112%
VISITOR SATISFACTION	30	94%

TTNQ REVENUE GREW FROM \$8.5M TO \$15.9M

BOOSTED BY STATE AND FEDERAL GRANTS, CRC (\$3.4M), MEMBERSHIP REVENUE BACK TO 2019

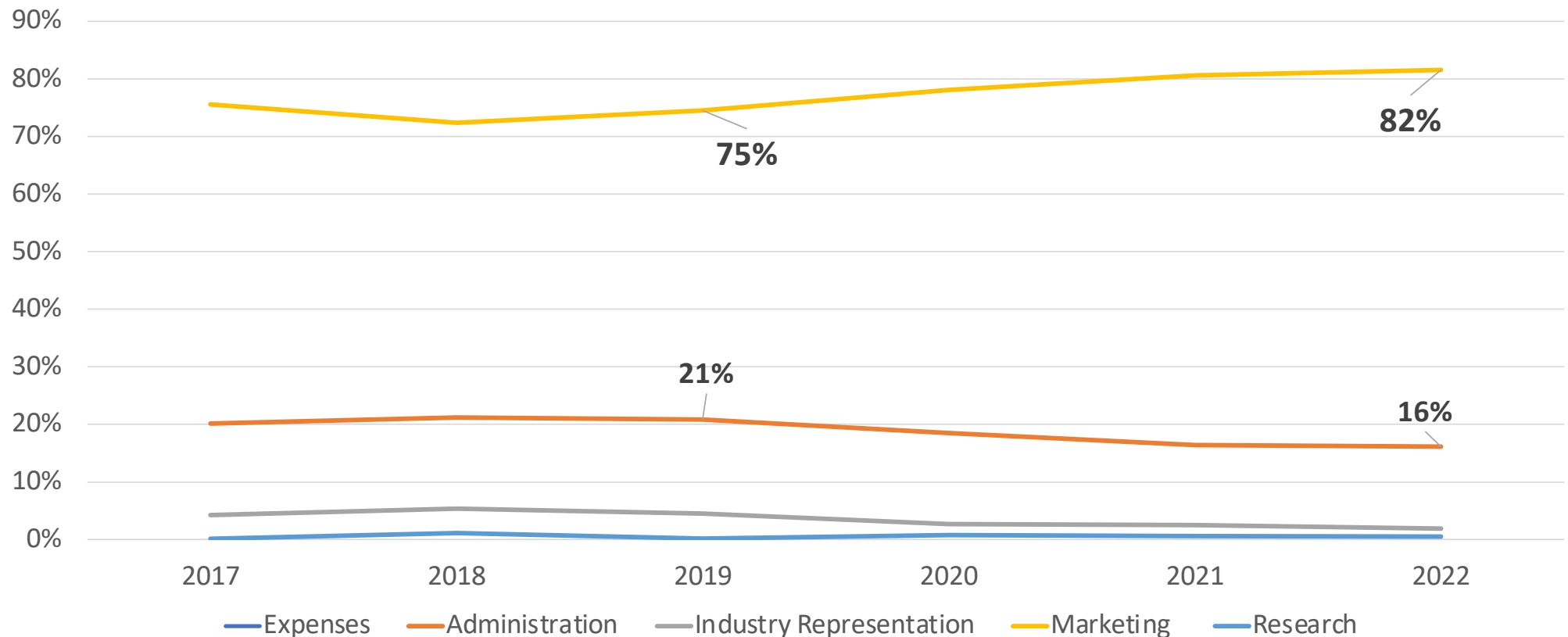
Total Revenue 2017 - 2022 (Income by Source in %)



RECORD TTNQ EXPENDITURE ON MARKETING (82%)

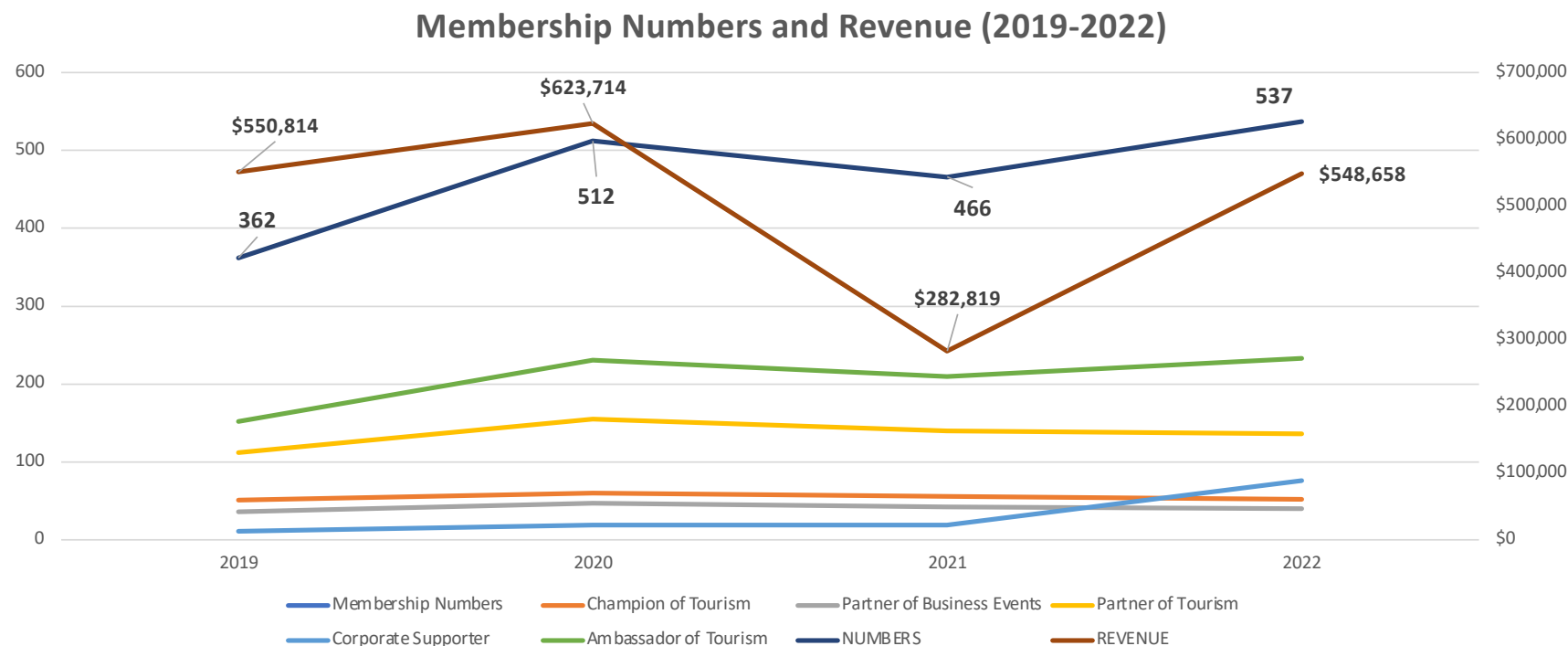
ADMIN DOWN 5% FROM 2019, INDUSTRY REPRESENTATION YET TO RETURN TO PRE-COVID LEVELS

Allocation of Expenses by % (2017-2022)



TTNQ MEMBERSHIP BACK TO 2019 REVENUE & NUMBERS

RECORD NUMBER OF MEMBERS (537) WITH STRONGER LTO PARTNERSHIPS



- **NO. OF MEMBERS** at 537 members (95% retention in 2022 also)
- **MEMBERSHIP REVENUE** down from 2020 (\$623k) but back to 2019 levels (99.6%)
- **PARTNER MARKETING INCOME** a record \$3.1M this year

Statement of Profit or Loss and Other Comprehensive Income
For the year ended 30 June 2022



	Note	2022 \$	2021 \$ Restated
Revenue and Other Income			
Grants		12,119,354	7,711,447
Sponsorship		2,872,304	2,238,813
Membership income		548,658	282,819
Industry contributions		316,295	221,934
Other Income		63,104	503,048
	3	15,919,715	10,958,061
Expenditure			
Marketing and promotion		13,570,463	10,859,730
Industry representation		312,236	331,770
Salaries and employee expenses		1,654,563	1,451,374
Administration Expenses		1,102,902	835,433
		16,640,164	13,478,307
SURPLUS (DEFICIT) BEFORE INCOME TAX		(720,449)	(2,520,246)
Income tax expense	2(b)	-	-
TOTAL COMPREHENSIVE INCOME (DEFICIT)		(720,449)	(2,520,246)

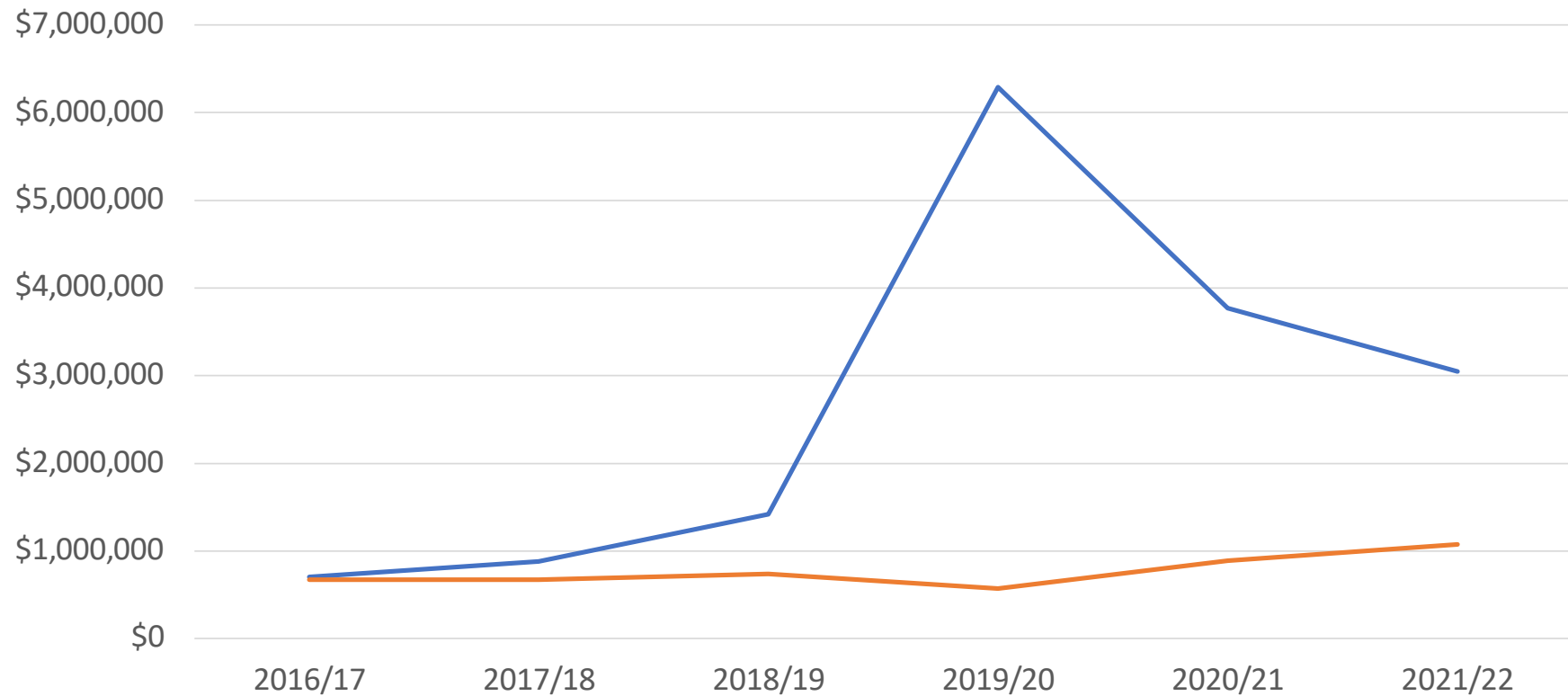


	Note	2022 \$	2021 \$ Restated
ASSETS			
Current assets			
Cash and cash equivalents		6,331,056	9,557,570
Accounts and other receivables	4	909,147	358,214
Prepayments		60,760	18,396
Total current assets		7,300,963	9,934,180
Non-current assets			
Property, plant and equipment		66,399	50,919
Total non-current assets		66,399	50,919
TOTAL ASSETS		7,367,362	9,985,099
LIABILITIES			
Current liabilities			
Trade and other payables	5	1,147,449	215,859
Employee provisions	6	31,262	28,712
Contract liabilities	7	3,088,321	5,930,917
Total current liabilities		4,267,032	6,175,488
Non-current liabilities			
Employee provisions	6	51,426	40,258
Total non-current liabilities		51,426	40,258
TOTAL LIABILITIES		4,318,458	6,215,746
NET ASSETS		3,048,904	3,769,353
EQUITY			
Retained surplus		3,048,904	3,769,353
TOTAL EQUITY		3,048,904	3,769,353

RETAINED EARNINGS HAVE INCREASED WITH GRANTS

THE AIM IS TO RETAIN AT LEAST SIX MONTHS OF OPERATING COSTS

TTNQ Retained Earnings (2017 - 2022)



Far North Queensland Promotion Bureau Limited
Trading As Tourism Tropical North Queensland
ABN 94 009 953 084



Statement of Cash Flows
For the year ended 30 June 2022

	Note	2022 \$	2021 \$
Cash from operating activities:			
Receipts from members, funding bodies and industry		10,344,926	15,018,246
Payments to suppliers and employees		(13,581,227)	(12,452,065)
Interest received		43,091	11,704
Net cash provided by (used in) operating activities	8	(3,193,210)	2,577,885
Cash from investing activities:			
Payments for property, <u>plant</u> and equipment		(33,304)	(51,438)
Net cash provided by (used in) investing activities		(33,304)	(51,438)
Net increase (decreases) in cash held		(3,226,514)	2,526,447
Cash and cash equivalents at beginning of year		9,557,570	7,031,123
Cash at end of financial year		<u>6,331,056</u>	<u>9,557,570</u>



Thank you...

Any questions?



TTNQ 2022 AGM

Mark Olsen - CEO Report

01 July 2021 – 30 June 2022

**TOURISM
TROPICAL NORTH
QUEENSLAND**

BIG WINS FOR 2021/22...



\$200M

Additional visitor spend in region, above 'high' forecast



#7

Lifted our share of spend, from #11 to #7 over Sunshine Coast, South West WA, South Coast NSW and Hunter Valley



41%

Increase in our share of national visitor spend, 32% lift in State share



\$80M

In Business Events leads and referrals to operators and \$30M in events won



\$166M

Advertising Value (AVE) from campaigns



\$124M

Direct visitor spend from campaigns, \$300M+ total



92%

Member satisfaction with TTNQ, and \$3.1M of coop income



\$750

Of direct visitor spend from every dollar invested by our Members and Partners

... & SOME ORGANISATION WINS

Announcement of **Crankworx 2022 and 2023**, which will be seen by close to 320M viewers worldwide

Cairns & Great Barrier Reef **website reached 1.9M users** (300% increase on 2019) driving ~320,000 referrals to operators

Our first '**Cairns Unearthed**' Magazine inserted into 180,000 copies of the Weekend Australian

Restart of our **international media activity** with PR agencies appointed in the UK, Europe, Japan, and New Zealand resulted in \$20M in AVE in just 2 months (May-June)

Publicity of the coral spawning generated nearly \$23M in positive global coverage for the GBR

Great new content through **Create Great**

A **\$15M budget commitment** from the Federal Government which now needs to be confirmed (Oct 25th)

Consultation commenced on the **First Nations Tourism Action Plan**

Business Events Strategy was completed and new staff appointed – Natalie Johnson joining TTNQ as Manager – Events.



DOMESTICALLY CAIRNS IS STILL ON TOP IN SEARCH VOLUME

STRONG COMPETITION FROM BRISBANE AND PERTH

TOURISM
TROPICAL NORTH
QUEENSLAND

● Cairns
City in Australia

● Gold Coast
City in Australia

● Perth
Search term

● Brisbane
City in Australia

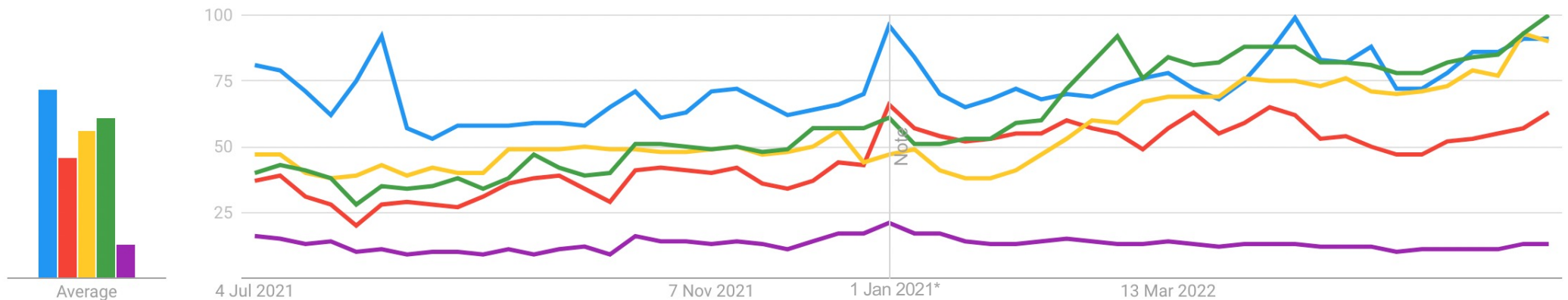
● Queensland
Search term

Australia ▼

01/07/2021 - 30/06/2022 ▼

Travel ▼

Web Search ▼



*Note: An improvement to the data collection system was applied from 01/01/2022.

WORLDWIDE CAIRNS NOW EQUAL WITH PERTH

LOSING GROUND OVER THE PAST 6 MONTHS TO PERTH AND BRISBANE AS INTERNATIONAL GATEWAYS

TOURISM
TROPICAL NORTH
QUEENSLAND

● Cairns
City in Australia

● Gold Coast
City in Australia

● Perth
Search term

● Brisbane
City in Australia

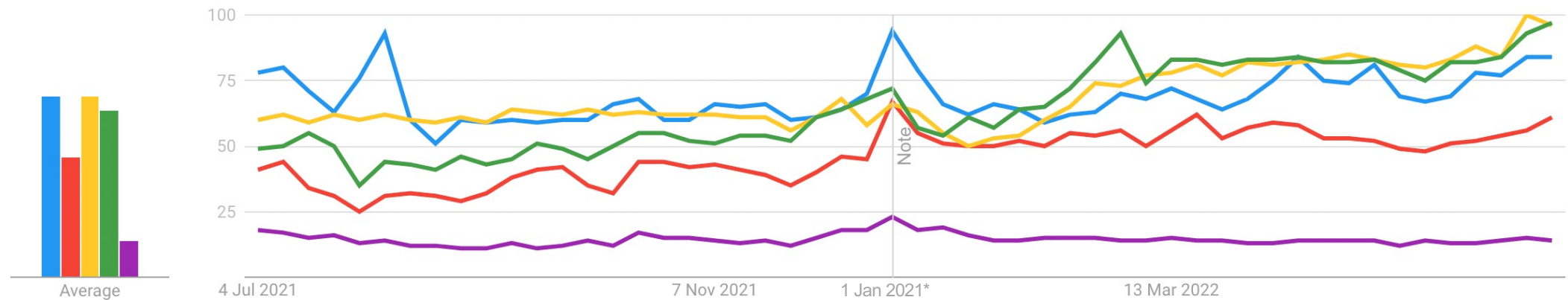
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Travel ▼

Web Search ▼

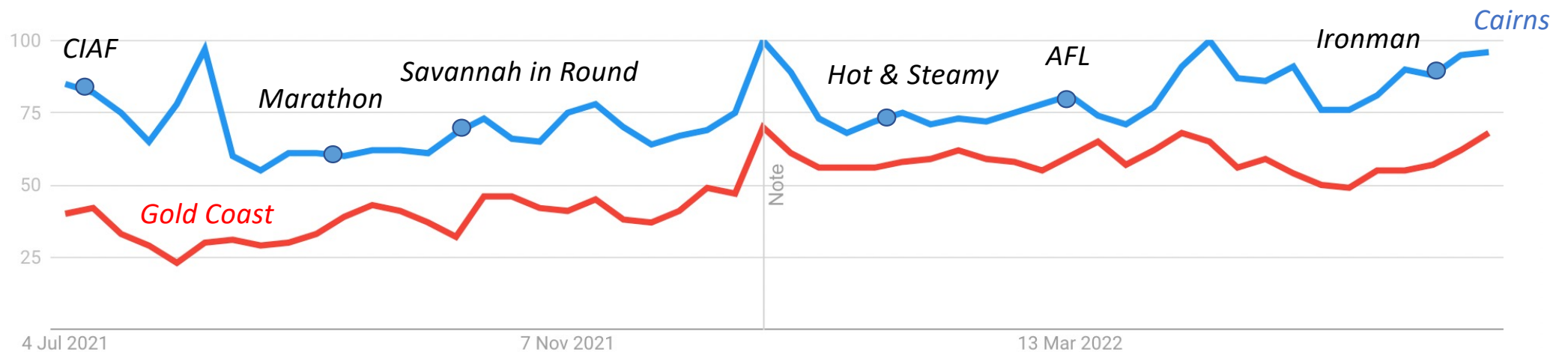


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AWARENESS CAMPAIGNS KEPT CAIRNS #1 IN QLD

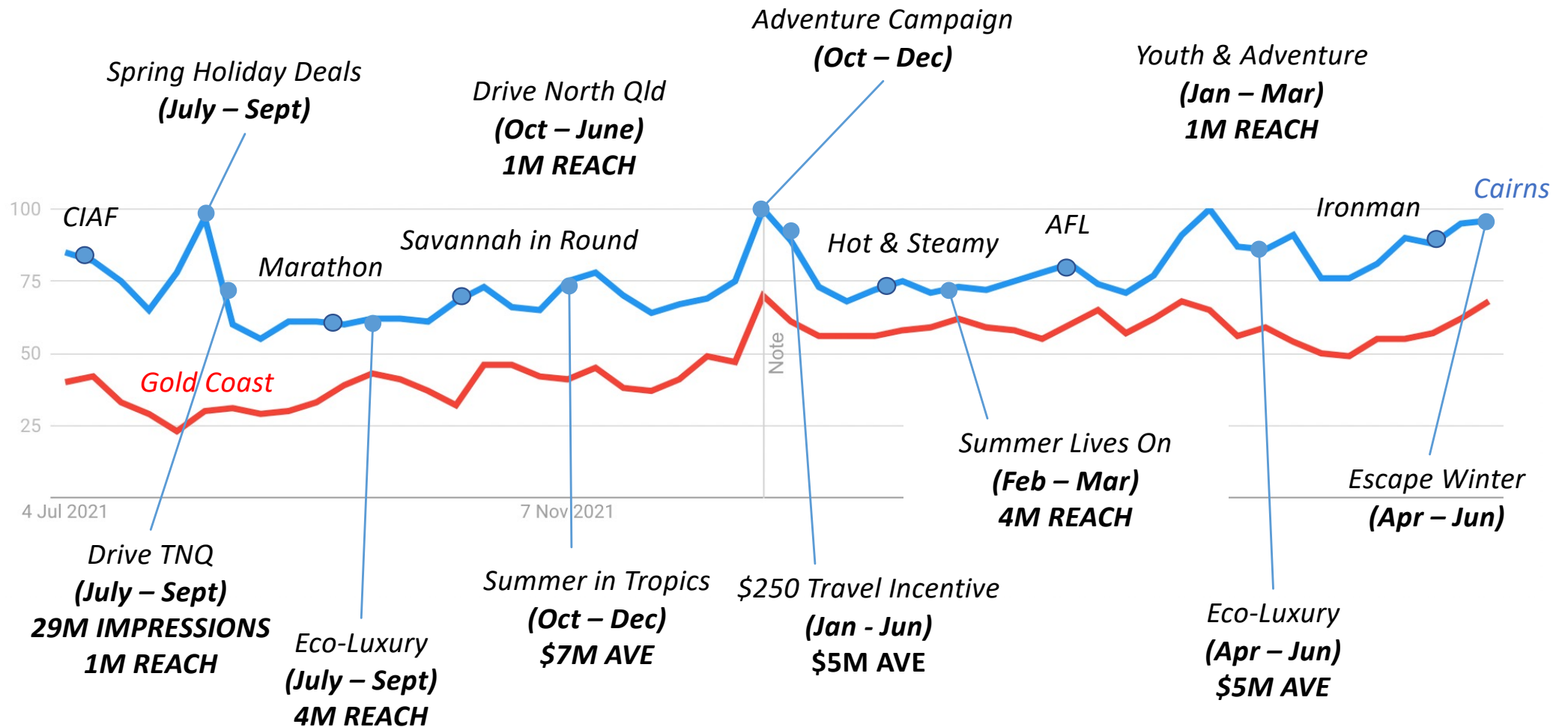
DOMESTIC & INTERNATIONAL GOOGLE TRENDS, AND EVENTS PLAY AN IMPORTANT ROLE

TOURISM
TROPICAL NORTH
QUEENSLAND



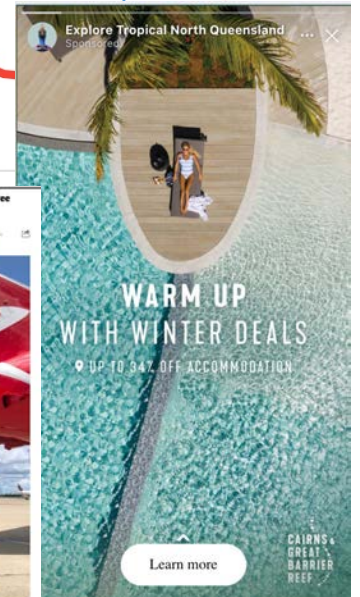
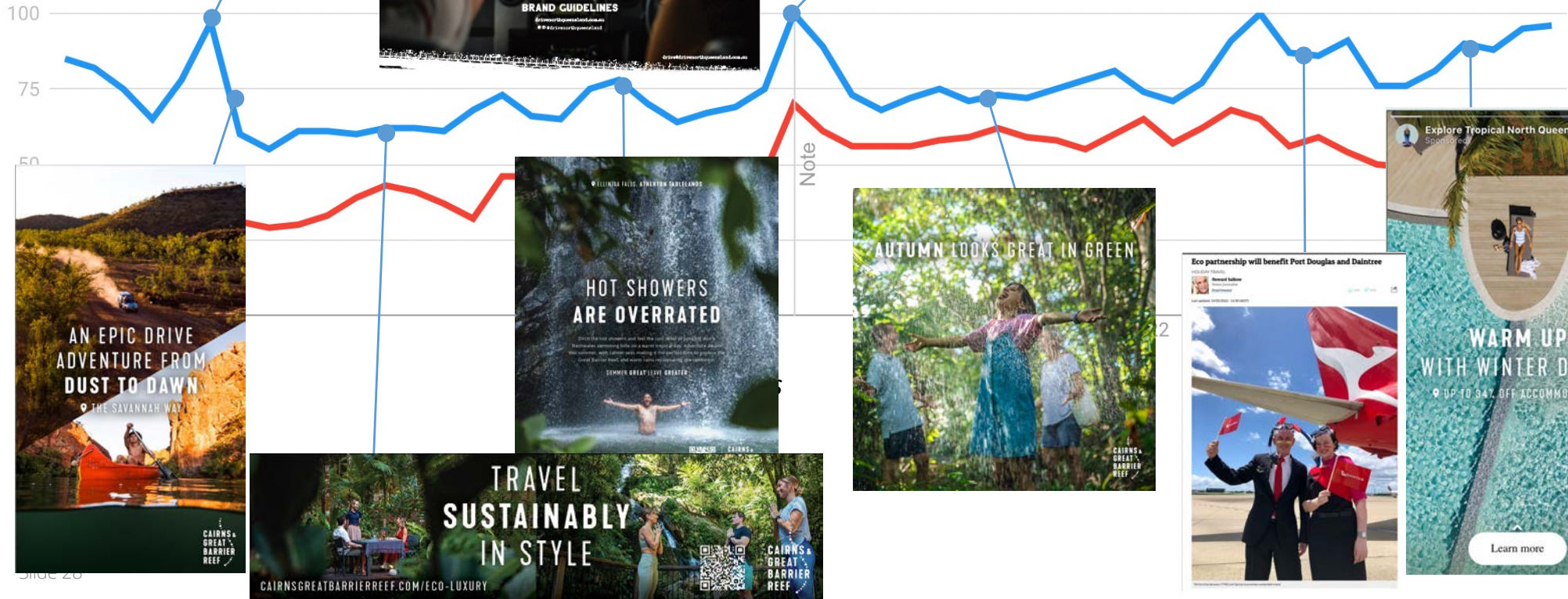
AWARENESS CAMPAIGNS KEPT CAIRNS #1

TOURISM
TROPICAL NORTH
QUEENSLAND



AWARENESS CAMPAIGNS KEPT CAIRNS #1

Spring Holiday Deals
(July – Sept)

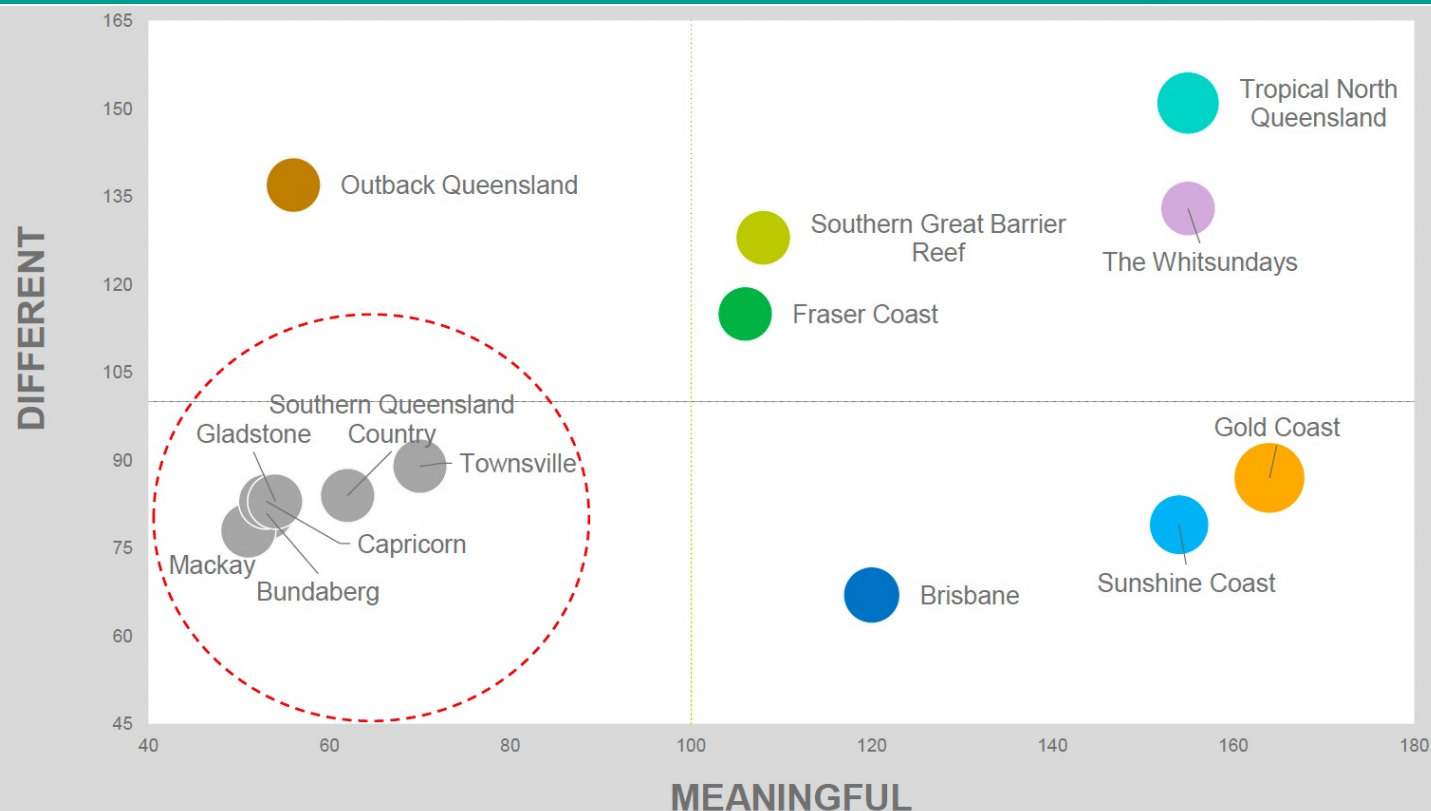


STRONGEST COMBINATION OF DIFFERENCE AND MEANING

GROW OUR BRAND ASSOCIATION WITH URBAN (#13), ADVENTURE (#3), BEACHES (#3) & INDIGENOUS (#4)

TOURISM
TROPICAL NORTH
QUEENSLAND

BRAND EQUITY RESULTS | TOTAL SAMPLE



“Difference is one of the strongest markers of future growth... brands stand to gain even more when they offer points of difference that are truly important”

Regional associations

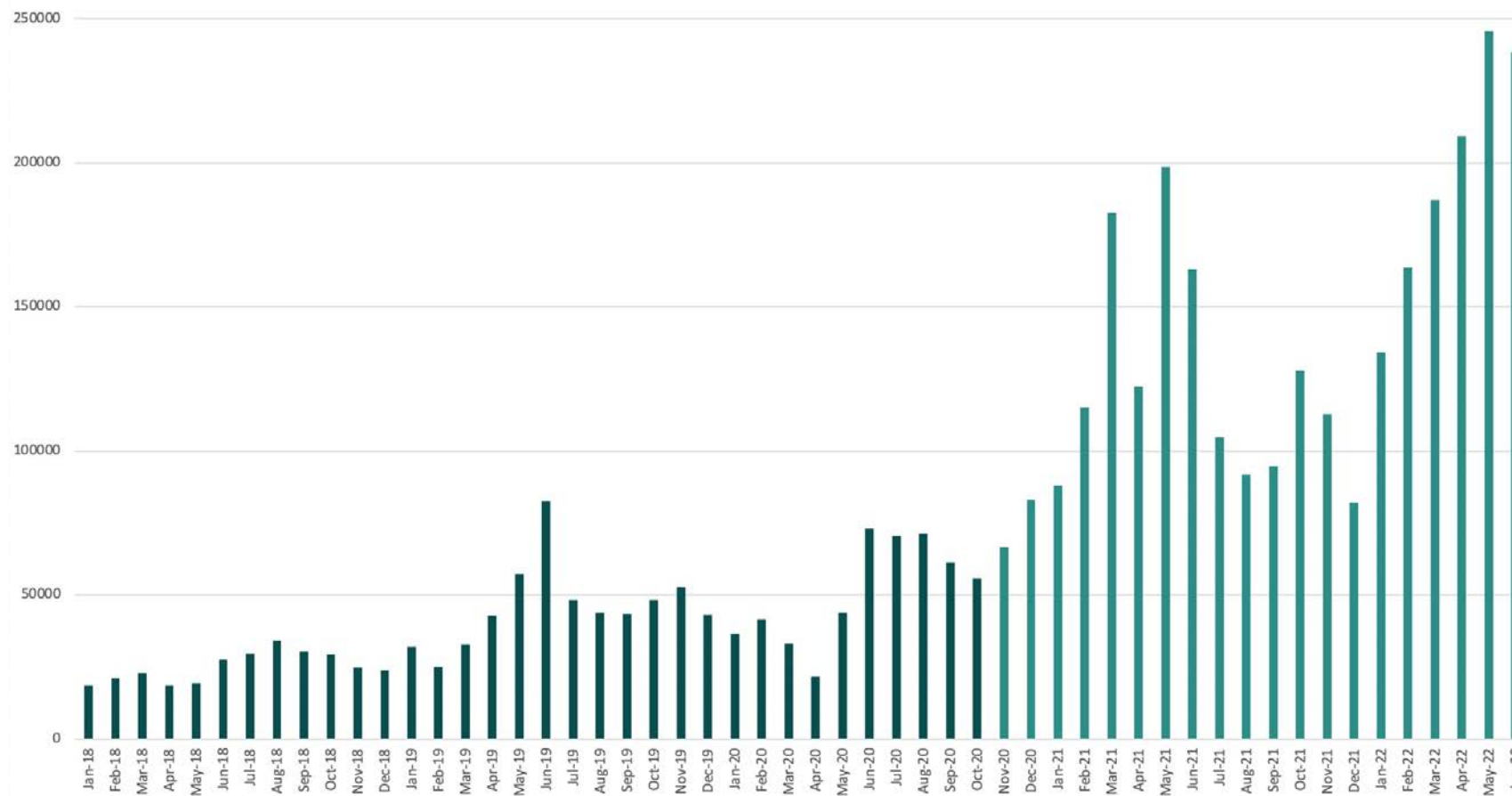
- #1 - Reef Experiences
- #1 - Nature & Wildlife
- #1 - Eco Sustainable
- #3 - Adventure (GC, FC)
- #3 - Beaches (GC, SC)
- #4 - Indigenous
- #10 - Island Holidays
- #12 - Road Trips
- #13 - City Experiences

OVER 1.9M WEBSITE VISITORS IN 2021-22

300k in 2018, 450k in 2019, 520k in 2020

TOURISM
TROPICAL NORTH
QUEENSLAND

Unique website visitors

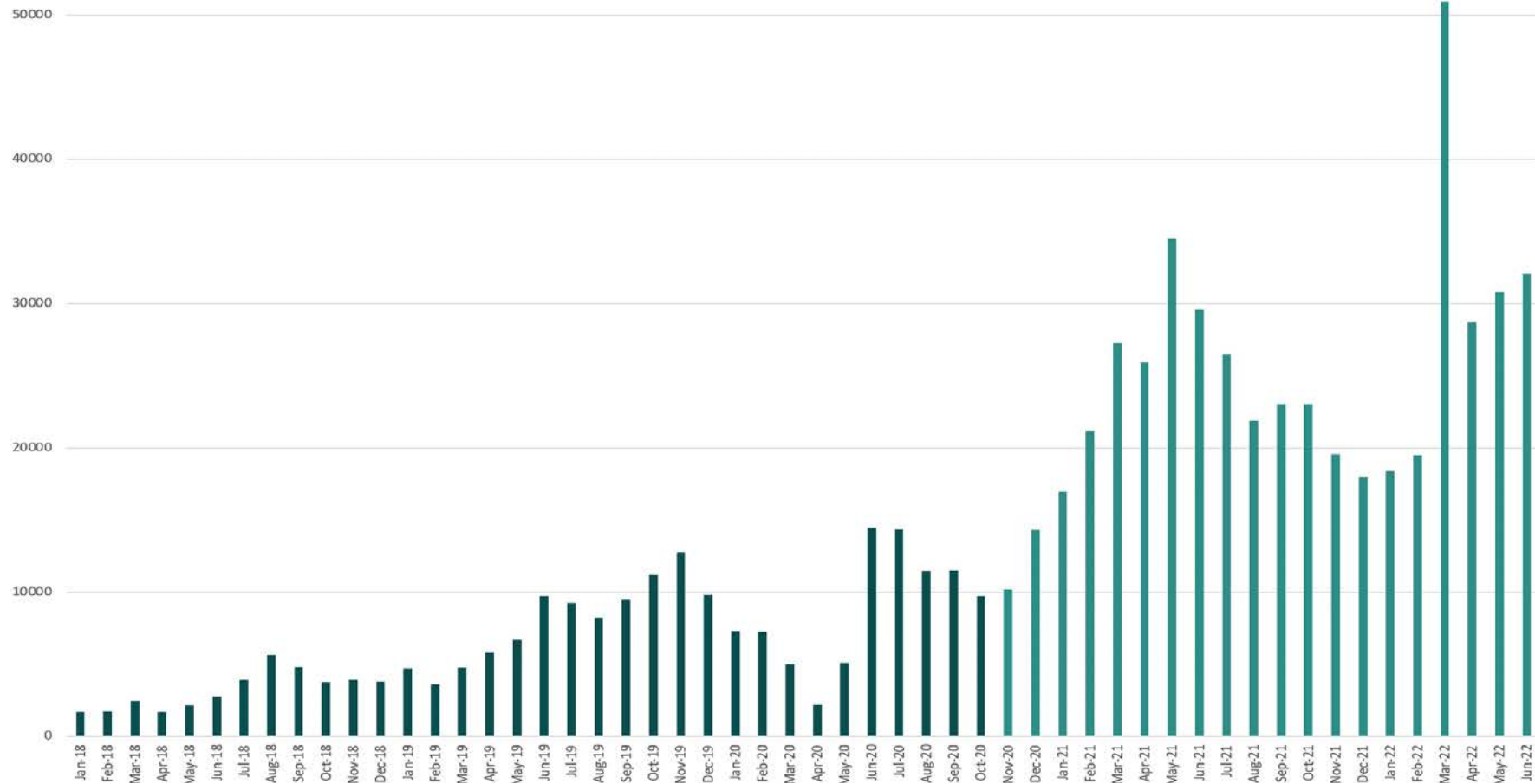


DRIVING RECORD NUMBER OF REFERRALS

LEADS GENERATED FROM OUR DEALS PAGE ALONE VALUED AT ~\$10M

Referrals to operators

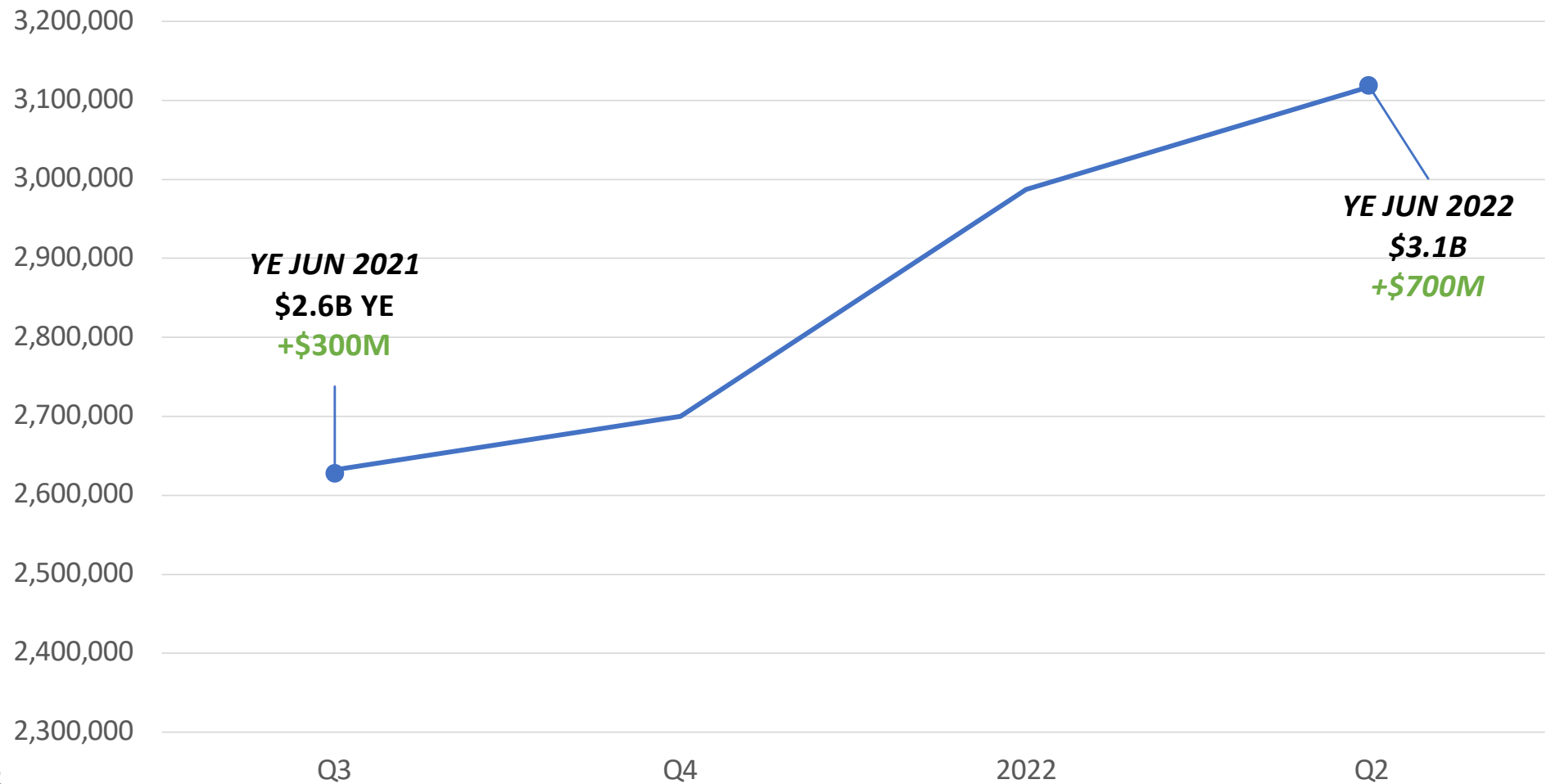
TOURISM
TROPICAL NORTH
QUEENSLAND



CONVERSION CAMPAIGNS DROVE \$124M (CGOVE)

WORTH OVER \$300M TO THE REGION, REACHING \$700M ABOVE TARGET

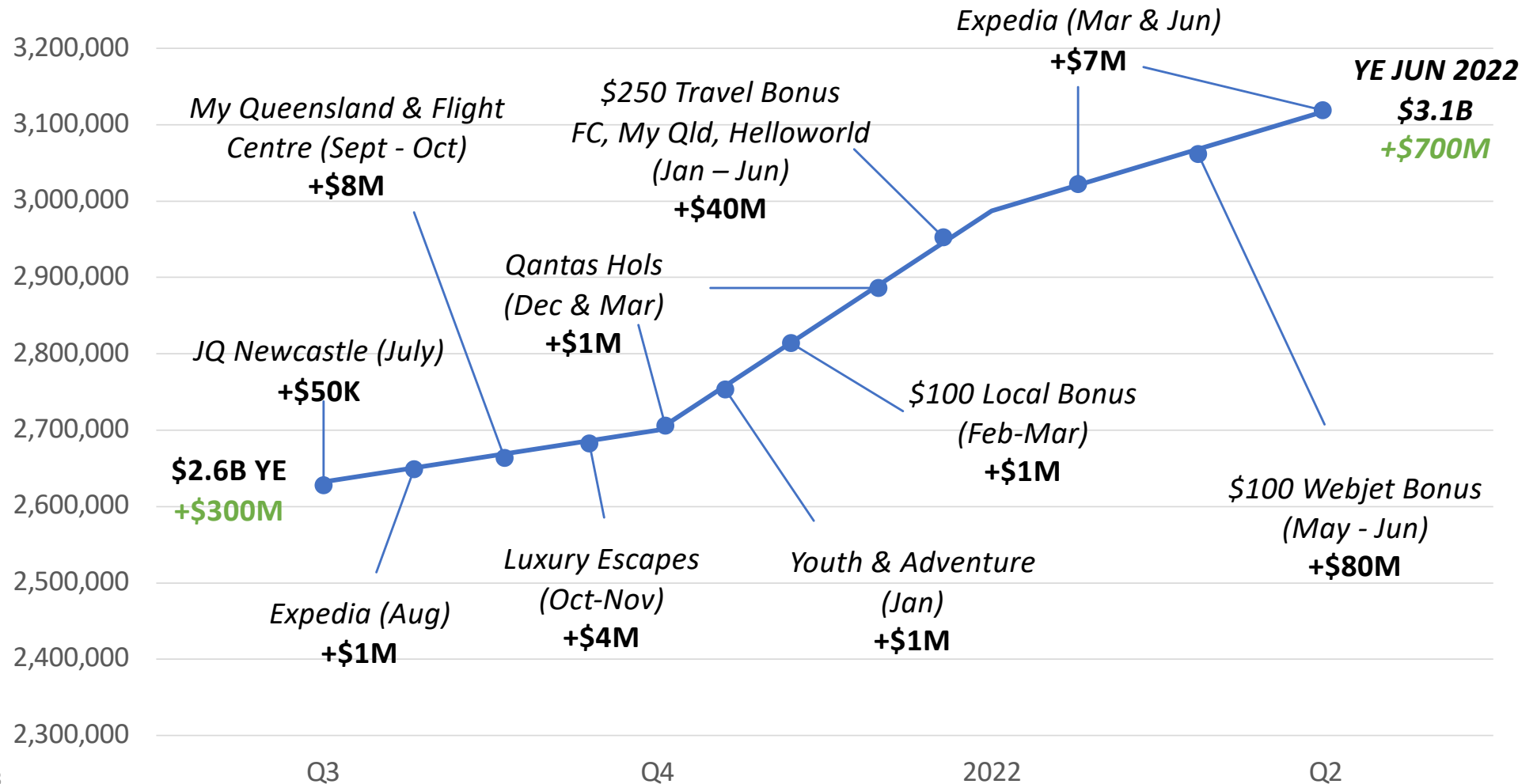
TOURISM
TROPICAL NORTH
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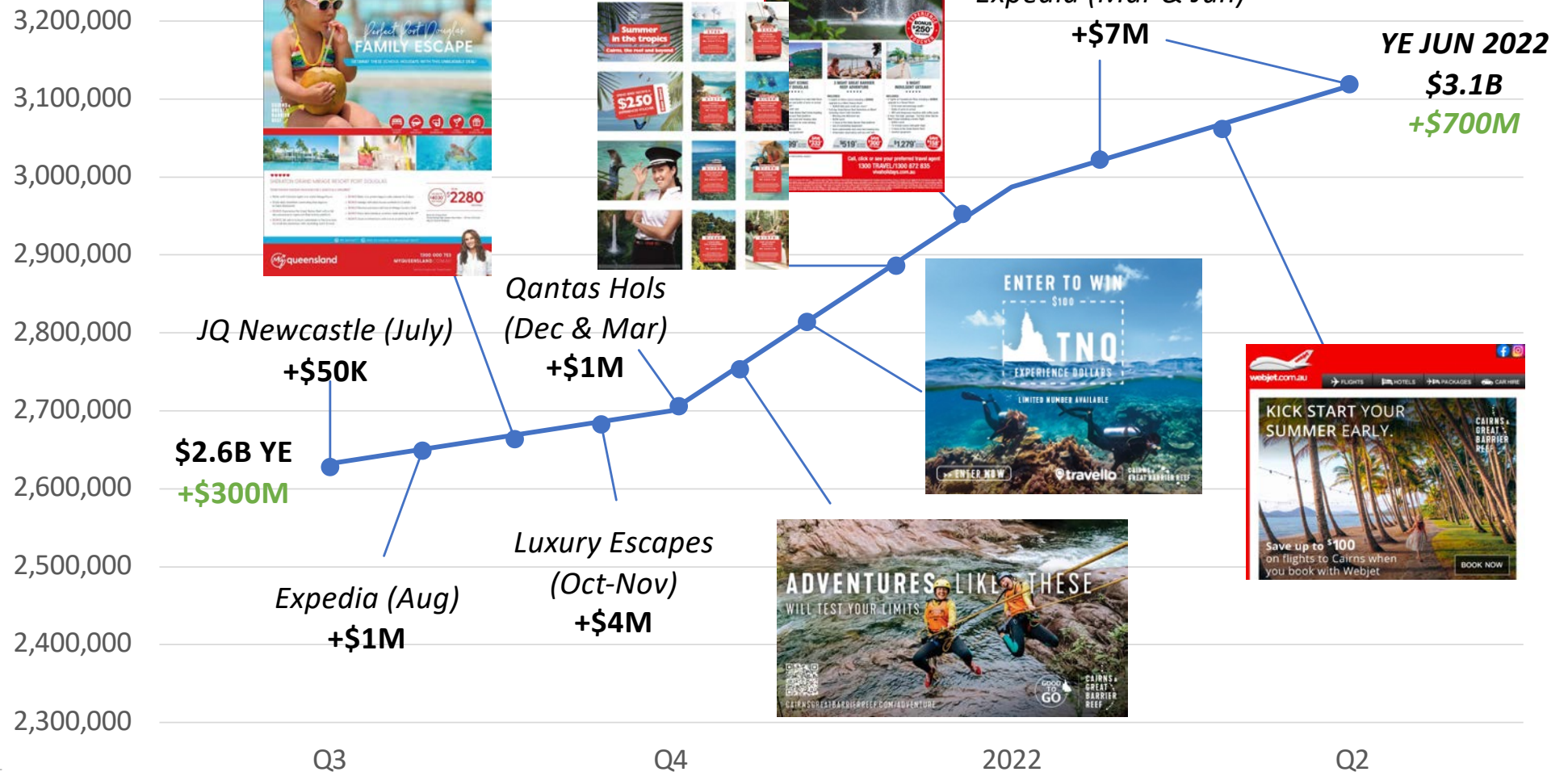
TOURISM
TROPICAL NORTH
QUEENSLAND



CONVERSION CAMPAIGNS DROVE \$124M (CGOVE)

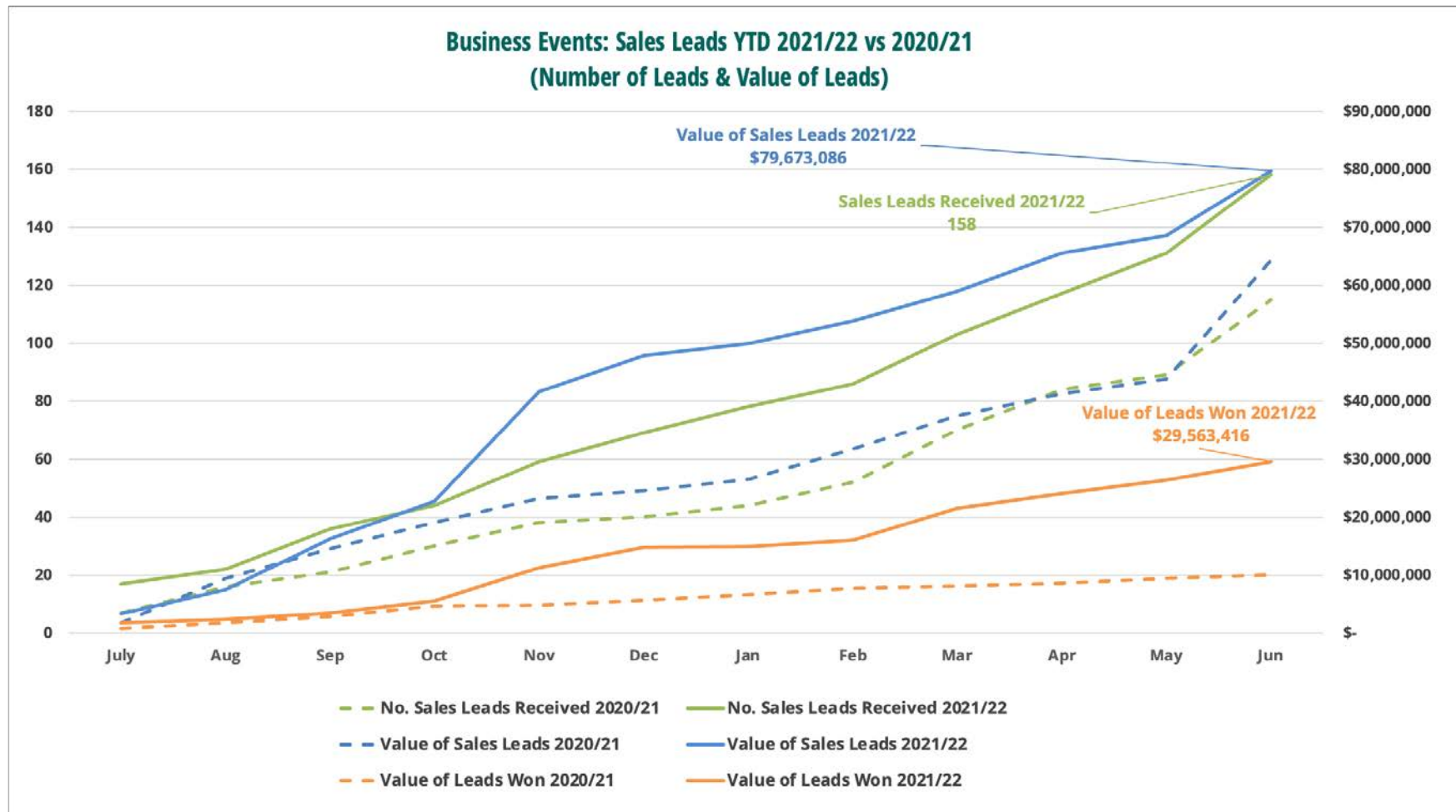
WORTH OVER \$300M TO THE REGION

TOURISM
TROPICAL NORTH
QUEENSLAND



BUSINESS EVENTS: \$80M IN LEADS - \$30M WON

158 LEADS RECEIVED, 61 SECURED EVENTS 39% WIN RATE





MAJOR EVENTS

2022

- Port Douglas Hot and Steamy (Feb)
- Taste Port Douglas (Aug)
- Port Douglas Gran Fondo (Sept)
- Cairns Amateurs (Sept)
- Savannah in the Round (Oct)
- Crankworx (Oct)

2023

- Int. Business, Environment & Climate Conference (Mar)
- Cannes in Cairns (TBC)
- GBR Masters Games (May – Biennial)
- Crankworks (May)
- Ironman (June)
- Laura Dance Festival (July)
- Cairns Indigenous Art Fair (July)
- Tour of the Tropics (July)
- Cairns Marathon (July)
- Targa GBR (TBC)

INTERNATIONAL PR UPDATE

Five (5) International PR contractors appointed in May, and through FY22-23.

EU - Globalspot:

- Results: AVE \$9.2m (target \$1.2m), reach 49m (target 3m) - massive month in May, and 146 articles generated (target 150)

UK - Rae White:

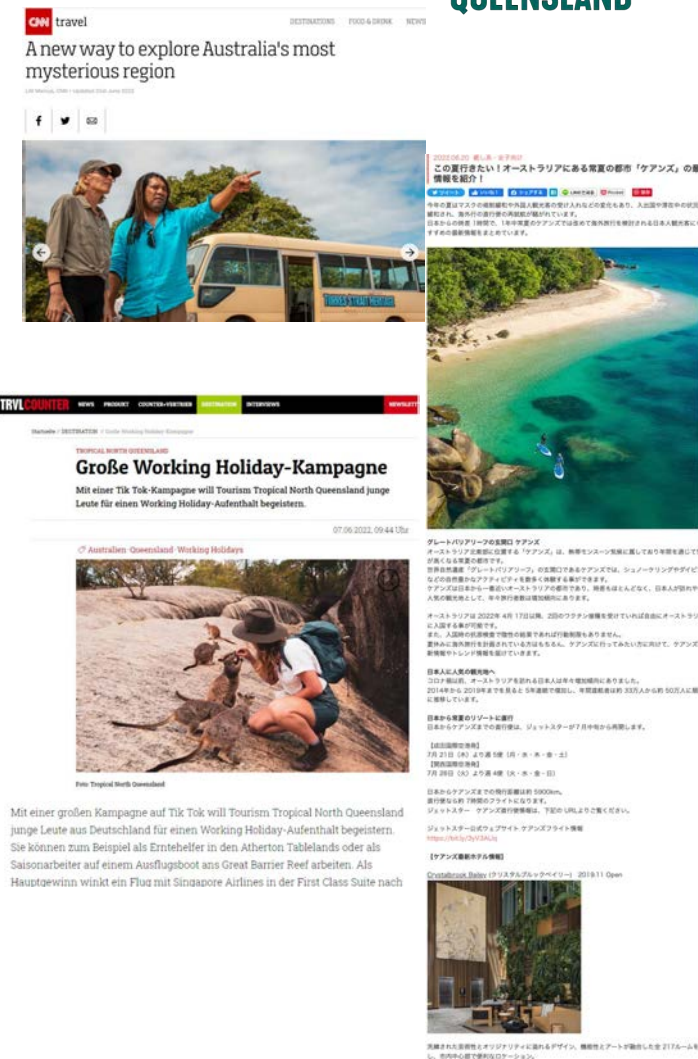
- Results: UK media was focusing on domestic summer holidays, so lots of pitching and leveraging TA and TEQ activities

US – Kylie Robertson:

- Results: AVE \$7.9m (target 300k), reach 60m (target 2m)

JAPAN – YPC

- Results: AVE \$31k (target \$1.7m), reach 345m (target 13m) – working through media value tracking discrepancies=



WORKING HOLIDAY MAKER CAMPAIGN

Global Work & Travel and Singapore Airlines

How: Leverage TA and TEQ destination awareness for WHM's to QLD/Aus (retargeting TEQ audiences), Global Work and Travel and Singapore Airlines competition partners

When & Where: 6th June – 03rd July, Germany, UK and Ireland

Budget: \$50k media, \$50k co-op contract (\$100k campaign value)

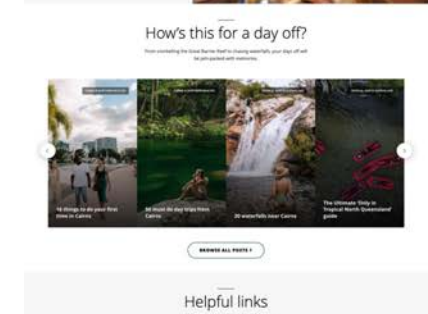
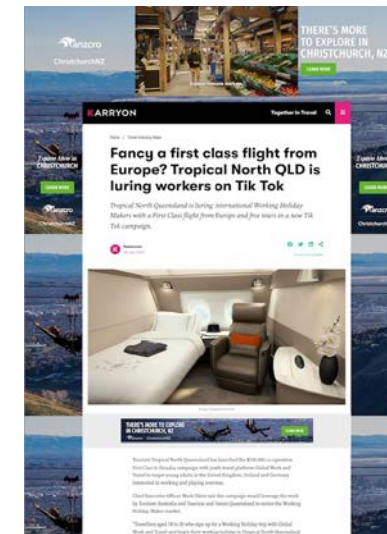
\$529k AVE and 24.8M reach in publicity domestically and UK/EU

Paid Social Media: 16.4m impressions, 2.9m unique reach, 31k to site

1,328 Registrations, 467 new database capture for TTNQ (opt in at registration), 11 placements in the first month

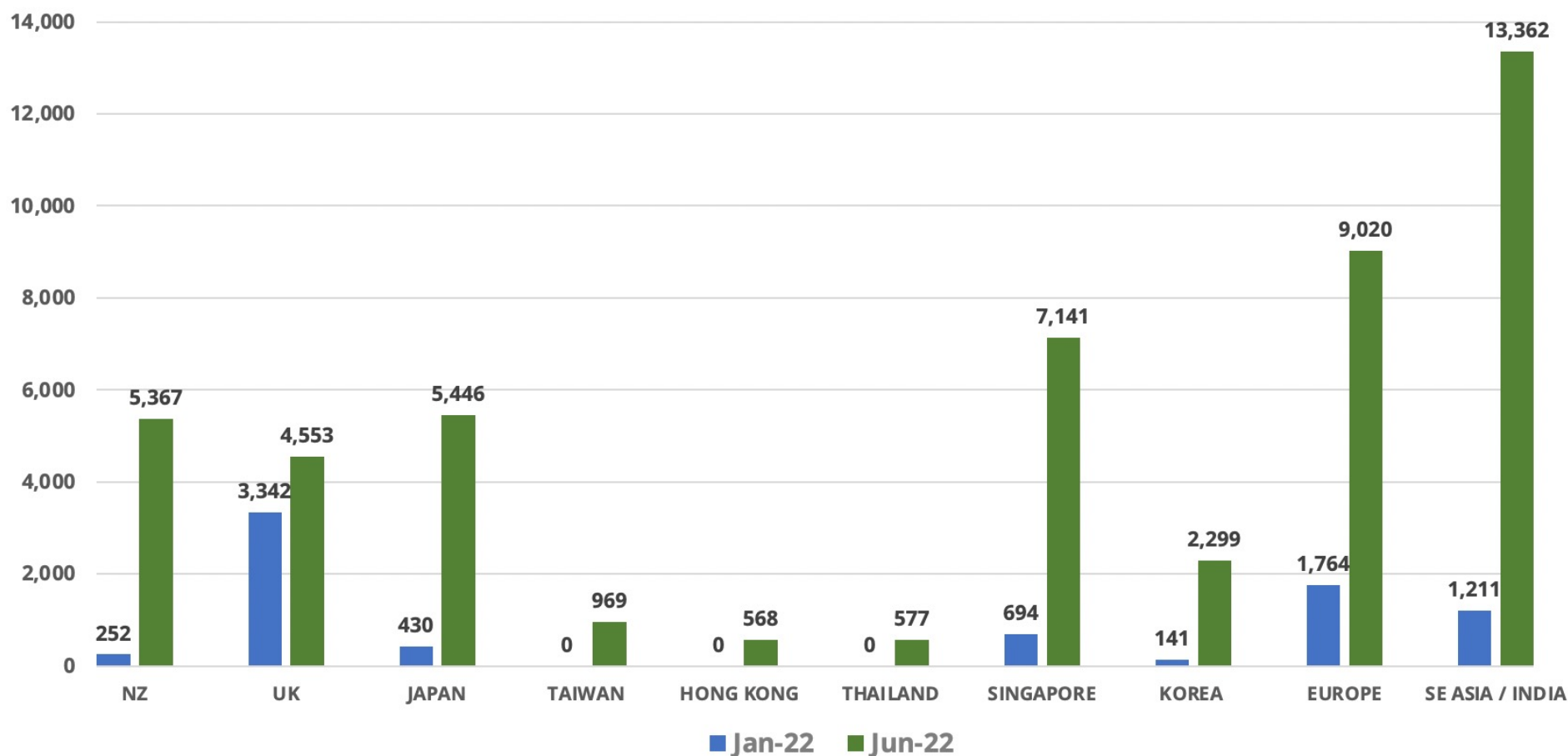
Winner from the UK – video announcement shared with media

Slide 38



INTERNATIONAL FLIGHT SEARCH FOR CAIRNS IN JUNE

LINKS TO OUR DIRECT SERVICES – DENPASAR, INDIA, EUROPE, & SINGAPORE THE STRONGEST



ADVOCACY PRIORITIES & WINS

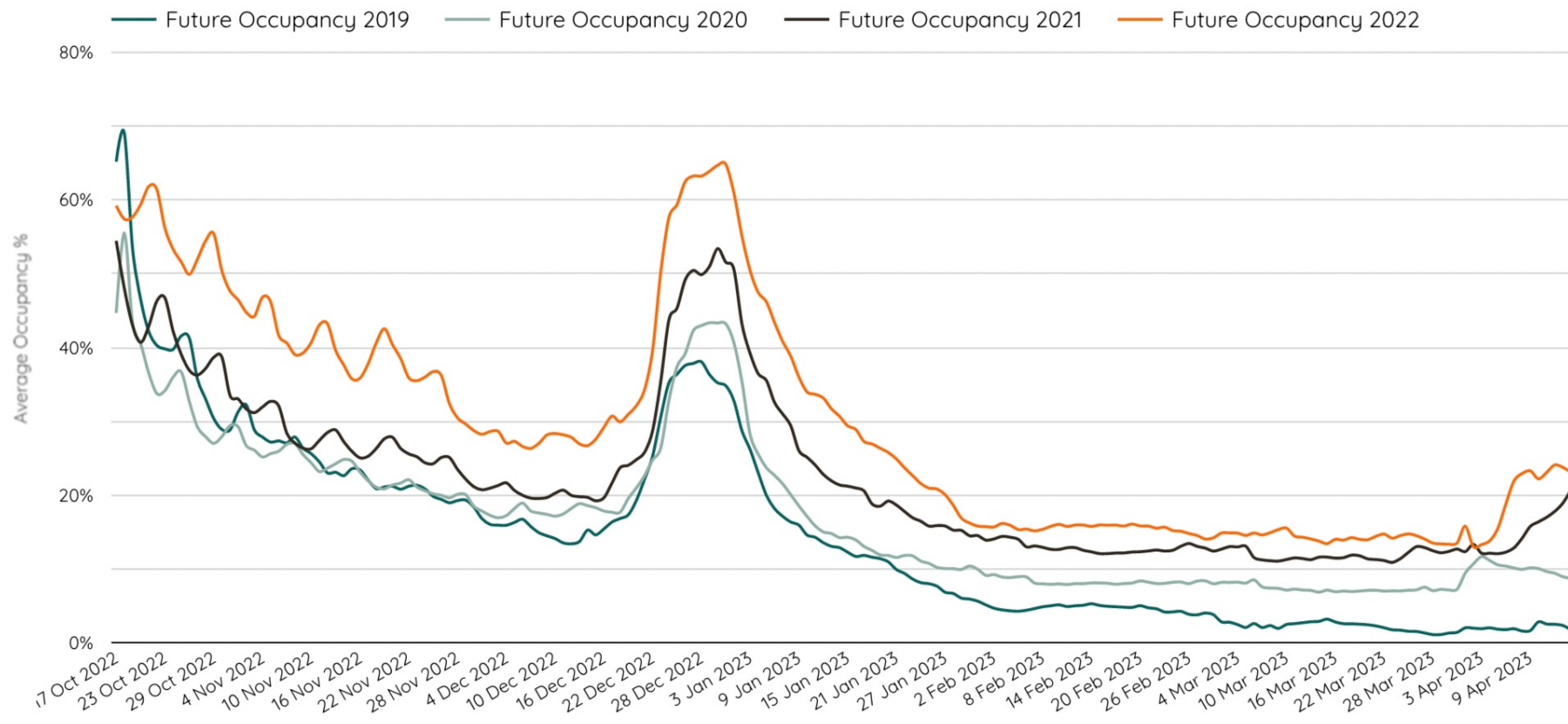
- **Business Support:** Secured \$300M co-investment from State / Federal Govt for business support, pushed for lifting vaccine mandate, worked with TA and DTIS on WHM marketing (inc. Work in Paradise TNQ got 42%).
- **Aviation attraction:** \$100M AAIF secured, worked with Cairns Airport on route business cases.
- **Future Funding:** \$15M commitment in Budget, discussions with Council on AirBnB, \$2M BE funds for Convention Centre. \$80M earmarked for EMDG, still to be announced.
- **International Re-Entry:** weekly meetings with TEQ and big '5' RTOs to align international plans, first trip to Singapore, Japan, and Europe.
- **Events Support:** secured TEQ support for Crankworx, secured \$1M BBRF for Crankworx infrastructure
- **Working with Partners:** Working with AMPTO seeking a date for the reintroduction of agreed carrying capacity increases for marine vessels, and with ATEC and TA on the need for faster visa processing.
- **State Strategy:** a State-wide response planned for the Qld Govt Industry Action Plan to recognise the importance of the RTOs and destination marketing.

FORWARD BOOKINGS ARE STRONG TO END OCTOBER

ADDITIONAL SALES NEEDED IN NOVEMBER AND DECEMBER & STRONG SUMMER CAMPAIGN

TOURISM
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Future Occupancy - All TNQ suburbs



THE OUTLOOK AND FOCUS FOR 2023

- **International Recovery:** Secure \$15M to invest over three years or invest retained earnings to drive demand on key routes (Singapore - EU, Japan, NZ - US). Leverage TA and TEQ investments in key markets and support in-market activity and continued PR contracts.
- **Aviation retention and service:** Work with Cairns Airport to drive demand on both domestic and international routes, around Business and Major Events and freight to drive seat capacity and frequency.
- **Events Support:** seek increased TEQ support for major events including Crankworx and focus on driving yield and off-peak visitation through Business Events.
- **Hold domestic share:** utilise the positive brand associations and marketing database of domestic visitors to hold domestic market share through Summer and Autumn leading into domestic peak in winter.
- **State Strategy:** adopt the State Strategy to 2032 into an updated destination management plan and our First Nations Tourism Action Plan (due in December).
- **Future Funding:** \$15M commitment in Budget, discussions with Council on AirBnB, \$2M BE funds for Convention Centre. \$80M earmarked for EMDG, still to be announced.





Any General Business?

Thank you
