


An underwater photograph of a coral reef. In the center, a diver is swimming horizontally, facing right. The water is clear and blue. The foreground and background are filled with various types of coral, including large, rounded brown corals and some purple branching corals. Small fish are visible swimming around.

ANNUAL REPORT 2022-23

TOURISM
TROPICAL NORTH
QUEENSLAND

A full-page photograph of a man standing in a dense tropical forest. The man is wearing traditional Indigenous Australian clothing, including a patterned skirt and a beaded necklace. He is looking upwards. The forest is filled with large trees and lush greenery, with sunlight filtering through the canopy. The text is overlaid in the upper half 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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CHAIR'S REPORT

Well-resourced and well-managed destination marketing can make a huge difference as the results achieved by Tourism Tropical North Queensland over the past two years have shown. Armed with record funding support, we undertook integrated domestic marketing campaigns that achieved an outstanding return on investment and helped lift the domestic market share and spend to record levels, well above pre-pandemic results.

We are grateful to Cairns City Council and the Queensland Government and particularly thank the Federal Government for the \$10M Recovery for Regions program that funded the record domestic marketing effort over the past two years. These campaigns directly generated \$300M of visitor spend – 30 times the investment – in addition to the broader promotional benefits of additional visitor attraction and spend.

TTNQ worked tirelessly in advocating for the region throughout the pandemic and recovery which helped to capture real and unprecedented Government support including:

- Very substantial State and Federal Government grant funding to support tourism business throughout the closures.
- \$10M Recovery for Regions program for Domestic Marketing.
- The Queensland Aviation Attraction Fund which helped to secure new flight connections to Singapore and Haneda in Tokyo.
- \$15M for international marketing over the next two years from the Federal Government.

While domestic results are now ahead of 2019 figures, international visitation remains depressed. However, the \$15M international marketing funding which became available in June will allow TTNQ to ramp up international marketing to recover key markets and support aviation routes as they return.

Every year we aim to spend the available funding to maximise the benefits to Tropical North Queensland and this year was no exception. The Financial Statements show a net loss for the year of \$1,047,953 in line with similar losses over the past two years. This is due to the accounting treatment of the large Government grants received since 2020 leading to timing differences between the recognition of grant income received and the expenditure of those funds. Without these timing differences, the operating result was effectively a break even for the year and the company's Retained Surplus (Net Assets) has actually increased by \$583,184 since 2019 to \$2,000,951 on 30 June 2023.

While facing up to the challenges of COVID-19 and the recovery, we have also significantly upgraded our corporate governance, business systems, and cybersecurity over the past few years and worked through a comprehensive process leading to the introduction of a new modern constitution at a General Meeting of members this year.

This is the last year of my three-year term as Chair, a period that has been the most challenging in the history of the organisation and the industry we represent, but also one of great achievement with exceptional outcomes through adversity. This is a great tribute to our CEO Mark Olsen and the wonderful team of hard-working, dedicated professionals who make it happen. My thanks also to my fellow directors who have helped to chart the course through stormy weather and, of course, to our members for your support throughout it all. I will leave the board at the AGM in October but do so knowing the organisation is in the best shape it has ever been and confident that our best times are still ahead of us.



Ken Chapman
Appointed Director – Chair



CEO'S REPORT

TTNQ's laser focus on driving domestic demand during the pandemic delivered record after record, culminating in \$4.3B expenditure in the year ending March 2023. The 2.5M visitors and 13.8M visitor nights were 124% of 2019 levels gaining the destination a record 16.7% share of Queensland holiday visitor expenditure.

Interstate expenditure helped to drive these strong figures, almost doubling from pre-pandemic numbers and accounting for \$2.6B, more than half the total domestic expenditure. The strong spend was boosted by a \$49M injection from major events supported by TTNQ including the long-awaited launch of Crankworx Cairns.

Business events also returned to the region delivering \$35M in spend, while \$57M worth of future events was secured. The domestic cruise market was also very strong with 159 ships visiting the region and TTNQ assisting members to work in this space. Despite the organisation's domestic budget reducing with the end of the Federal Recovery for Regions program, TTNQ-led campaigns delivered \$166M in visitor spend.

International aviation access slowly returned with five direct routes by the end of the year including the much-anticipated Haneda connection in late June. The new fuel-efficient planes used on this route mark the start of a new era in aviation for Cairns as their range is ideal to service our region from North Asia paving the way for opportunities to tap into the world's fastest growing middle-income class.

The outlook for the destination's international recovery is promising with a significant 15% jump in international flight searches for Cairns in May and June with Osaka the top source. Aviation access is critical to meet demand on the back of a concerted PR push with our six international agencies achieving \$197M in global publicity.

TTNQ continued to encourage the industry and travellers further along the path of sustainability, launching the Accessible Travel Hub on the destination website supported by a toolkit for industry. The Business Events team worked with Reforest to develop a carbon offsetting program for conferences which was launched by Arinex, the largest event management company in Australia, at their Cairns conference. We have completed Phase 1 of the Climate Action Plan for our industry and the next phase is underway.

The Tourism Minister launched the TNQ First Nations Tourism Plan a day after Queensland Parliament passed the Path to Treaty while sitting in Cairns and we continue to work with the Indigenous Cluster group to grow this important sector in our region.

It has been another busy year for the hard-working staff at TTNQ whose passion and diligence enable the organisation to deliver above and beyond for our members. I thank Tara Bennett and Joel Gordon for their contribution to the destination's recovery during their time on the Board.

Our Chair Ken Chapman ends his term at this year's AGM and what an incredible three years it has been. His unfaltering support for the region's tourism industry and consistent approach to recovery helped to elevate our advocacy and secured millions of dollars in direct industry support. Thank you, Ken, for your insight and guidance.

With the assistance of \$15M Federal funding for international recovery over the next two years TTNQ will work through our strategy to drive visitor spend and be a global leader in nature-based ecotourism.



Mark Olsen
Chief Executive Officer



DESTINATION UPDATE

OUR GOAL

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



Domestic expenditure records continued to be broken in 2022-23 with six consecutive record quarters. As expected, the YE March 2023 was the first to not set a record, but still outperformed pre-pandemic figures with the \$4.3B at 165% or \$1.3B above the YE December 2019. International spend reached just 50% of pre-pandemic levels.

Visitor numbers to the YE March 2023 were back to 96% of 2019 levels resulting in strong numbers through Cairns Airport which reached 100% of 2019 levels in the month of June.

Domestic numbers for YE March 2023 reached 114% with 2.5M visitors and the 13.8M nights were 124% of 2019 levels. International numbers recovered to 48% with 100,000 and nights to 51% with international passenger numbers through the airport at 62% of 2019.

The region peaked in the YE December 2022 in domestic numbers, nights and spend, but is still holding 16.7% of the State's share of holiday visitor nights and 16.2% of interstate visitor nights with 13.1% of total visitor nights well above pre-pandemic levels. The region also welcomed 159 cruise ships adding much needed visitors in the traditional low season months of February and March.

International flight search data for Cairns shows a significant jump in both May and June 2023, 15% above the same period in 2019. This increase was due to a significant increase in search traffic from Japan, with searches from Osaka reaching the #1 spot. This is a positive sign for our international recovery in the next six months, driven by TTNQ's efforts in generating international publicity.

Business events are returning with the reopening of the Cairns Convention Centre and a strong push from across the region. \$92M in leads were generated and \$57M of future events secured.

THE YEAR IN REVIEW 2022-23

DESTINATION KPI	VALUE	% OF TARGET
OVERNIGHT VISITOR SPEND (MAR 23)	\$4.3B	155%
SHARE OF QUEENSLAND NIGHTS (MAR 23)	16.7%	114%
GOOGLE RANK	5	90%
WEBSITE TRAFFIC	1.74M	116%
AVIATION PASSENGERS VS 2019 (YTD)	87%	112%
ACCOMMODATION OCCUPANCY	70%	117%
BUSINESS EVENT LEAD	92M	115%
BUSINESS EVENT WINS	57M	117%
VISITOR SATISFACTION	31	97%

COMPARED TO YE MARCH 2019:

- Total domestic visitor numbers increased 12.6% to 2.5m
- Holiday visitors grew 29.6% to 1.5M
- Visitor nights were up 23% to 13.8M
- The average length of stay grew by 0.5 to 5.5 nights
- Spend was up 39.4% to \$312 a night
- 16.7% share of domestic holiday visitor nights, above the 15% target

TTNQ UPDATE

OUR MISSION



A RAPID RECOVERY, GENERATING \$5B IN VISITOR SPEND BY 2025 THROUGH

INNOVATIVE MARKETING, A UNIFIED BRAND AND EFFICIENT USE OF RESOURCES.

After 18 months of advocacy and three Federal budgets, TTNQ finally secured our \$15M International Tourism Recovery Fund grant over two years with an agreement signed on 10 May 2023. A Draft Business Plan and Budget were prepared for Board approval in June and publicity contracts with our international partners were locked in. The organisation finished the financial year above many of its annual targets with the exception of the destination Google rank at #5, below the

#4 target, and visitor satisfaction at 31, just below the target of 32. Highlights for the year included a record \$247M in AVE with \$196M in international AVE, \$161M in campaign-generated overnight visitor expenditure generating 223,273 leads to operators and retaining a 14.7% share of Queensland's total visitor expenditure (YE March 2023). At a Board level we thanked retiring Directors Tara Bennett and Joel Gordon and welcomed Alan Wallish and Janine Bowmaker at the October 2022 AGM.

KEY HIGHLIGHTS FOR 2022-23:

- Website traffic 1.74M
- 223K operator referrals
- \$197.4M international AVE following appointment of global PR agencies
- First payment from the \$15M International Tourism Recovery Fund
- International trade campaigns recommenced, driving \$44M in international campaign generated OVE
- TTNQ launched its Accessible Travel Hub, Sustainable Travel Hub (destination website) and Pathways to Sustainable Tourism industry toolkit.
- Launched "Our Promise of Greater Good" sustainable tourism video which has been promoted globally
- \$166M campaign generated visitor spend (up from \$124M FY21-22), 58% above \$105M target
- 133 Business Events leads valued at \$92M and 68 confirmed events valued at \$46M
- Leisure events delivered \$48M overnight visitation and \$9M AVE
- Member satisfaction of 92% and Member/partner funding \$3M

AS AN ORGANISATION IN THE VISITOR ECONOMY TTNQ CAN INFLUENCE:



GROWING OUR SHARE:

INCREASE THE REGION'S AWARENESS TO BOOST OUR SHARE OF QUEENSLAND VISITOR NIGHTS AND SHARE OF VOICE



DRIVING VISITOR SPEND:

DIVERSIFY OUR MIX OF MARKETS AND INCREASE OVERNIGHT VISITOR SPEND GENERATED THROUGH OUR CAMPAIGN ACTIVITY



ENSURING SUSTAINABLE GROWTH:

DRIVE YEAR-ROUND AND DISPERSED VISITATION AND GROW ACCOMMODATION OCCUPANCY AND AVIATION CAPACITY THAT SUPPORTS LOCAL BUSINESSES AND JOBS



INCREASING SATISFACTION:

BE A RESULTS-DRIVEN AND RESPECTED ORGANISATION THAT IS INCREASING VISITOR, MEMBER, AND COMMUNITY SATISFACTION AND OUR DESTINATION'S NET PROMOTER SCORE

KEY HIGHLIGHTS

SHARE OF VOICE



**THE SECOND CONSECUTIVE RECORD YEAR FOR GENERATING
PUBLICITY AND AWARENESS OF OUR REGION.**

TTNQ generated \$247M worth of publicity for the region, up 48% from the record made the previous year. Website visits fell slightly to 1.74M with reduced marketing spend but generated 224,000 operator referrals. The UK, New Zealand and US generated 114,000 website visits with a further 77,000 users visiting the Japanese site. The average organic session duration was nearly 2 minutes, up 9% from the previous year.

Domestic campaigns included Spring, Summer, Drive North Queensland, Drive TNQ, and a targeted digital conversion campaign. International campaign activity included PR, search engine marketing and trade conversion campaigns in UK, Europe, Japan, US and NZ.

The Accessible Travel Hub and Sustainable Travel Hub were launched on the destination website and supported by the development of the Pathways to Sustainable Tourism Industry Toolkit. Our Promise of Greater Good sustainable tourism video was also launched and has been promoted globally.

The Cairns Unearthed magazine had its second successful year with 120,000 copies distributed in Sydney and Melbourne mastheads and online.

KEY HIGHLIGHTS FOR 2022-23 INCLUDE:

 **#5 AUSTRALIAN
DESTINATION ON GOOGLE**

 **\$166M CAMPAIGN GENERATED
SPEND (58% ABOVE TARGET)**

 **\$247M AVE
(175% ABOVE TARGET)**

KEY HIGHLIGHTS FOR 2022-23

- Six international PR agencies appointed, generating \$198M in AVE.
- \$166M in campaign-generated OVE, 58% above target.
- \$247M in total AVE, 175% above target.
- 11 domestic Influencer/content creator activity partnerships generated 4.2M in reach.
- A total of 15 domestic media famils from prominent titles like Nine Traveller, AWOL, Australian Geographic, The Australian and Escape, plus over 20 famils from international opportunities in UK, Europe, and US.
- Summer in the Tropics (summer) domestic campaign drove \$837K AVE, 9.1M in reach and 71K clicks to site.
- Kickstart your Summer (spring) domestic campaign delivered \$1.8M AVE, 9.5M in reach and 144K clicks to site.
- Cairns Unearthed Magazine delivered a 35:1 ROI with a total of \$2M AVE.
- Exceeded 100K subscribers in our leisure email database.
- Developed more than 80 new blogs and pages on the destination website.



DOMESTIC MARKETING

With outbound travel recovering, TTNQ continued to focus on maintaining the strong domestic momentum built up in previous years generating \$247M in AVE, an excellent result that was 175% above target. Despite a reduced marketing budget, campaign-generated overnight visitor expenditure was 58% above target at \$166M. This was generated by Spring, Summer, Drive North Queensland, Drive TNQ, search engine marketing and a targeted digital conversion campaign.

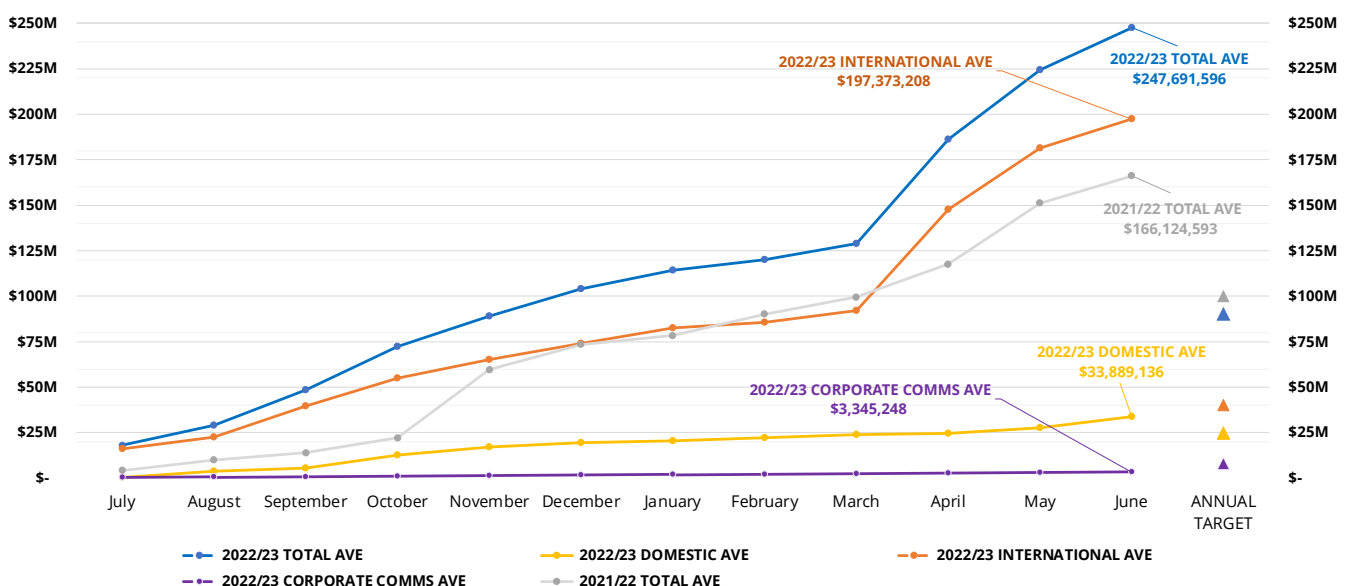
Public relations activity included 15 media famils in region as well as pitching and placing to deliver \$20M in AVE. TTNQ co-hosted a media dinner with TEQ in Sydney to coincide with International Media Marketplace which resulted in a famil and pitch and place opportunities with leading publications including Qantas magazine, news.com.au, Delicious, and magazine publisher ARE Media.

A multi-page feature on Indigenous tourism in Australian Geographic and another on the Torres Strait in The Australian were among prominent media coverage resulting from famils.

Broadcast opportunities included Network Ten's Studio 10 and live weather crosses with Today.

The brand evolution of Leave Greater continued with the launch of the Accessible Travel Hub and Sustainable Travel Hub on the destination website supported by the Pathways to Sustainable Tourism Industry Toolkit. Our Promise of Greater Good sustainable tourism video was launched and promoted globally. The Cairns Unearthed magazine had its second successful year with 120,000 copies distributed in Sydney and Melbourne mastheads and online.

CUMULATIVE AVE RESULTS (2022/23) FROM ALL MEDIA (TARGET \$90M)



INTERNATIONAL MARKETING

TTNQ's activities in global markets achieved outstanding results as international aviation access recovers for Cairns and globally.

International trade and PR activity delivered a record \$197M in AVE, nearly five times the annual target through the efforts of our six PR teams globally. This was on the back of in-market pitching and more than 20 media famils in region.

Multiple in-market campaigns, sales trips, roadshows and more than 20 trade famils were part of the intense global marketing effort. Operators benefitted with \$60M in direct sales generated by TTNQ activity, well above the \$35 million target.

Trade events returned to face-to-face meetings with the team attending ATEC Meeting Place in Cairns, the TTNQ Inbound Tour Operator mission

in Sydney with more than 40 agents and the Australian Tourism Exchange on the Gold Coast. In addition, in-market missions to Japan, New Zealand and China, and Marketplace events in the United States, Japan, Europe and the United Kingdom. This activity started with a limited budget while we waited for Federal funding which was not signed until May 2023.

International flight capacity has been challenging, but gradually improved throughout the year with seasonal Air New Zealand flights, Singapore Airlines continuing their year-round service with five flights a week in the middle of the year, Jetstar resuming direct flights to Japan in July 2022 and the June 2023 start of Virgin Australia connections to Haneda.



WESTERN

- Trade campaigns: US Expedia, US Goway, EU Go Australia (Italy), NZ Air Guides, UK Trailfinders (co-op with Brisbane Economic Development Agency), co-ops with TEQ for US Swain and European DERTour, and a Working Holiday Maker campaign in UK, Ireland, and Germany.
- Digital campaigns: Always On SEM in NZ, UK, Germany, and North America.
- Engagement of PR agencies into German-speaking Europe, UK and US, with NZ appointed from 1 June, generating a total of \$63M western market PR AVE.
- In-market trade training/missions: UK Travel Counsellors Liverpool training event, USA DUA in-market training roadshow to 4 US cities, USA Swain trade training event in Philadelphia, EU Sales Trip with TEQ including the TEQ Queensland Europe Industry Welcome Event & Dinner, TEQ NZ Mission (150 agents), TA ASP training conference – Italy, and Australia Marketplace events in USA and UK.
- Trade famils: Over 20 trade famil visits to region from UK, Europe, US, NZ.
- Media/Influencer Famils: Over 20 media famils visited the region.

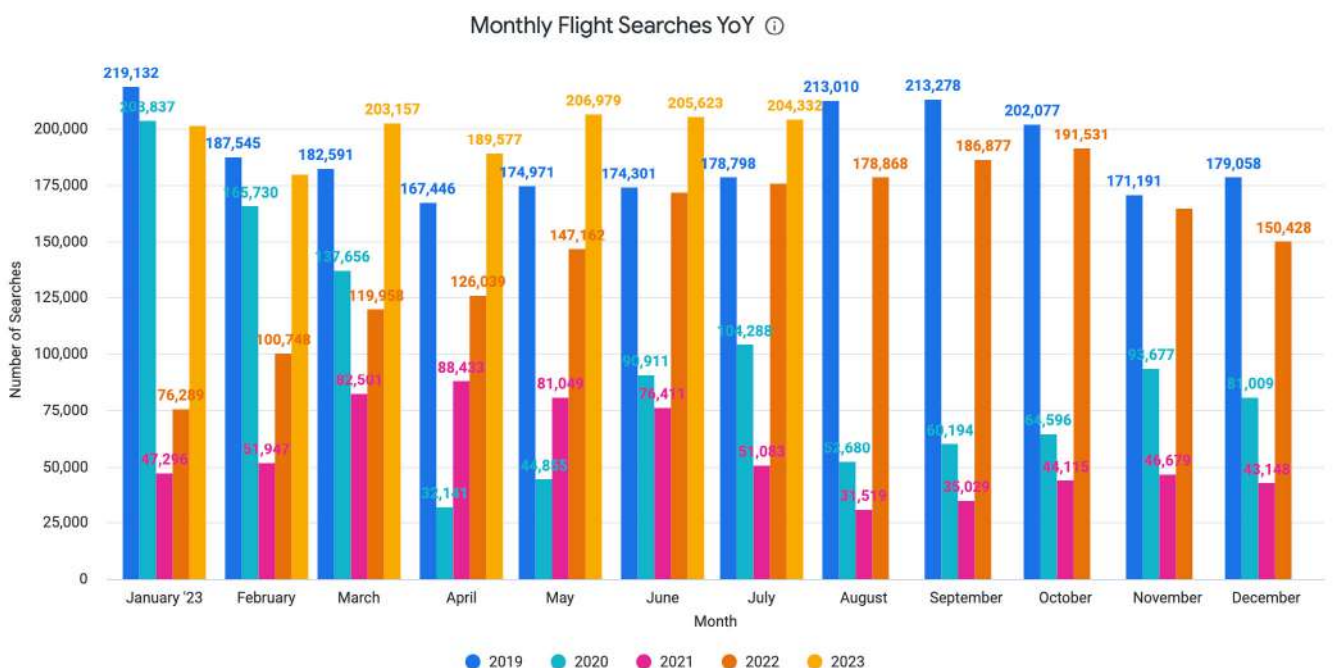
CHINA

- Campaigns: Domestic Chinese Campaign - Enjoy Life 2023 and DFS Galleria Co-Op.
- Engagement of PR Agency Contineo Marketing generating over \$6M AVE in first 3 months.
- TTNQ Chinese social media platforms provided 11.5M inorganic reach.
- TTNQ/TEQ livestream events covering: Indigenous Culture (45 agents), Sustainable Tourism (75 agents) and HKG Trade livestream.
- Online trade training: Business Events Australia (BEA) online trade training events in Hangzhou and Shenzhen (140 agents).
- In-market trade missions: "Team Queensland" China Mission for trade training with 40+ KDPs.
- Trade famils: Chinese agents of the Aussie Specialist Program visited the region.

JAPAN AND SOUTH EAST ASIA

- Trade campaigns: HIS Osaka, Japan Expedia, and Virgin Australia promotion with trade partners Club Tourism, Air Trip, and HIS Tokyo.
- Digital campaigns: Japan's biggest travel search engine Travel-Co, School Group promotion with TEQ, and Always OnSEM in Japan.
- Engagement of PR agency Youth Planning Centre (YPC) into Japan, generating a total of \$63M western market PR AVE.
- TTNQ/TEQ/TA livestream events with: Tabikobo Yokohama, JTB Saitama, Okayama Gakuen and JTB Giarec.
- Online trade training: Arc Three, TA ASP, Virgin Australia sales team, Jetstar sales team, Kuoni Group, and Watabe Wedding Sales Team (300 agents).
- In-market trade training/missions: Japan VIP retaining and media roundtable for Jetstar relaunch, Virgin Australia launch event, Marine Diving Fair in Tokyo, TEQ Reconnect India, TTNQ Cairns & GBR Japan Mission, TEQ Japan Reconnect, Australia Marketplace events in Korea and Japan.
- Trade famils: Over 30 trade famils from Japan and India including Kintetsu, HIS, Pick Your Trail, Veltra, HIS agents, BE Korea and Japan famil to region.
- Media/Influencer Famils: Cairns Marathon Ambassador with JTB, Cairns & GBR ambassador and influencer Ryman Traveler, over 10 TTNQ media famils from Japan, Korea and India, and TA/TEQ Japan media famil to region.
- Japan consumer research with Carter Group.

LOCALIS INBOUND FLIGHT SEARCH DATA (2019-2023)



DIGITAL REACH

HIGHLIGHTS



41.4M ORGANIC
REACH (DOWN 49.7%)



223K INDUSTRY
REFERRALS
(DOWN 28%)



12 INFLUENCERS
REACHING **1.8M+**



80+ NEW BLOGS
& PAGES

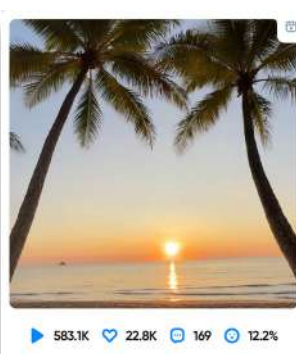
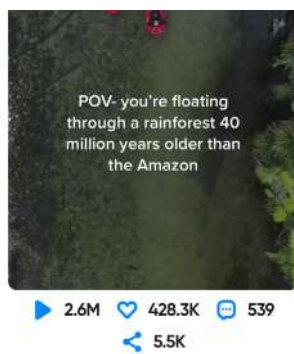
The destination digital and social channels saw a decline in overall reach, however still achieved organic growth in high-quality website traffic. This decline can be attributed to a reduction in paid activity and changes in social media algorithms affecting both ours and competitor channels. Despite the decrease in reach year on year, digital reach is still on an upwards trend as compared to pre-COVID levels and achieved or surpassed targets for the financial year. As expected, the highest volume of users was recorded in May, with over 180K users visiting the site generating almost 280K page views. With more than 80 new blogs, pages and itineraries, organic user growth increased by 21% with about 71% of total page views on the destination website from organic sources.

Most of the destination website traffic was domestic, however international users gradually increased through the year as more marketing activity was live in those markets.

The total 1.74M website users was down around 9%, while the 3.6M page views decreased 23% from the previous financial year, due to a reduction in paid activity. Ranking on high-value searches remained steady, with an average click through rate of 9.12% for paid searches, up almost 18% on last financial year. Members benefited from 223K industry referrals, including 20K from the destination deals page, regularly surpassing the monthly referral targets.

Social media coordinators appointed for the destination's Japanese and Chinese channels achieved very strong reach in these key markets including an organic reach of 11.8M on Chinese social channels and 3M from Japanese social channels. TTNQ's destination website and social channels generated over \$1.8M in advertising value equivalent, a 42% decrease on the previous financial year, however still within AVE targets for the year.

TOP POSTS



TOTAL DESTINATION WEBSITE OVERVIEW (PAID AND ORGANIC)



1.74M
TOTAL
USERS

-9.22% YOY²



1.68M
TOTAL
NEW USERS

-6.44% YOY



2.05M
TOTAL
SESSIONS

-11.29% YOY



3.66M
TOTAL
PAGE VIEWS

-23.20% YOY



1.86M
TOTAL
PAGES/SESSION

-14.67% YOY

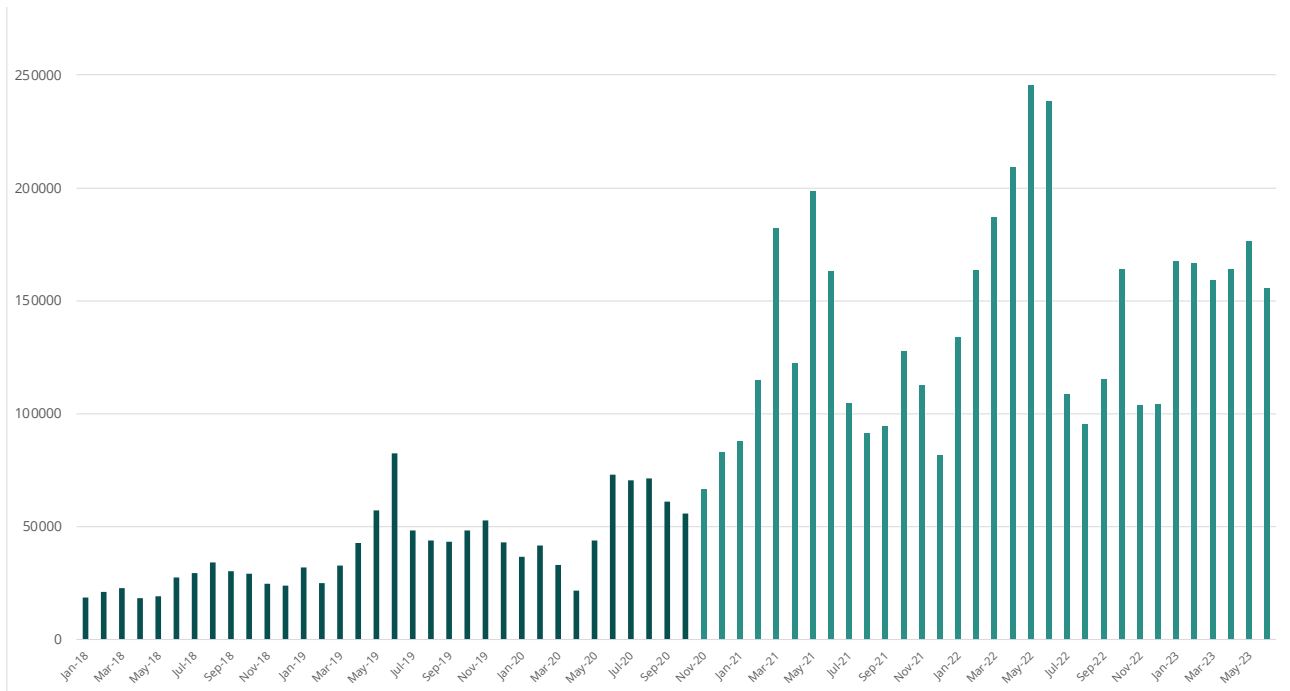


01:52
AVERAGE SESSION
DURATION

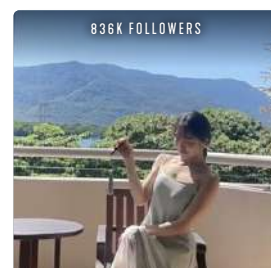
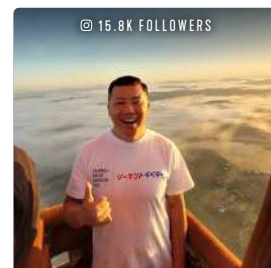
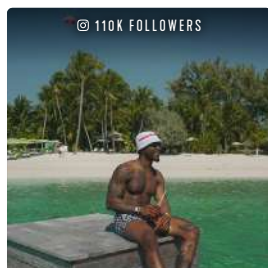
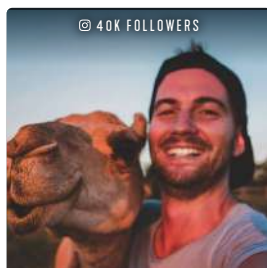
-0.52% YOY

OVER 1.7M WEBSITE VISITORS IN 2022-2023

450K in 2019, 520K in 2020, 1.9M 2021



12 INFLUENCERS REACHING 1.8M+



VISITOR SPEND



70% AVERAGE
OCCUPANCY YEAR-
ROUND

A RECORD \$4.3B IN DOMESTIC OVERNIGHT VISITOR SPEND KEPT TNNQ





AT #8 (#11 IN 2019) REGION IN AUSTRALIA IN TOTAL VISITOR EXPENDITURE.

The first three quarters of 2022-23 set new domestic expenditure records for our region ending with \$4.39B for YE December 2022 before the next quarter resulted in \$4.3B for the YE March 2023, up 71.5% from 2019. Visitor spend continued to increase with the YE March 2023 spend per visitor up 52.3% from 2019 to \$1723 and the average spend per night up 39.4% to \$312. Visitor nights grew 23% from 2019 to 13.8M with an average length of stay growing 0.5 to 5.5 nights helping to increase visitor spend.

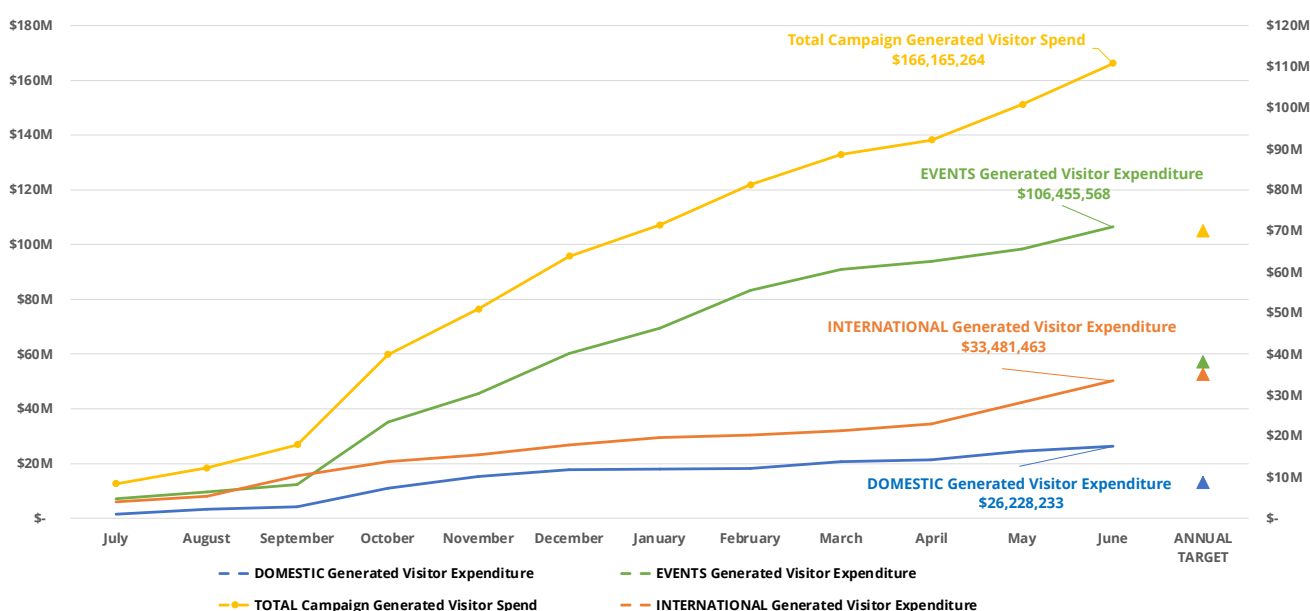
Average daily rate for accommodation in the region reached a record \$388.43, 5% above the 2021-22 average (\$368.30) which was 17% up on 2020-21 which was a record for the region. Expenditure in the region on accommodation and transport reached \$4.3B, this dropped slightly as a proportion of total expenditure, with spending on food and beverages, dining and retail all up year on year as a proportion of total spend.

KEY HIGHLIGHTS FOR 2022-23: NATIONAL VISITOR SURVEY YEAR END MARCH 2023 VS 2019

- Destination visitor spend up to \$4.3B (from \$3.5B in 2019)
- TTNQ-led campaigns delivered **\$166M in direct visitor spend**
- \$49M of **major event visitor spend** for events supported by TTNQ
- **\$35M business event delegate spend**, and \$57M in future events secured
- A record **16.7% share** of Queensland holiday visitor expenditure

	EXPENDITURE	\$4.3B	+71.5%
	VISITOR NIGHTS	13.8M	+23%
	SPEND PER NIGHT	\$312	+36.3%
	AVERAGE DAILY RATE	\$388.43	+5%
	AVERAGE LENGTH OF STAY	5.5 NIGHTS	+5.8%

CAMPAIGN GENERATED OVERNIGHT VISITOR SPEND 2022/23 (TARGET \$105M)



EVENTS



BUSINESS EVENTS

BUSINESS EVENTS DELIVER A 25:1 RETURN ON INVESTMENT, SUPPORTING OFF-PEAK VISITATION AND BUILDING STRONGER TRADE CONNECTIONS FOR OUR REGION.



The Business Events team's focus has been generating leads and driving conversion on the back of domestic and international borders opening. The team generated 133 leads valued at more than \$92M in direct delegate expenditure. They converted 68 leads into wins, resulting in more than 20,000 delegates and generating an expected direct expenditure of \$57M into our local economy.

Financial support (subvention) to attract conference and incentive groups played an important role in our recovery and in achieving this result. We were able to offer this support through programs associated with the Regional Recovery for Tourism (RRT) and Cairns Regional Council which resulted in the following:

- \$314,000 was provided from RRT to eight events, which attracted 3,000 delegates and contributed \$7.8M direct delegate expenditure.
- \$617,000 from offered to 23 events that will be held from 2022-2026. These events will attract over 9,000 delegates and generate over \$20M in direct expenditure.

DEVELOPING STRATEGIC PARTNERSHIPS WAS A BIG FOCUS FOR THE YEAR AND INCLUDED THE FOLLOWING HIGHLIGHTS:

- Our partnership with Clockwise Consulting to drive corporate event leads continued through the year (in a reduced capacity) and assisted in achieving our leads and wins.
- Developing a carbon offsetting program with Reforest allowing conference organisers to calculate their event's carbon footprint and provide a solution to offset locally through the Mabi Rainforest Restoration project on the Atherton Tablelands
- Hosting the staff conference of one of the largest event management companies in Australia, Arinex, which also coincided with the 50th anniversary of their company. Fifty-five team members spent five days in the region experiencing 4- and 5-star hotels, offsite event venues and conferencing at the Cairns Convention Centre. We launched the Reforest program in partnership with Arinex.

The brand position of "Connect Great Leave Greater" evolved by focusing on the USPs:

- Walkable city
- Nature on our doorstep
- World-class BE products
- Our region's sense of place and personality.

We partnered with Business Events Australia through their Advance Program to deliver 19 content pieces across five media outlets in the USA, UK, and Europe, delivering \$308,630 in AVE. Our domestic activity focused on building content around our USPs and cooperative advertising opportunities with our members. We generated 15 content pieces across Spice, Mice.net, CIM and Executive PA with an AVE of \$980,220. We continued to work with Bang Media to ensure all content was optimised through effective search engine optimisation and marketing.



Other activity included:

- Trade show attendance including AIME, Regional Showcase, IMEX Frankfurt and USA, BEA Asia Showcase, and BEA Japan Showcase, along with sales calls in Melbourne, Sydney and Singapore
- Partnerships with Business Events Australia to deliver famil programs for New Zealand, Japanese and Korean event planners along with decisions makers from Amway Singapore, Thailand, Malaysia, and Indonesia.
- Hosting 115 event planners for site inspections and famil programs.
- Sponsorship of the Society for Incentive Travel Executive and Professional Conference Organisation of Australia conferences
- Successful bid for ATEC Meeting Place (November 22), G'day Australia (October 23), Destination IQ, Destination Q and Queensland Tourism Awards (November 23).
- Hosted our Business Events member conference in March 23 for more than 70 members with a satisfaction rate of 100%.

ECONOMIC CONTRIBUTION OF BUSINESS EVENTS TO TNQ

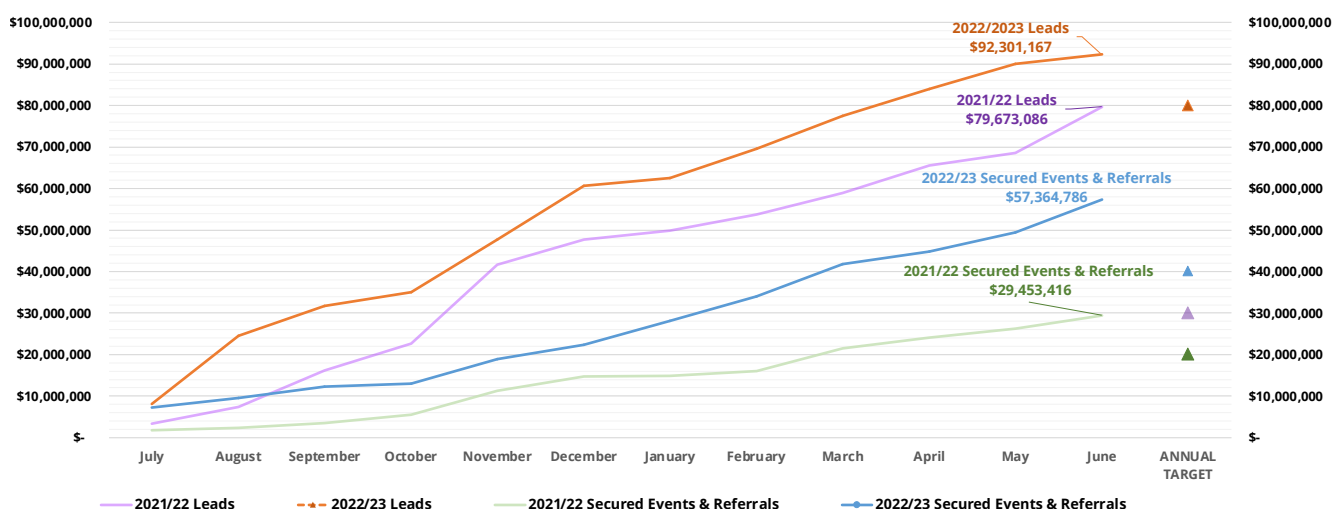
- 347 events
- 39,633 delegates
- 138,028 delegates days
- Direct economic value of \$86,147,112
- Indirect economic value of \$258,441,336

Unaudited statistics from Qld Business Events Survey

BUSINESS EVENTS ACTIVITY

- 133 Leads valued at \$92m
- 68 confirmed events valued at \$46m
- 2 referrals valued at \$12m

BUSINESS EVENTS: SALES LEADS YTD 2022/23 VS 2021/22 (NUMBER OF LEADS AND VALUE OF LEADS)





MAJOR & REGIONAL EVENTS

MARKETING ACTIVITY TO DRIVE DESTINATION AWARENESS & EVENT SPECIFIC VISITATION:

We continued to support major and regional events through marketing activity focusing on destination driving destination awareness and event specific visitation. Despite travel restriction challenges we were able to achieve:



\$48M IN OVE



\$9M IN AVE

Instrumental in achieving these results was our partnership with Tourism and Events Qld and Cairns Regional Council with all stakeholders working cohesively to deliver results for both the region and Queensland. This included providing input into the Cairns Regional Council 2025 Event Strategy, marketing partnership with TEQ to increase event profile and capacity of the region to deliver events, and delivering event ambassador programs to drive destination awareness.

In addition to this we continued to attract and optimise major and regional events with the support of the federal government Recovery for Regional Tourism (RRT) program. The program delivered the following for regional events:

- Investment of \$447,000 in marketing support to 17 region events
- This investment was leveraged by a further \$978,000 in partner marketing.

- Marketing reach of over 98m
- We captured content for a number of events to assist with further marketing activities.

The highlight from a major events perspective was the delivery of the inaugural Crankworx Cairns Mountain bike event in October 2022 with a second event stage in May 2023 to align with the Crankworx International world tour. This event was delivered through partnership with Tourism and Events Qld, Cairns Regional Council and GTR Events which achieved the following across both event:

CRANKWORX HIGHLIGHTS



ECONOMIC IMPACT

\$10.3M



BROADCAST VALUE

\$12M



ADVERTISING VALUE EQUIVALENT

\$4.3M



CAMPAIGN REACH

41M



UNIQUE VISITORS*

16K

* including over 4,000 interstate and international visitors (noting significant travel challenges including flights costs and visa delays)

MAJOR EVENTS

- July – Cairns Indigenous Art Fair, Tour of the Tropics, 7 Cairns Marathon
- August – Taste Port Douglas, Reef 2 Reef MTB Event, Red Bull Defiance
- September – Australia v New Zealand One Day Cricket, Cairns Amateurs, Port Douglas Grand Fondo, Savannah in the Round
- October – Crankworx, Ports Shorts
- November – Croc Trophy
- December – Brisbane Roar Big Bash
- February – Hot & Steamy
- March – Cairns Tropical Writers Festival
- May – Crankworx, Port Douglas Carnivale, GBR Masters Games
- June – Ironman, Cairns Fashion Week



CRUISE

- With the return of the domestic cruise market, the region has welcomed 159 ships across Yorkeys Knob, Port Douglas, Cooktown, and Thursday Island. Cruises had 16 turnaround home ports for the financial year.
- Cruise passengers play a very important role in the local economy, especially in the summer months when visitor numbers are low. In July 2022 TTNQ hosted the TNQ Cruise Workshop to help 47 members understand how to work with cruise ships.
- Topics included what tours are working well for cruise passengers and what needs improving and the opportunity for nominated operators to meet cruise ship representatives.
- At the Cairns Cruise Terminal we introduced the Airport Ambassadors to provide visitor information to cruise ship passengers. The Cruise Ambassadors play a vital role providing visitor information and sharing their incredible local knowledge of the region.

SUSTAINABLE GROWTH



FIRST NATIONS TOURISM
ACTION PLAN UNDERWAY



CLIMATE ACTION PLAN
IN DEVELOPMENT

SUSTAINING TTNQ

Climate Action Plan Phase 1 complete, Phase 2 underway. Launch of Pathway to Sustainable Travel Hub and our Promise of a Greater Good. First Nations Tourism Action Plan launched by Tourism Minister

The organisation's budget reduced from \$16.2M in 2021-22 to \$12.9M as the Federally funded Recovery for the Regions domestic tourism support program (\$10M) came to an end. In 2023-24, our International Tourism Recovery Fund (\$15M) will commence, with TTNQ the only regional organisation in Australia to receive this support.

The organisation's major funding source remains Membership and Cooperative Marketing partners (30%) with Cairns Regional Council (26%) and the State Government (19%) foundation partners.

The Federal Grant, which accounted for one-quarter (24.7%) of the organisation's budget played a vital role in our domestic recovery and in securing industry cooperative marketing income. Events played a bigger role with two Crankworx events (October and May) in the one financial year.

The net loss reported this year of \$1,047,953 as shown in the Financial Statements along with similar losses over the past two years is due to the accounting treatment of the large grants received since 2020 leading to timing differences between the recognition of grant income received and the expenditure of those funds. The company's Retained Surplus (Net Assets) has actually increased since 2019 by \$583,183 to \$2,000,951 on 30 June 2023.

TTNQ INCOME 2022-23 (VS 2021-22)

	22-23	21-22
MEMBERSHIP AND COOP MARKETING	29.6%	31.5%
CAIRNS REGIONAL COUNCIL	26.1%	25.4%
STATE GOVT (INC. TEQ)	18.6%	22.7%
FEDERAL GRANT	24.7%	20.5%

TNQ EXPENDITURE 2022-23 (VS 2021-22)

	22-23	21-22
MARKETING	58%	64.4%
ADMINISTRATION	18.5%	17.8%
PARTNERSHIPS AND EVENTS	20.2%	13.4%
INDUSTRY SUPPORT	3.3%	4.3%



SUSTAINING OUR REGION

The TNQ First Nations Tourism Plan was launched by Tourism Minister Stirling on 11 May 2023 after 12 months of consultation throughout the region. The plan aims to double both the number of Indigenous experiences and the number of Indigenous people employed in the Tropical North Queensland tourism industry in the region by 2032 with all tourism entities formally acknowledging Country. The number of visitors having an Indigenous experience is targeted to grow from 12 per cent to 30 per cent by 2032 with the number of visitors participating in regenerative tourism supporting Country and culture doubling.

TTNQ completed phase 1 of the Queensland Tourism Climate Action Plan providing valuable carbon benchmark data and recommended pathways for the next step. We are one of two regions selected in Queensland to participate in Phase 2 where we will define the destination pathway to Net Zero by 2050.

Internally we have established a 'green team' who completed the ecoBiz business assessment and are achieving things like changing procurement policies for office stationery, consolidation of equipment to reduce power consumption, and working with Bungalow Community Garden to send scraps to compost.

LTO/LTA NETWORKING EVENTS

- 31 January - Cook Shire – The Seaview
- 27 April – North Peninsula Area – Cape York Peninsula Lodge
- 28 April – Thursday Island – Gab Titui Cultural Centre
- 18 May - Mission Beach – Castaways Resort

PARTNERSHIPS

TTNQ works closely with our destination's Local Tourism Associations (LTA) and Local Tourism Organisations (LTO).

LTOs

- Tourism Port Douglas Daintree
- Cassowary Coast Tourism
- Tourism Atherton Tablelands
- Savannah Way

LTAs

- Tourism Palm Cove
- Tourism Trinity Beach

We are also working closely with the new Mareeba Chamber of Commerce and Tourism, Cook Shire Council and the Western Cape Chamber of Commerce to build stronger tourism networks in these areas.

Utilising TEQ's Tourism Networking Funding (TNF) program that matches funding for LTOs to attract visitors from outside the region, we supported promotional activities for Cassowary Coast Tourism, Tourism Atherton Tablelands and Tourism Port Douglas Daintree. The TNF funding is critical for local tourism organisations to drive visitation and raise awareness of their area.

MEMBERS





SUPPORTING OUR MEMBERS

With the continued support from our members, we achieved a retention rate of 96%, ending the financial year with 668 members and \$614,000 in revenue. TTNQ's strong advocacy, domestic campaign activity and securing \$15M International Tourism Recovery Program funding from the Federal Government for the industry resulted in member satisfaction sitting at 92%.

Members also benefitted from the grant funding from the Australian Government under the Recovery for Regional Tourism program administered by Austrade. Highlights included:

- Delivery of the Create Great content program that provided 69 members (80 packages) with the opportunity to update their imagery, videos, and website to align with the Create Great brand.
- TEQ Best of Queensland mentoring program that assisted 47 members improve their BOQ scores through a series of digital health checks, one-on-one mentoring and online training.
- Mentoring provided to six members to achieve Ecotourism Australia accreditation.

We offered operators mentoring support for their award submission in the Queensland Tourism Awards. Our members received three awards. The Reef House Boutique Hotel and Spa won Gold for 5-star Luxury Accommodation, Paronella Park won Silver for Cultural Tourism and Wildlife Habitat won Silver for Tourism Attractions. With our international recovery underway we supported 18 operators to become trade ready through the Pathway to ATE program. We have also supported 30 members to take their visitor experience to the next level through the TEQ Transformational Experience Mentoring Program. TNQ operators once again topped the State in the Best of Queensland Experiences program with an average GRI score of 89.12, above the State average of 87.62.



2022- 2023 NETWORKING EVENTS



MEMBER CONFERENCES & AWARDS

28 October - TNQ Excellence Awards
 31 March - TTNQ Business Event Conference
 31 May - My Queensland TNQ Tourism Conference.

MEMBER NETWORKING EVENTS

17 August – The Backyard by Shangri-La
 14 September – The Benson Hotel
 14 December – Sheraton Mirage Resort
 8 February - Mercure Cairns
 29 March - Cairns Aquarium
 21 June - Novotel Oasis Resort

MEMBER WORKSHOPS

31 October - TikTok for Travel
 22 February – TTNQ Pathway to Sustainable Tourism
 26 July – TNQ Cruise Workshop
 3, 9 & 10 March - Business Events Training Program
 17 May – TTNQ Indigenous Tour Training Session
 8 Member Orientation sessions with over 116 members in attendance.

MARKETING RETURN ON INVESTMENT

TTNQ secured \$2.4M in cooperative marketing funds in addition to \$614,000 membership funds, which were matched with more than \$5M in partner funding delivering \$247M in AVE and \$166M in direct sales. Across all platforms and campaigns that equates to a 16:1 ROI for investment to direct visitor expenditure and a 25:1 ROI on marketing value generated for every dollar invested. This resulted in an extra \$1.3B of visitor expenditure above 2019 levels, a result the region should be extremely proud of!

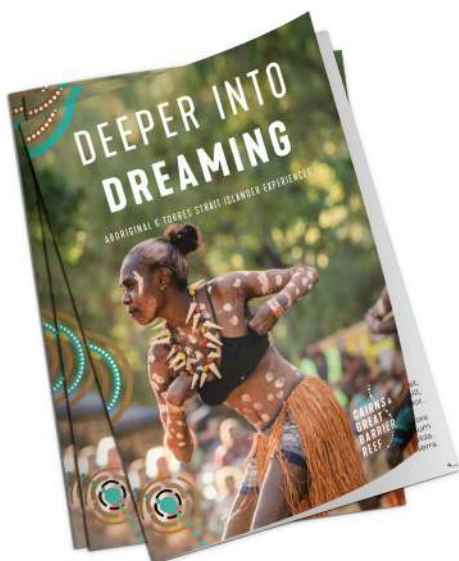
INDIGENOUS TOURISM

TTNQ continued its support of the TNQ Indigenous Experiences Cluster which met monthly throughout the year. More than 45 Indigenous products and experiences are now ready for domestic and international marketing.

The region's Deeper into Dreaming trade publication was reprinted and incorporated operators that can accommodate business events.

TTNQ hosted an Indigenous Tour Desk Training session with nine indigenous products and 18 local tour desks. Indigenous experiences are included in TTNQ's brand, retail and tactical campaign activity and are a part of every famil program. Three Indigenous products attended the Australian Tourism Exchange this year.

TTNQ funded a mentor program to assist six members to become eco-certified with EcoTourism Australia.



SUSTAINABILITY

TTNQ launched the Sustainable Travel Hub for consumers on the destination website which was supported by the Pathways to Sustainable Tourism Industry Toolkit to assist industry.

We partnered with Reforest to develop a carbon offsetting program allowing conference organisers to calculate their event's carbon footprint and provide a solution to offset locally through the Mabi Rainforest Restoration project on the Atherton Tablelands.

Each of the media travelling in TNQ as part of the ATE famil program were gifted the offsetting of their flights through Reforest. The program was launched in partnership with Arinex, one of the largest event management companies in Australia, which held their staff conference in Cairns.

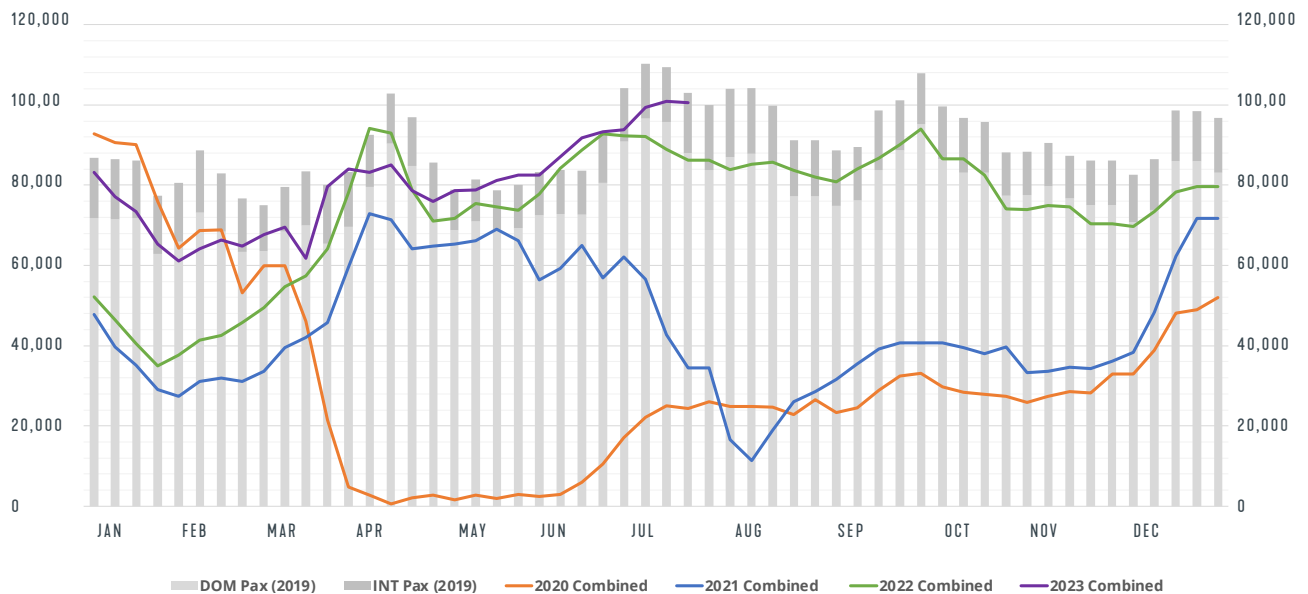
Sustainability messaging has been expanded into key international markets with the translation of the Sustainability Hub into Japanese and livestream activities with Chinese market introducing sustainable experiences and sustainable living principles.

A group media famil from German-speaking publications travelled around the region to experience ecotourism products.

AVIATION

Passenger numbers through Cairns Airport returned to 86% of pre-Covid numbers with 2.69M people passing through both terminals, compared to 5.08M in 2018-19. Just 21,253 people passed through the international terminal with our first direct international flight from Singapore returning in March with the three flights a week increasing to five in May.

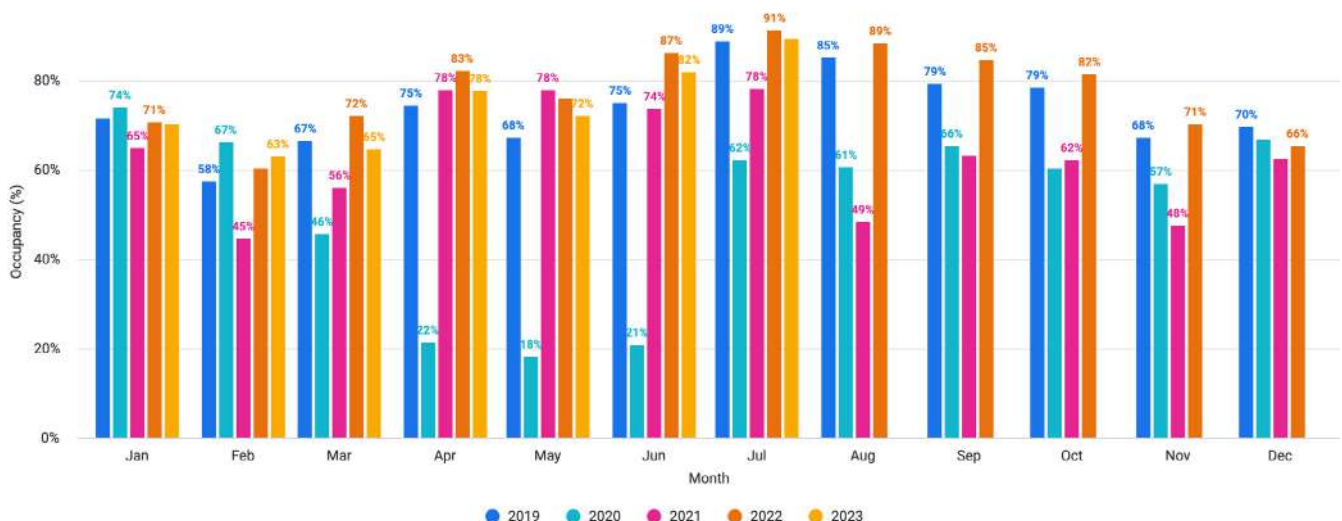
TOTAL CAIRNS AIRPORT WEEKLY PASSENGERS (2019-23)



ACCOMMODATION

The average occupancy rate was 6.3% above 2019 with strong forward bookings. In June 2022 the average daily rate had increased to \$249.55 from a low of \$171.24 in November 2021. The revenue per available room was \$192.52, up 42.5% from the previous June for the supply of 422,310 room nights.

ACCOMMODATION OCCUPANCY (2019-23)



SATISFACTION

VISITOR SATISFACTION

Visitor satisfaction measured through the destination sentiment index is up significantly from the previous financial year from 29% to a 30% average across 2021-22 financial year; 5 points above our target. June 2022 ended with a Net Promoter Score of 34 for Tropical North Queensland, which sits as a high Global Tourism Sentiment comparison; key positive consumer sentiment drivers being our reef and wildlife experiences.



NET PROMOTER SCORE
31 (TARGET 32)



MEMBER SATISFACTION
87% (102% OF TARGET)



98% SATISFACTION WITH
E-COMMUNICATIONS

TOURISM SENTIMENT INDEX – TROPICAL NORTH QLD VS GOLD COAST 2022-23



HOW DID WE PERFORM IN 2022?



87%

ARE SATISFIED
WITH THEIR TTNQ
MEMBERSHIP

5% DECREASE
FROM LAST YEAR



89%

ARE SATISFIED WITH THE
STRATEGIC DIRECTION
& CAMPAIGN ACTIVITY

SATISFACTION HAS
REMAINED THE SAME



98%

FIND OUR
E-COMMUNICATIONS
USEFUL

2% DECREASE
FROM LAST YEAR



89%

ARE SATISFIED WITH
THE ADVOCACY
ROLE OF TTNQ

5% DECREASE
FROM LAST YEAR

TOP COMMUNICATION CHANNELS

- 1 E-COMMUNICATIONS
(FORTNIGHTLY PULSE, MEMBER
NOTICES & EVENT INVITES)
- 2 NETWORKING
EVENTS
- 3 WEBINARS

MARKETING OPPORTUNITY PRIORITIES

- 1 MEDIA & PR
OPPORTUNITIES
- 2 SOCIAL INFLUENCER
PROGRAM
- 3 BEST OF QUEENSLAND
PRODUCT DEVELOPMENT
- 4 RETAIL & TRADE
PARTNERSHIPS

INTERNATIONAL MARKET PRIORITY RANKINGS



1

EUROPE



2

NORTH AMERICA



3

UK



4

JAPAN



5

NEW ZEALAND

YEAR OF ACCESSIBLE TOURISM SUPPORT PRIORITIES

- 1 SUPPORT WITH PRODUCT
DEVELOPMENT
- 2 WORKSHOPS
- 3 MENTORING
SUPPORT

SUSTAINABILITY

55%

WANT TO LEARN MORE
OR GET ACCREDITED

16%

ARE OFFSETTING THEIR
CARBON EMISSIONS



19%

ARE MEASURING THEIR
CARBON FOOTPRINT

33%

ARE GENERATING OR USE
RENEWABLE ENERGY

MEMBER BENEFIT PRIORITY RANKINGS



1

ACCESS TO
MARKETING CO-OPS



2

PRODUCT LISTING
ON WEBSITE



3

ACCESS TO PR &
MEDIA ACTIVITY



4

PARTICIPATING IN
EDUCATIONALS



5

PARTICIPATING IN
LEISURE TRADE ACTIVITY

TOURISM TROPICAL NORTH QUEENSLAND'S ROLE

TTNQ's role has evolved from a destination marketing organisation to include advocating for the industry and delivering cost-effective marketing activities. As the Regional Tourism Organisation, TTNQ 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 VISION

THAT EVERY VISITOR LEAVES AS A CUSTODIAN OF OUR
REGION AND ITS STORIES, SHARING THEIR EXPERIENCE
GLOBALLY TO DRIVE FUTURE VISITATION.

HOW WE MEASURE SUCCESS?



GROWING OUR SHARE: STARTING WITH A FOCUS ON THE DOMESTIC MARKET, INCREASE THE REGION'S AWARENESS TO BOOST OUR SHARE OF QUEENSLAND VISITOR NIGHTS AND SHARE OF VOICE



DRIVING VISITOR SPEND: DIVERSIFY OUR MIX OF MARKETS AND INCREASE OVERNIGHT VISITOR SPEND GENERATED THROUGH OUR CAMPAIGN ACTIVITY



SUSTAINABLE GROWTH: DRIVE YEAR-ROUND AND DISPERSED VISITATION AND GROW ACCOMMODATION OCCUPANCY AND AVIATION CAPACITY THAT SUPPORTS LOCAL BUSINESSES AND LOCAL JOBS



INCREASING SATISFACTION: BE A RESULTS-DRIVEN AND RESPECTED ORGANISATION THAT IS INCREASING VISITOR, MEMBER, AND COMMUNITY SATISFACTION AND OUR DESTINATION'S NET PROMOTER SCORE

“

QUOTES FROM MEMBERS WHO COMPLETED OUR SURVEY

Leadership and Communication provided has been exemplary during this difficult time

Despite the ever-changing conditions, the strategic direction has been clear and reasoned and the campaigns creative and agile.

The team are great and always go above and beyond!

TTNQ have done an amazing job over the last two years to help steer the region through these unprecedented times with Mark at the wheel and great opportunities created.

The team are very generous with their time for members and their passion for the destination shows in their work.

I feel like TTNQ is my big brother, I always head to them when I need help and guidance.

To see how many 'enquires' 'leads' comes through has been great.

”

BOARD OF DIRECTORS

KEN CHAPMAN

CHAIR – APPOINTED DIRECTOR

Skyrail Rainforest Cableway, Chairman

WAYNE REYNOLDS

DEPUTY CHAIR – GENERAL DIRECTOR

The Reef Hotel Casino, General Manager Hotel

CRAIG BRADBERRY

CAIRNS NORTH ZONE DIRECTOR

Silky Oaks Lodge (Baillie Lodges), COO

JANET HAMILTON

CAIRNS SOUTH ZONE DIRECTOR

Cairns Convention Centre, General Manager

JEFF GILLIES

GENERAL DIRECTOR

Coral Expeditions, Commercial Director

JOHN O’SULLIVAN

APPOINTED DIRECTOR

Experience Co, CEO

RICHARD BARKER

APPOINTED DIRECTOR

Cairns and Mackay Airports, CEO

BEN WOODWARD

GENERAL DIRECTOR

The CaPTA Group, Director of Sales and Marketing

JOEL GORDON (JULY TO OCTOBER 2022)

GENERAL DIRECTOR

Crystalbrook Collection, Regional General Manager (Hotels) – Queensland

TARA BENNETT (JULY TO OCTOBER 2022)

CAIRNS NORTH ZONE DIRECTOR

Tourism Port Douglas Daintree, CEO

ALAN WALLISH

GENERAL DIRECTOR

Passions of Paradise, Managing Director

JANINE BOWMAKER

GENERAL DIRECTOR

Banora International, Managing Director

FINANCE, AUDIT AND RISK MANAGEMENT COMMITTEE

GREG NUCIFORA

CHAIR

Bell Potter Securities, Branch Manager

WAYNE REYNOLDS

DEPUTY CHAIR

The Reef Hotel Casino, General Manager Hotel

KEN CHAPMAN

Skyrail Rainforest Cableway, Chairman

JEFF GILLIES

Coral Expeditions, Commercial Director

JOANNE PARISI

MacDonnells Law, Practice Leader

MARK OLSEN

TTNQ, CEO and Company Secretary

KRISTY PAPROTH

TTNQ, Finance & Corporate Services Manager and Company Secretary

HUMAN RESOURCES COMMITTEE

JANET HAMILTON

CHAIR

Cairns Convention Centre, General Manager

KEN CHAPMAN

Skyrail Rainforest Cableway, Chairman

WAYNE REYNOLDS

The Reef Hotel Casino, General Manager Hotel

MARK OLSEN

TTNQ, CEO and Company Secretary





KRISTY PAPROTH

TTNQ, Finance & Corporate Services Manager and Company Secretary

A couple is seen from behind, sitting on a blue patterned blanket on the ground. They are looking towards a small waterfall cascading over mossy rocks in a dense, green forest. The woman is wearing a wide-brimmed hat and a dark top, while the man is wearing a red shirt. The scene is peaceful and scenic.




VISIT OUR CHANNELS

CONSUMER

 @tropicalnorthqueensland
 @tropicalnorthqueensland
 @cairnsGBR
 tropicalnorthqueensland.org.au




#EXPLORETNQ #EXPLORECAIRNSGBR

BUSINESS EVENTS

 @businesseventscairnsGBR
 @meetincairnsGBR
 businesseventscairns.org.au

#MEETINCAIRNSGBR

CORPORATE

 @TTNQindustry
 tourism.tropicalnorthqueensland.org.au
 Tourism Tropical North Queensland (TTNQ)