

# WORKING WITH TTNQ

2023 – 2024

TOURISM  
TROPICAL NORTH  
QUEENSLAND

A man in a tan shirt and cap stands in a tropical forest, holding a long wooden staff. The background is filled with lush greenery and tall trees. The text is overlaid on the upper left portion of the image.

**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.**

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# WELCOME

Team TTNQ is poised to ramp up the destination's international recovery efforts with the Federal Government's \$15 million marketing funding which was confirmed in the 2023 May budget for the next two years.

TTNQ members will be front and centre as we rebuild our key international markets through campaigns and public relations activity, strengthen trade partnerships and work hand-in-hand with Tourism and Events Queensland and Tourism Australia.

This good news for our international marketing efforts comes after TTNQ's intensive work during the pandemic to grow our market share of domestic visitation, which resulted in a record \$4.4 billion expenditure and 2.5 million visitors in 2022. This record visitor spend is close to \$1 billion more than the 2019 total visitor spend and four years ahead of the 2021 recovery forecasts.

Interest in Tropical North Queensland remains strong and is reflected in the 5.2 million page views of the destination website, which generated 303,000 referrals to TTNQ members in 2022.

Innovation is essential, and in 2022 TTNQ became the first Regional Tourism Organisation to launch a Sustainable Travel Hub and an Accessibility Hub, which visitors can access on our destination website.

In May 2023, we launched the Tropical North Queensland First Nations Tourism Action Plan, the first for any region in Australia.

## MEMBERSHIP HIGHLIGHTS

- 87% were satisfied with their TTNQ membership.
- 89% were satisfied with TTNQ's strategic direction & campaign activity.
- 98% found our e-communications useful.
- 89% were satisfied with TTNQ's advocacy role.

The TTNQ team looks forward to welcoming you to be an integral part of the destination's success story when you renew your membership.



**Mark Olsen**  
Chief Executive Officer



# STRATEGIC DIRECTION 2023- 2025

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

*A rapid recovery, generating \$5B in visitor spend by 2025.*

## 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-FOCUSSED 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 GROW OUR SHARE OF 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 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 REGIONS 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 visitor dispersal 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**.



# HIGHLIGHTS FOR 2022

- The only region in Australia to receive federal funding for international recovery with \$15 million confirmed over the next two years, until June 2025.
- We restored 35% of the 2019 international seat capacity, up from just 25,199 year ending December 2021 to 262,514 year ending December 2022 with airline partners Singapore Airlines, Jetstar, Air New Zealand and PNG Air.
- Announcement of Virgin Australia direct flights from Tokyo's Haneda Airport to Cairns.
- We achieved \$184M in media value (AVE) and \$116M in overnight visitor expenditure (OVE) across our domestic and international marketing activity.
- Launch of Sustainable Travel Hub & Accessibility Hub on our destination website.
- PR agencies appointed in the UK, Europe, USA, Japan, China, and New Zealand.
- 1.9 million visitors to our consumer website.
- 303K referrals to operator's websites.
- Secured events to drive visitation in shoulder seasons, such as Crankworx, Port Douglas Gran Fondo and AFL for 2022.
- We won \$37M in business events for the region in 2022.
- In November 2022, we hosted ATEC Meeting Place in Cairns for more than 100 key international buyers.
- We have secured the first G'Day Australia for October 2023.
- Cairns has secured Destination IQ, Destination Q and Queensland Tourism Awards for November 2023.
- Received a gold at the Queensland Tourism Awards for the partnership activation with the new Qantas Green Tier program promoting eco-conscious holidays in Tropical North Queensland as part of the Autumn Looks Great In Green campaign.

# 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 and 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](#)

## 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](http://visitportdouglasdaintree.com)
- **CASSOWARY COAST TOURISM**  
[cassowarycoasttourism.com.au](http://cassowarycoasttourism.com.au)
- **TOURISM ATHERTON TABLELANDS**  
[tourism.athertontablelands.com.au](http://tourism.athertontablelands.com.au)
- **SAVANNAH WAY**  
[savannahway.com.au](http://savannahway.com.au)

Two destinations within the Cairns local government area also have a **Local Tourism Association**, they are:

- **TOURISM PALM COVE**  
[tourismpalmcove.com](http://tourismpalmcove.com)
- **TOURISM TRINITY BEACH**  
[trinitybeachholiday.com](http://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).

TTNQ is working closely with the new Mareeba Chamber of Commerce, Cooktown Chamber of Commerce & Tourism, Cook Shire Council and the Western Cape Chamber of Commerce to build stronger tourism networks in these areas.

## 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 many other websites) all use the ATDW to populate 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.



# RESPECTING INDIGENOUS IP

FAKE INDIGENOUS ART WILL NOT BE TOLERATED IN TROPICAL NORTH QUEENSLAND.

It harms the livelihoods of First Nations people and can infringe copyright and moral rights. TTNQ is encouraging the tourism industry to make sure any art they retail is authentic. Any Aboriginal and Torres Strait Islander art piece from an art centre worth more than \$250 will come with an authentication certificate.

There are several guides to assist, including the Indigenous Arts Code, which discusses how to buy ethically. Queensland Tourism Industry Council also has a Best Practice Guide for working with First Nations Tourism in Queensland which explains Indigenous cultural and intellectual property.

More information

[Indigenous Arts Code](#)

[Queensland Tourism Industry Council](#)

# EVENTS



## BUSINESS EVENTS

TTNQ is home to the region's official convention bureau, Business Events Cairns & Great Barrier Reef (BECGBR). BECGBR assists corporate and association event planners in bringing events of all sizes to the region, including conferences, meetings, and incentives.

The team provides opportunities for members to connect face-to-face with buyers through a range of annual in-market activities, including AIME and the Regional Showcase, targeted familiarisation programs to the region and hosted site inspections. BECGBR coordinates the region's response to national and international leads and bids and assists meeting planners in pitching the destination resulting in more significant opportunities for our members. Additionally, the team participates in trade events domestically and internationally as a partner of Business Events Australia, promoting the Cairns & Great Barrier Reef brand and offering.

Our marketing activity is designed to keep our region top of mind and to inspire and educate buyers on what Cairns & Great Barrier Reef offers as a premium business events destination.

BECGBR markets the region as a collective through case studies, international and national digital and print media, a dedicated Bureau Brief e-newsletter and social channels while supporting our members' marketing initiatives through financial and in-kind activities.

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 events to domestic and priority international markets.

Support is provided to events that;

- Attract visitors from outside the region to visit TNQ, and/or extend their length of stay.
- Showcase the natural assests of our destination through event marketing.

For further information, please see [Working with TTNQ for Major & Regional Events](#).

A person in a red shirt stands on a grassy hill, looking out over a vast landscape. The scene is bathed in the warm, golden light of a sunset or sunrise. In the distance, a large body of water, possibly a lake or bay, is visible, surrounded by rolling hills and mountains. The foreground is filled with lush green grass and some small trees. The overall mood is serene and expansive.

# MARKETING RESOURCES

## WEBSITES

### DESTINATION

[tropicalnorthqueensland.org.au](http://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. It has 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 [cainsgreatbarrierreef.com](http://cainsgreatbarrierreef.com), which redirects into our most current campaign landing page.

### CORPORATE

[tourism.tropicalnorthqueensland.org.au](http://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](http://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](http://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.

## IMAGE GALLERY

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 image 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.

TTNQ's image gallery 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 gallery.

## SOCIAL MEDIA

### DESTINATION

 @tropicalnorthqueensland

 @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

 @cairnsJP

# 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



An aerial photograph of a long, straight dirt road cutting through a dense, lush green forest. The sun is low on the horizon, creating a warm, golden glow and long shadows across the scene. A small white car is visible on the road, driving away from the viewer towards the horizon. The text "MARKETING ACTIVITY" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# 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. Shoulder season (summer/autumn) marketing and trade partnerships will continue to be a key focus in the domestic activity to drive year-round visitation and regional dispersal.

Our trade and brand campaigns drove over \$59 million in direct bookings to our member products. Our website hit 1.9 million users and continues to drive business direct to operators, with over 303,000 referrals in 2022.

### INTERNATIONAL MARKETING

International marketing started to ramp up in 2022, with the priority to drive reach, awareness, and consideration by appointing six public relations agencies across the United Kingdom, Europe, North America, China, Japan and New Zealand.

Trade engagement continued to be a focus with the return of Australia Marketplace, ATEC Meeting Place (held in Cairns), TTNQ, and TEQ-led trade missions into market.

Partnerships and activities began in key international markets to rebuild trade relationships, work with airline partners, and directly target consumers through online platforms in Japan and China.

Our trade and brand campaigns were able to recommence in the back half of 2022 slowly and drove over \$18 million in direct bookings.

The confirmed \$15 million in Federal funding for international recovery will have a strategic focus on the following:

- Trade engagement (in-market missions, operator subsidy for in-market events, trade famils to region).
- Cairns & 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 our key international markets.

## BUSINESS AND MAJOR EVENTS

Business and major events strategically diversify the visitor economy, driving high-yield visitors to the region, particularly during shoulder and low seasons. They also drive publicity and awareness of the destination.

Events also promote the destination, showcase industry expertise, and endorse the region's liveability. An investment partnership between Cairns Airport, Cairns Regional Council, and TTNQ works to attract events to our region and drive economic benefit through maximising visitation and length of stay, particularly in the shoulder and low seasons.

The focus of the business events team includes hosting educational programs for event planners and showcasing the new developments of the past two years, including hotel openings and refurbishments, the Cairns Esplanade dining precinct, and the expansion and redevelopment of the Cairns Convention Centre.

BECGBR will continue to provide opportunities to members in market through participation in our annual Regional Showcase and destination presence at AIME.

The team will also attend international and national trade events as a partner of Business Events Australia, participate in sales missions and conduct national sales calls to keep Cairns & Great Barrier Reef top of mind with event planners.

The promotion of Cairns & Great Barrier Reef major and regional events will be maintained through the organisation's owned assets, including the consumer website and social media, dedicated ambassador program and the integration of events into our overall publicity activity throughout 2023/24.



# MEET THE TTNQ TEAM



**MARK OLSEN**

**CHIEF EXECUTIVE OFFICER**

Work with me to discuss board related strategic tourism matters.



**ROSIE DOUGLAS**

**GENERAL MANAGER –  
PARTNERSHIPS & EVENTS**

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



**LANI STRATHEARN**

**GENERAL MANAGER –  
MARKETING & CONTENT**

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



**KRISTY PAPROTH CPA**

**FINANCE & CORPORATE SERVICES  
MANAGER AND COMPANY SECRETARY**

Work with me on finance and corporate governance related matters.



**JUDY LLOYD**

**OFFICE MANAGER & EXECUTIVE  
ASSISTANT TO THE CEO**

Work with me on any matters relating to the CEO.



**NATALIE JOHNSON**

**MANAGER – EVENTS**

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



**GEORGIE SADLER**

**INDUSTRY RELATIONS MANAGER**

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



**KYLIE BRAND**

**BUSINESS DEVELOPMENT MANAGER**

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



**CORRINNE SINGLETON**  
PROJECT ASSISTANT

Work with me for all TTNQ general, media and famil enquiries.



**KAHLIA PEPPER**  
MARKETING SPECIALIST –  
PARTNERSHIPS & EVENTS

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



**SUE KRASICKI**  
SENIOR FINANCE OFFICER

Contact me for account enquiries.



**JAMES SCULLEN**  
BUSINESS SYSTEMS MANAGER

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



**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 marketing our core Western markets and, New Zealand.



**SAM SAKAMOTO**  
SALES & MARKETING MANAGER –  
ASIA & EDUCATION

Work with me on marketing in South East Asia, India, Japan and Korea, or for involvement in our international media and trade famil program.



**MELISSA KIRK**  
MARKETING & CAMPAIGNS  
SPECIALIST

Work with me on our digital channels and domestic campaigns, or for involvement in our content creator program.



**LIZ INGLIS**  
CORPORATE & CONSUMER MEDIA  
COMMUNICATIONS (CONTRACTOR)

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



**ARIANNE LEACH**  
DIGITAL & CONTENT  
SPECIALIST

Work with me on any general digital marketing, content and creative enquiries.

# MEMBERSHIP

2023-2024

## 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](mailto:membership@ttnq.org.au) | 07 4031 7676

## SO WHERE DO YOU FIT IN?

AMBASSADOR OF TOURISM	PARTNER OF TOURISM	PARTNER OF BUSINESS EVENTS	LEADER 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 wish to be a leader in hosting business events and 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><b>ACTIVITIES, TOURS &amp; ATTRACTIONS:</b> 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><b>ACCOMMODATION:</b> Do locals and visitors stay overnight at your property?</p>						
<p><b>DINING &amp; ENTERTAINMENT:</b> Do you host locals and visitors for meals and/or provide evening entertainment?</p>						
<p><b>TRANSPORT:</b> Do you provide transport options for locals and visitors to our region?</p>						
<p><b>RETAIL:</b> Do you sell products to locals and visitors to our region?</p>						
<p><b>MAJOR &amp; REGIONAL EVENT:</b> Are you an event that attracts locals and visitors and encourages them to stay in the region?</p>					<p><b>PROFESSIONAL &amp; OTHER SERVICES:</b> Do you provide professional services to other businesses and wish to support the tourism industry?</p>	



# MEMBERSHIP LEVELS

## AMBASSADOR OF TOURISM (LTO LEVEL MEMBER)

**\$275 (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

**\$440 (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. and inclusion in a Corporate Supporter of standalone Tourism EDM twice a year. Invitations to TTNQ networking functions, our marketing conference and industry events are also available under this membership level.

## PARTNER OF TOURISM

**\$1,265 (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

**\$4,125 (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.

## LEADER OF BUSINESS EVENTS

**\$7,000 (INCLUSIVE OF GST)**

Leader of Business Events partners are key players in driving our Business Events strategy and winning key events for the region. With this new membership level, your business will include six monthly roundtable meetings with our General Manager and airfare support for an annual Business Events Famil for your clients.

**NOTE: All TTNQ Financial members are eligible to nominate for a position on the TTNQ Board of Directors. Refer to the current TTNQ Constitution to understand the election process and Directors terms.**

## CHAMPION OF TOURISM

**\$22,000 (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 – \$22,000 (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 tailor-make a corporate sponsorship package to showcase your support for the tourism industry. This can be a paid or in-kind sponsorship.



# NEW BUNDLES 2023-2024

## INTERNATIONAL ACCELERATOR BUNDLE

**\$1000 INC. GST (20 SPOTS AVAILABLE)**

This new bundle is perfect for operators looking to launch their tourism business to international trade and develop their product offering for different international markets.

Only available for Partner of Tourism members.

## CRUISE BUNDLE

**\$2000 INC. GST (36 SPOTS AVAILABLE)**

With over 125 cruises due to dock in Cairns during 2023/2024, our new cruise bundle will help your business gain greater exposure within the market and provide opportunities to promote your business on our new cruise map and gain great intel for future product development.

Not available to Corporate Supporter of Tourism members.

## BENEFITS

- Access to international trade product development mentoring (Valued at \$3000)
- Guaranteed access to new product trade engagement activities held in TNQ.

## BENEFITS

- One product listing on the cruise landing page
- One inclusion on new cruise visitor map
- One product editorial on the cruise map
- Mentoring for being product ready for the cruise market
- Cruise intel and invite to cruise market updates.
- Annual round table
- Present product updates to the cruise volunteers
- Champion of Tourism members can purchase their first cruise bundle for \$1000

For more information on the new bundles, please email [membership@ttnq.org.au](mailto:membership@ttnq.org.au)

		AMBASSADOR OF TOURISM \$275	CORPORATE SUPPORTER OF TOURISM \$440	PARTNER OF TOURISM \$1265	PARTNER OF BUSINESS EVENTS \$4125	LEADER OF BUSINESS EVENTS \$7000	CHAMPION OF TOURISM \$22,000
CONNECT	Receive communications & invitations to industry events	✓	✓	✓	✓	✓	✓
	Access regional research & data	✓	✓	✓	✓	✓	✓
	Referral of services to 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	✓	✓	✓	✓	✓
	Vote at TTNQ's annual general meeting & the ability to nominate for a board position	x	x	1	2	3	4
	Participate in industry advisory groups	x	x	✓	✓	✓	✓
PROMOTE	Website listing & access to media library	1	1	1	2	2	5
	Access to media & influencer activity	✓	✓	✓	✓	✓	✓
	Advertise on the TTNQ deals page & participate in campaigns opportunities	✓ (Deal page only \$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	x
	Inclusion in relevant destination marketing campaigns and corporate PR activity	x	x	✓	✓	✓	✓
	Access to content creation, experience development programs & mentoring	✓ (Best of Queensland Mentoring only)	x	✓ (Trade mentoring (costs apply))	✓	✓	✓
	Participate in trade activities including missions, educational programs, & international trade mentoring	x	x	✓	✓	✓	✓
	Inclusion in International recovery activities	x	x	✓ (limited)	✓ (limited)	✓ (limited)	✓ (Inclusion in all relevant activity)
	Participate in business events marketing and bids, trade shows & educational programs	x	x	x	✓	✓	✓
	Opportunity to participate in Business Events Create Great content creation program for business events (conditions apply)	x	x	x	✓	✓	✓
	Preferred venue for industry events & meetings	x	x	x	✓	✓	✓

		AMBASSADOR OF TOURISM \$275	CORPORATE SUPPORTER OF TOURISM \$440	PARTNER OF TOURISM \$1265	PARTNER OF BUSINESS EVENTS \$4125	LEADER OF BUSINESS EVENTS \$7000	CHAMPION OF TOURISM \$22,000
ENGAGE	6-monthly roundtable with General Manager of Business Events	x	x	x	x	✓	✓
	Product development/ mentoring in-market brand	x	x	x	x	x	✓
	Monthly roundtable with CEO and access to our insight's platform for forecast data	x	x	x	x	x	✓
	International market updates sessions (quarterly with Market Managers)	x	x	x	x	x	✓
	Market representation and social media support for China	x	x	x	x	x	✓(Co-contributions apply)
	Access to exclusive meetings with local, state, federal tourism organisations and Executive Teams.	x	x	x	x	x	✓
	Two free tickets for the TNQ Tourism Marketing Conference, TNQ Tourism Industry Excellence Awards and one ticket to Business Event conference	x	x	x	x	✓(Business Events conference only)	✓
NEW BUNDLES	International Accelerator Bundle	x	x	✓(Purchase for \$1000)	x	x	x
	Cruise Ship Bundle	✓(Purchase for \$2000)	x	✓(Purchase for \$2000)	✓(Purchase for \$2000)	✓(Purchase for \$2000)	✓(Purchase first product for \$1000)

# 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](#), [TikTok](#), [Twitter](#) and [YouTube](#)
- ❑ Tag our destination accounts in your social media posts and use [#exploreTNQ](#) and [#explorecairnsGBR](#).

## PROMOTE YOUR BUSINESS

- ❑ Send us your stories and media releases to [news@ttnq.org.au](mailto:news@ttnq.org.au)
- ❑ Subscribe to the Australian Tourism Data Warehouse and send your listing ID to [membership@ttnq.org.au](mailto:membership@ttnq.org.au)
- ❑ Check your listing on [tropicalnorthqueensland.org.au](http://tropicalnorthqueensland.org.au) and submit edits to [membership@ttnq.org.au](mailto:membership@ttnq.org.au) (or update your ATDW listing)
- ❑ If you are a BEC member check your listing on the Business Events Cairns & Great Barrier Reef website [businesseventscairns.org.au](http://businesseventscairns.org.au)
- ❑ Review and work through our [Brand Platform Toolkit](#)
- ❑ Learn about our key target markets
- ❑ Access thousands of images/videos in our [Image gallery](#)



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🌐 [TOURISM.TROPICALNORTHQUEENSLAND.ORG.AU](http://TOURISM.TROPICALNORTHQUEENSLAND.ORG.AU)

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