

# STRATEGIC DIRECTION 2023-25

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. Our bold ambition by 2025 is to grow the value of the visitor economy in the region to \$5B, four years ahead of the 2021 forecasts.

## DESTINATION VISION

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

## DESTINATION GOAL

DELIVER \$5B OF OVERNIGHT VISITOR SPEND BY 2025, DELIVERING HIGH-QUALITY EXPERIENCES AIMING FOR EVERY VISITOR TO LEAVE AS A CUSTODIAN OF OUR REGION AND ITS STORIES, SHARING THEIR EXPERIENCE GLOBALLY TO DRIVE FUTURE VISITATION.

## DESTINATION GOAL

## DESTINATION MEASURES

Share of voice	Maintain our position as the most 'searched' regional destination in Australia
Share of nights & spend	Hold market share of Queensland visitor nights above 11.5% and grow market share in Business Events to reach \$5B of Overnight Visitor Spend by 2025
Sustainability	Year-round average accommodation occupancy of 70% restoring total aviation passengers' numbers by 2025
Satisfaction	Maintaining a 30+Tourism sentiment index

## STRATEGIC PRIORITIES



CONTINUE TO EVOLVE OUR BRAND STORY DOMESTICALLY AND EXTEND OUR **BRAND STORY** INTERNATIONALLY TO BECOME AUSTRALIA'S MOST DESIRABLE NATURE-BASED AND ECOTOURISM DESTINATION FOR LEISURE, MAJOR AND BUSINESS EVENTS, AND GAIN GLOBAL AWARENESS OF OUR INCLUSIVE AND ACCESSIBLE EXPERIENCES, INCLUDING FIRST NATIONS CULTURAL PRODUCTS.



RESTORE THE REGION'S **AVIATION PASSENGER NUMBERS** AS GLOBAL TRAVEL INCREASES AND THROUGH CONVERSION-FOCUSED ACTIVITIES IN IDENTIFIED TARGET MARKETS AND ADVOCATE FOR THE ESTABLISHMENT OF NEW ROUTES TO BOOST SEAT CAPACITY, REACHING 90% IN 2024 AND 100% IN 2025.



SECURE 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 AND ACCESSIBLE TOURISM AND INCLUSIVE 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.



**SUPPORT OUR INDUSTRY TO ADAPT**, SUPPORTING THE RETURN OF INTERNATIONAL TRAVELLERS, DRIVING OFF-PEAK VISITATION, ENCOURAGING GREATER DISPERSAL, DELIVERING HIGH LEVELS OF VISITOR SATISFACTION, AND ENSURING THE GAINS MADE WITH ADDITIONAL FUNDING TO TTNQ ARE SUSTAINED INTO FUTURE YEARS.



## 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 will deliver on the destination vision and the mission by working together with, industry, Governments and to protect the brand, preserve and present awe-inspiring locations and inspiring the world to travel.

ORGANISATION GOAL	ORGANISATION MEASURES
Share of voice	\$130M in Advertising Value Equivalent through marketing and publicity
Share of nights & spend	\$120M in Campaign-generated OVE and driving 250,000+ operator referrals through our owned channels
Sustainability	Encouraging at least 40% of visitors disperse across the region through dedicated activity
Satisfaction	\$4M Industry and Member contribution to support our marketing efforts with 85%+ member satisfaction

## 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.



LIFT THE REGION'S **BRAND VALUE** / NET PROMOTER SCORE AS THE MOST MEANINGFUL AND DIFFERENT HOLIDAY DESTINATION IN QUEENSLAND, HOLD OUR POSITION AS THE #1 DESTINATION IN QUEENSLAND ASSOCIATED WITH NATURE, WILDLIFE, THE GREAT BARRIER REEF, AND ECO SUSTAINABLE TRAVEL AND IMPROVE OUR POSITION IN ADVENTURE (#3) AND INDIGENOUS EXPERIENCE (#3)



**DRIVE VISITOR ARRIVALS AND EXPENDITURE** THROUGH CONVERSION-BASED ACTIVITIES IN BOTH LEISURE AND BUSINESS EVENTS



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



ENSURE AT LEAST 85% **SATISFACTION** LEVELS OF MEMBERS, 30+ SCORE ON THE TOURISM SENTIMENT INDEX OF VISITOR SATISFACTION, ENSURE THE CONTINUED SUPPORT OF OUR COMMUNITY, AND CREATE A TEAM **CULTURE OF INNOVATION** THAT IS **RESULTS DRIVEN**.