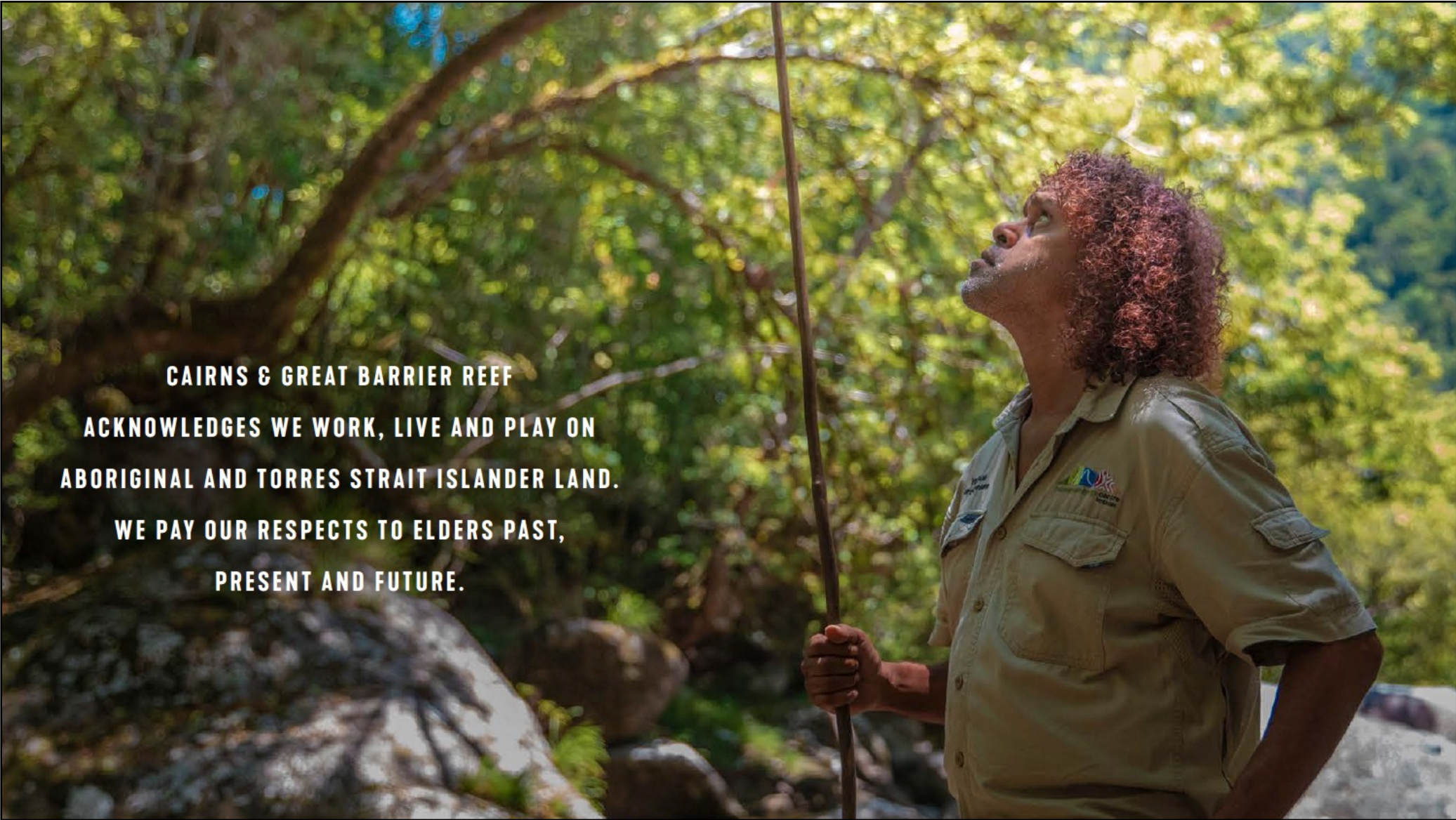


An underwater photograph of a vibrant coral reef. The water is clear blue, and sunlight filters through from the surface. A diver is visible in the upper right quadrant. The coral is diverse, with various colors including orange, yellow, and brown.

2023 TTNQ AGM

19 October 2023

TOURISM
TROPICAL NORTH
QUEENSLAND



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

NOMINATIONS FOR VACANT BOARD POSITIONS

General Directors - 2 vacant positions

Five (5) nominations received:

1. Kylie BRAJAK
2. Nikki GIUMELLI
3. Steve MOLNAR
4. Erin SIMPSON
5. Ben WOODWARD

An aerial photograph of a tropical river. The water is a deep, clear blue, reflecting the sky. A person is swimming in the center of the river. Large, dark, rounded rocks are scattered throughout the riverbed. The banks are covered in lush green vegetation, including ferns and various tropical plants. The overall scene is serene and natural.

TTNQ 2023 AGM

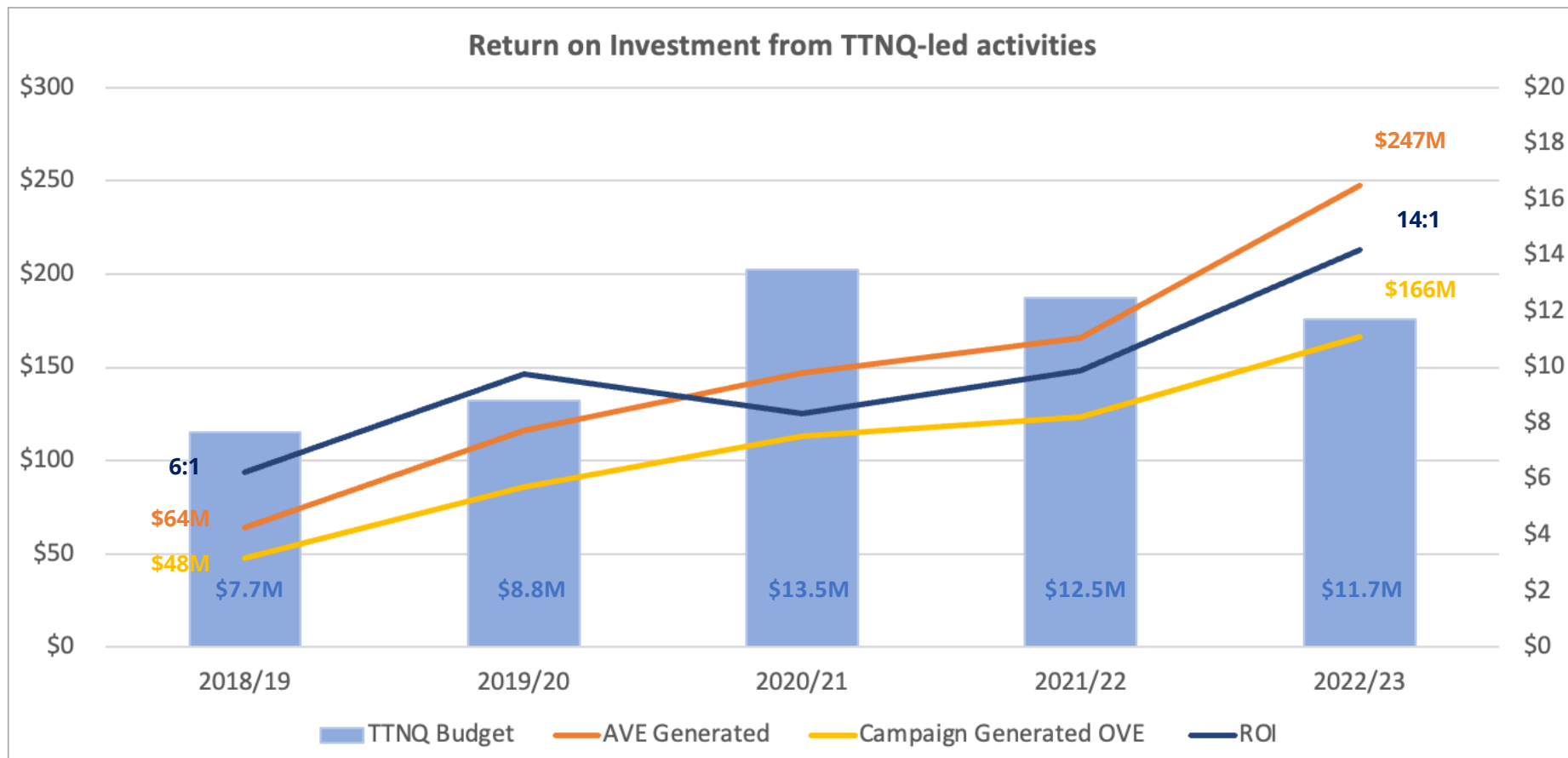
Ken Chapman – Chair's Report

01 July 2022 – 30 June 2023

**TOURISM
TROPICAL NORTH
QUEENSLAND**

TTNQ DELIVERING A RECORD RETURN ON INVESTMENT (14:1)

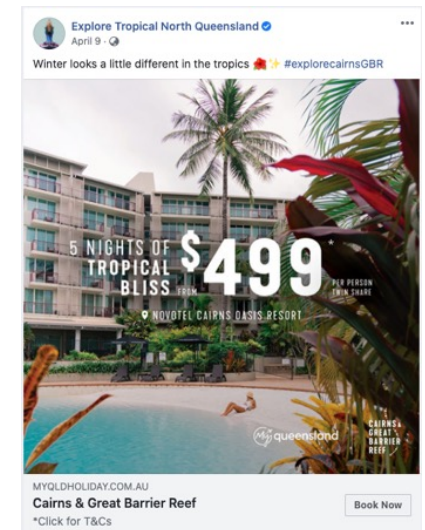
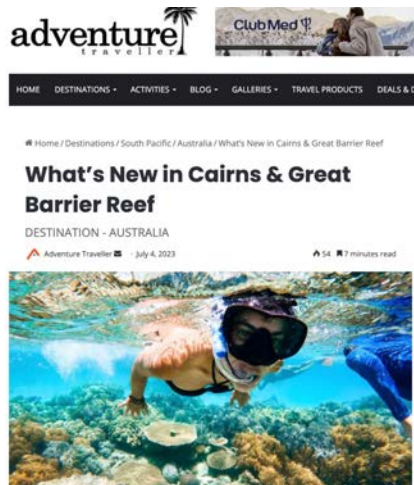
IN DIRECT EXPENDITURE FROM CAMPAIGNS (\$166M) PLUS \$247M IN ADVERTISING VALUE DRIVING VISITATION



INTEGRATED CAMPAIGNS & BUDGETS

MAKE THE DIFFERENCE & DRIVE RESULTS

**TOURISM
TROPICAL NORTH
QUEENSLAND**



**\$247M IN AWARENESS
GENERATING ACTIVITY**

**\$197M INTERNATIONAL AVE
THROUGH 6 PR AGENCIES**

**INCREASED SEAT
CAPACITY BY 3,400/DAY**

**\$166M IN CONVERSION
SPEND FOR OUR
MEMBERS**

YEAR TO IN REVIEW (2022-23)

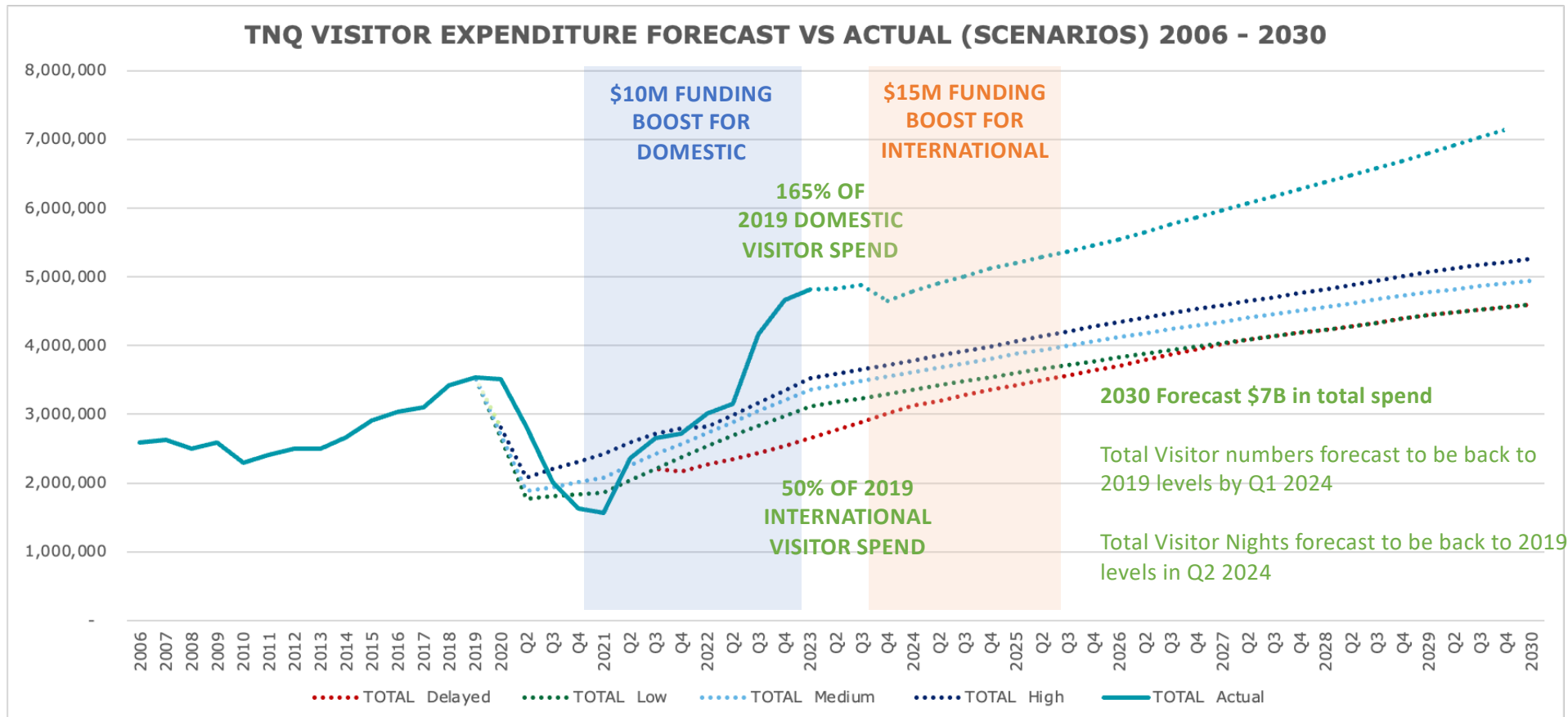
EXCEEDED OUR TARGETS IN ALL BUT GOOGLE RANK AND OVERALL VISITOR SATISFACTION

July 2022 – Jun 2023

DESTINATION KPI	VALUE	% OF TARGET	ORGANISATION KPI	VALUE	% OF TARGET
Overnight Visitor Spend (Mar 23)	\$4.8B	155%	Campaign Generated Spend	\$166M	169%
Share of Queensland Nights (Mar 23)	13.1%	114%	Advertising Value Equivalent	\$247M	214%
Google Rank	#5	#4	Conference Leads & Referrals	\$96M	120%
Website Traffic	1.74M	116%	Operator Referrals	223K	112%
Aviation Passengers vs 2019 (YTD)	87%	112%	Coop Marketing Contribution	\$2.3M	115%
Accommodation Occupancy	70%	117%	Member Satisfaction	92%	108%
Visitor Satisfaction	31	97%	Base Funding Increase	\$2.26M	226%

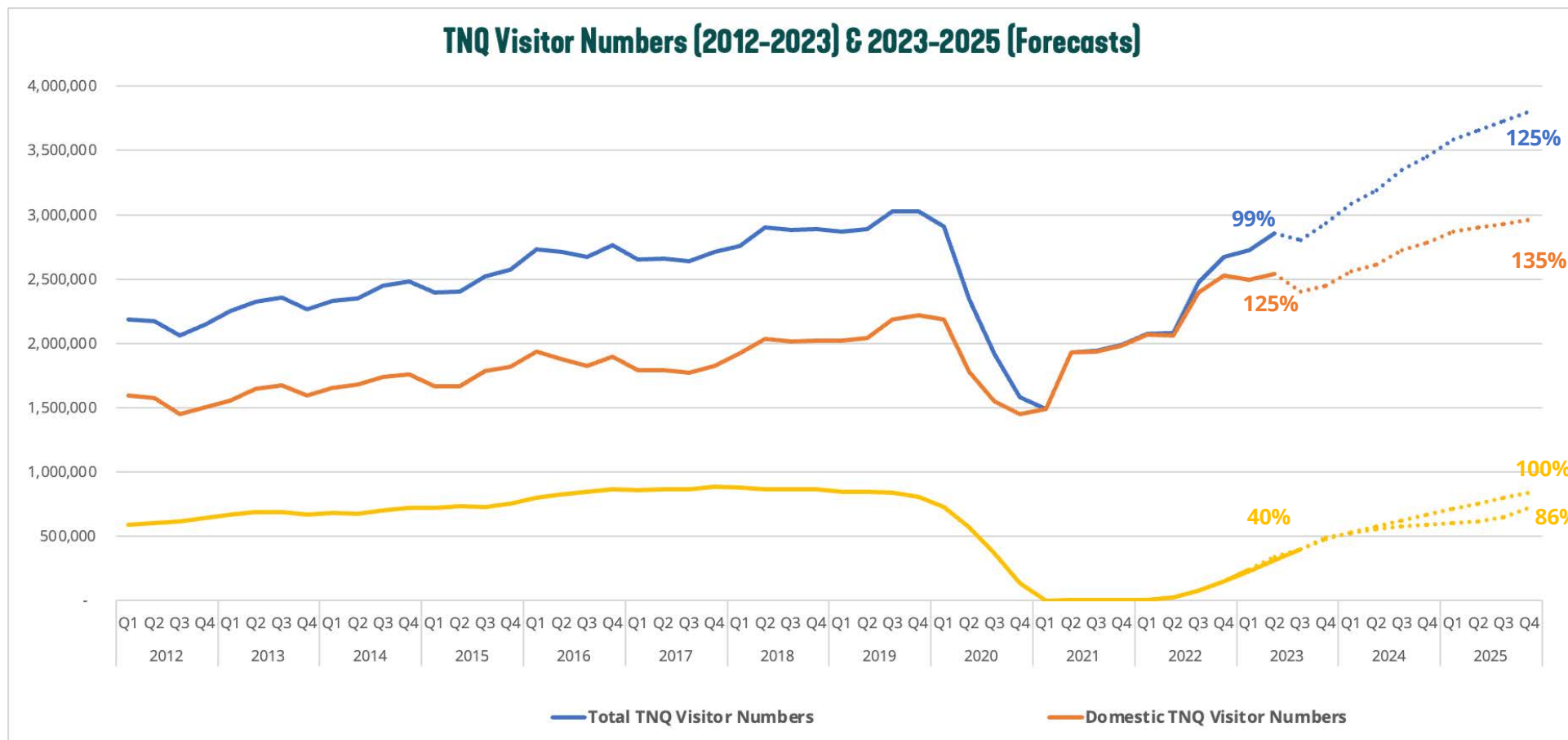
\$4.8B VISITOR SPEND IN YE MARCH 2023

THE \$10M INVESTMENT BY FEDERAL GOVT GENERATED \$300M IN ADDITIONAL SPEND (30:1 ROI)



TOTAL VISITOR NUMBERS ARE AT 99% OF Q2 2019

DOMESTIC IS 125% OF Q2 2019, INTERNATIONAL BACK TO 40% OF 2019 NUMBERS (TARGET RECOVERY 2025)





ANNUAL REPORT 2022-23

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%

Tourism Tropical North Queensland Limited
ABN 94 009 953 084



Statement of Profit or Loss and Other Comprehensive Income
For the year ended 30 June 2023

	Note	2023 \$	2022 \$
Revenue and Other Income			
Grants		8,894,501	12,119,354
Sponsorship		1,781,241	2,872,304
Membership income		614,408	548,658
Industry contributions		460,426	316,295
Other Income		192,860	63,104
	3	11,943,436	15,919,715
Expenditure			
Marketing and promotion		10,034,734	13,570,463
Industry representation		179,623	312,236
Salaries and employee expenses		1,789,655	1,654,563
Administration Expenses		987,378	1,102,902
		12,991,389	16,640,164
DEFICIT BEFORE INCOME TAX		(1,047,953)	(720,449)
Income tax expense	2(b)	-	-
TOTAL COMPREHENSIVE INCOME (DEFICIT)		(1,047,953)	(720,449)

RETAINED EARNINGS HAVE STABILISED AT \$2M

UP FROM \$700K IN 2016/17 REPRESENTING 1.5YRS OF OPERATING COSTS



Tourism Tropical North Queensland Limited
ABN 94 009 953 084



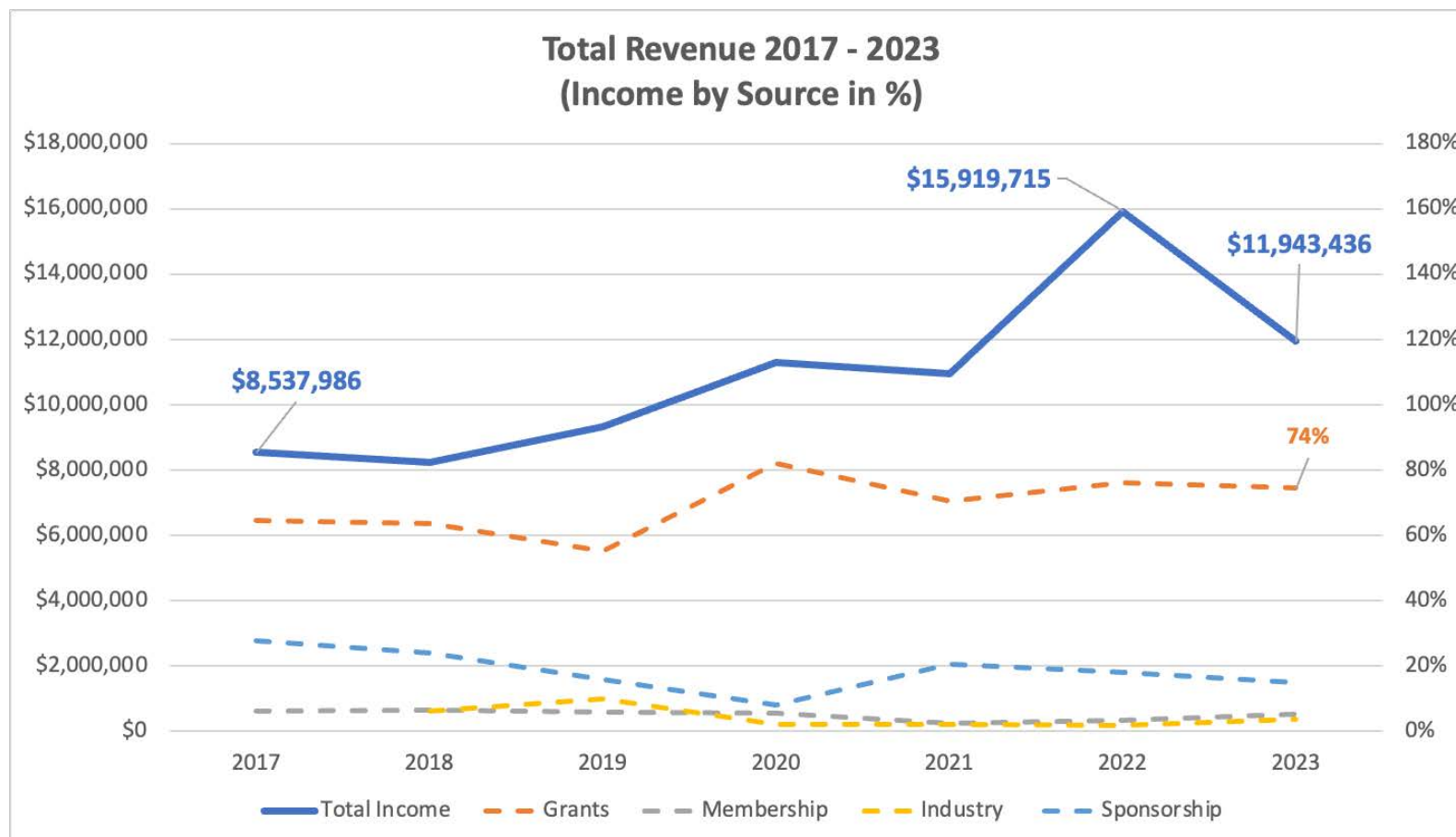
Statement of Profit or Loss and Other Comprehensive Income
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TOTAL COMPREHENSIVE INCOME (DEFICIT)		(1,047,953)	(720,449)

	Note	2023 \$	2022 \$
ASSETS			
Current assets			
Cash and cash equivalents		4,922,452	6,331,056
Accounts and other receivables	4	192,737	909,147
Prepayments		144,627	60,760
Total current assets		5,259,816	7,300,963
Non-current assets			
Property, plant and equipment		63,400	66,399
Total non-current assets		63,400	66,399
TOTAL ASSETS		5,323,216	7,367,362
LIABILITIES			
Current liabilities			
Trade and other payables	5	844,150	1,147,449
Employee provisions	6	42,305	31,262
Contract liabilities	7	2,355,194	3,088,321
Total current liabilities		3,241,649	4,267,032
Non-current liabilities			
Employee provisions	6	80,616	51,426
Total non-current liabilities		80,616	51,426
TOTAL LIABILITIES		3,322,265	4,318,458
NET ASSETS		2,000,951	3,048,904
EQUITY			
Retained surplus		2,000,951	3,048,904
TOTAL EQUITY		2,000,951	3,048,904

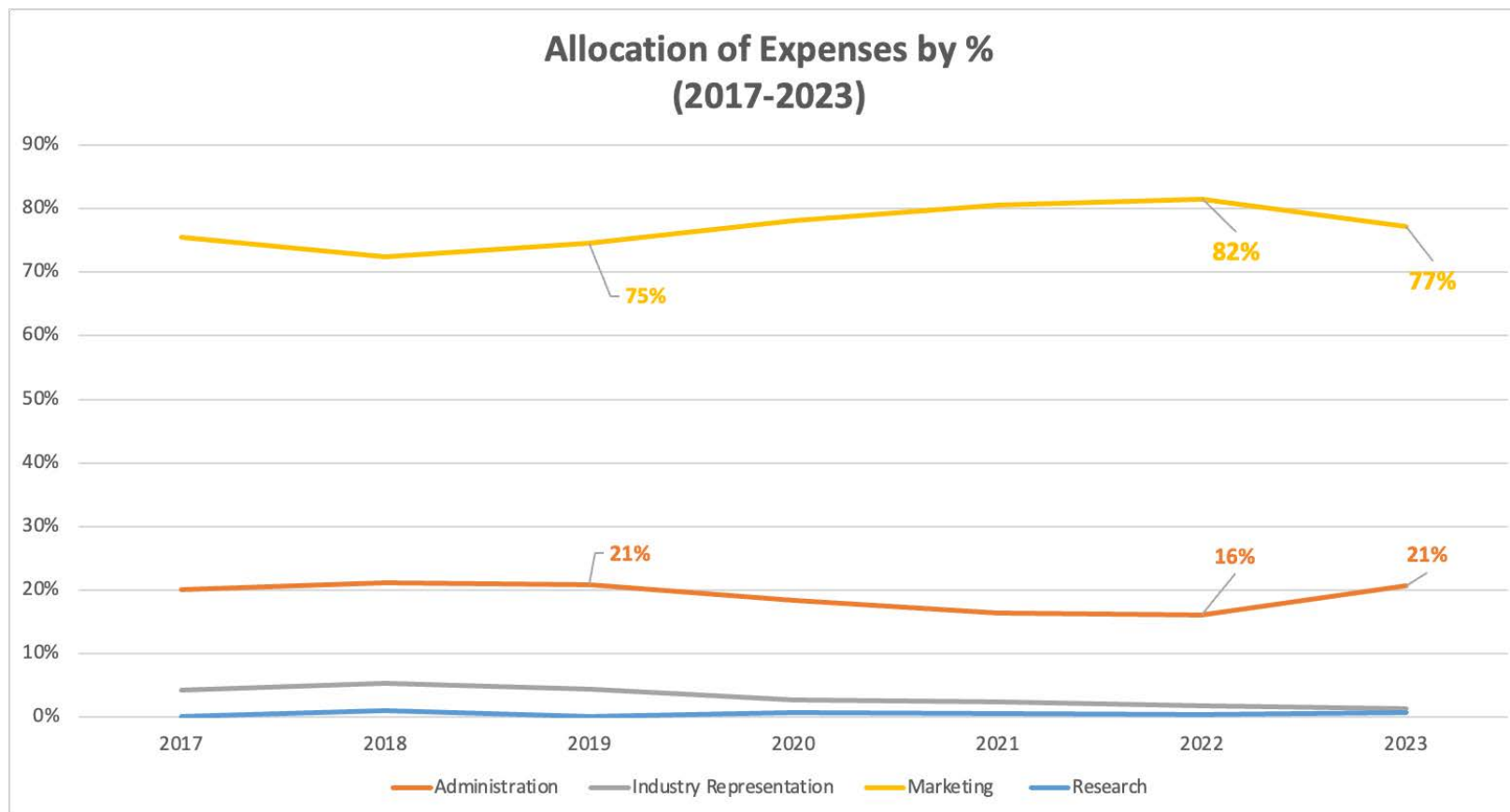
TTNQ REVENUE BACK TO \$11.9M FROM \$15.9M

REDUCED STATE & FEDERAL GRANTS, CRC STEADY (\$3.4M), MEMBERSHIP REVENUE A RECORD



RECORD TTNQ EXPENDITURE ON MARKETING (77%)

ADMIN AT 21% ON PAR WITH 2019, MARKETING UP FROM 2019 AT 77% (DOWN FROM PEAK FUNDING)



Tourism Tropical North Queensland Limited
ABN 94 009 953 084

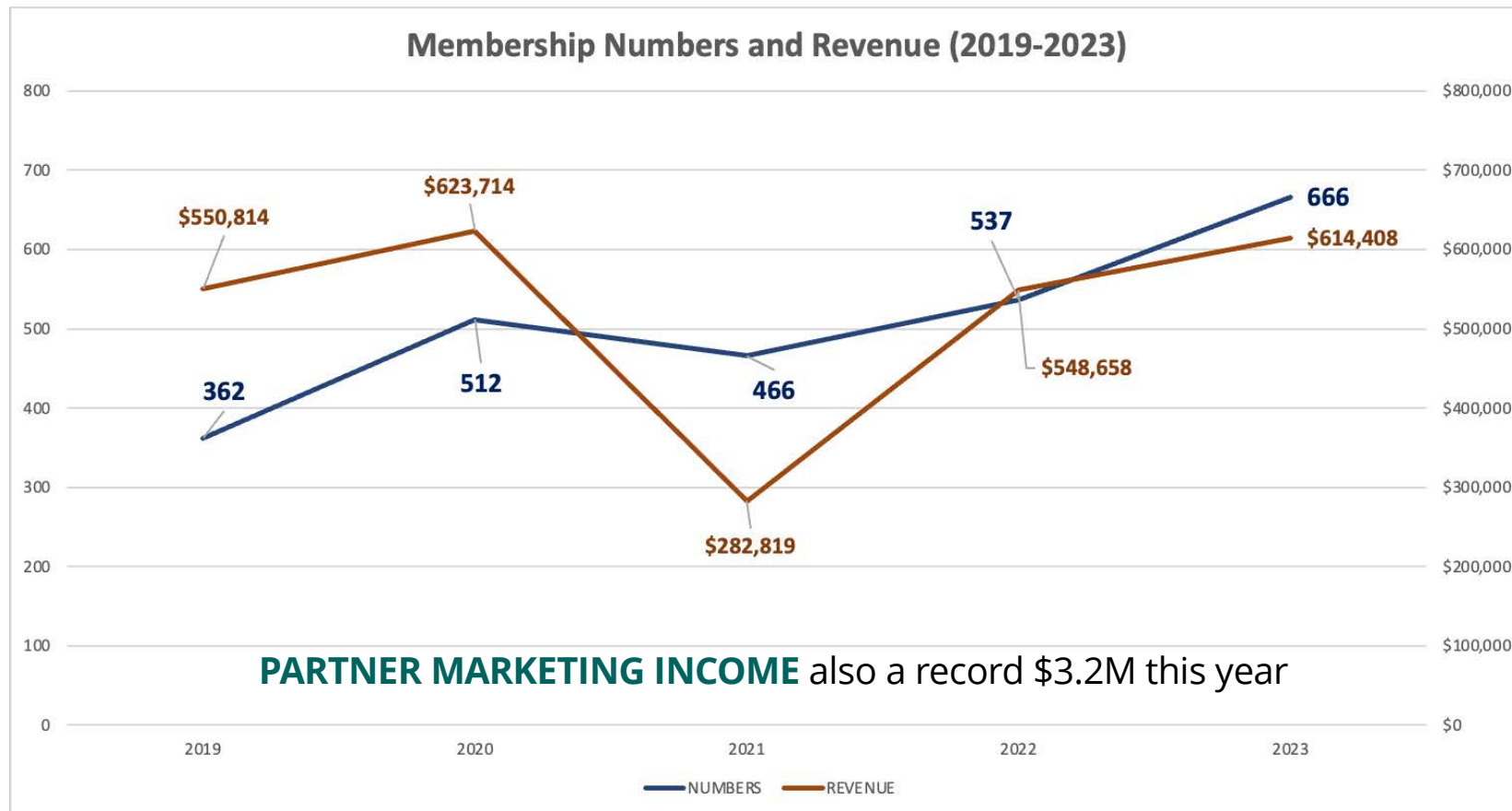


Statement of Cash Flows
For the year ended 30 June 2023

	Note	2023 \$	2022 \$
Cash from operating activities:			
Receipts from members, funding bodies and industry		10,801,284	10,344,926
Payments to suppliers and employees		(12,269,906)	(13,581,227)
Interest received		70,083	43,091
Net cash provided by (used in) operating activities	8	(1,398,539)	(3,193,210)
Cash from investing activities:			
Payments for property, plant and equipment		(10,065)	(33,304)
Net cash provided by (used in) investing activities		(10,065)	(33,304)
Net increase (decreases) in cash held		(1,408,604)	(3,226,514)
Cash and cash equivalents at beginning of year		6,331,056	9,557,570
Cash at end of financial year		4,922,452	6,331,056

RECORD TTNQ MEMBERSHIP & REVENUE

666 MEMBERS & \$614K REVENUE WITH STRONGER LTO PARTNERSHIPS





Thank you...



TTNQ 2023 AGM

Mark Olsen - CEO Report

01 July 2022 – 30 June 2023

TOURISM
TROPICAL NORTH
QUEENSLAND

JUST SOME OF THE BIG WINS FOR 2022/23...



\$4.8B

Visitor spend, \$1.5B above 'high' forecast a record for TNQ



\$247M

Advertising Value (AVE) from campaigns



1.7M

Visitors to our website, generating 223K referrals to our members



\$166M

Direct visitor spend from campaigns to TTNQ members



13%

Share of spend, up from 10% in 2019



92%

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



\$92M

In Business Events leads and referrals to operators and \$46M in events won



\$270

Of direct visitor spend from every dollar invested by our Members

... & SOME ORGANISATION WINS

Delivery of both **Crankworx Oct 2022 and May 2023**, which were be seen by over 21M viewers worldwide

TTNQ launched both our **Accessible Tourism Hub** and our **Sustainability Toolkit** and brand extension – Promise of a Greater Good

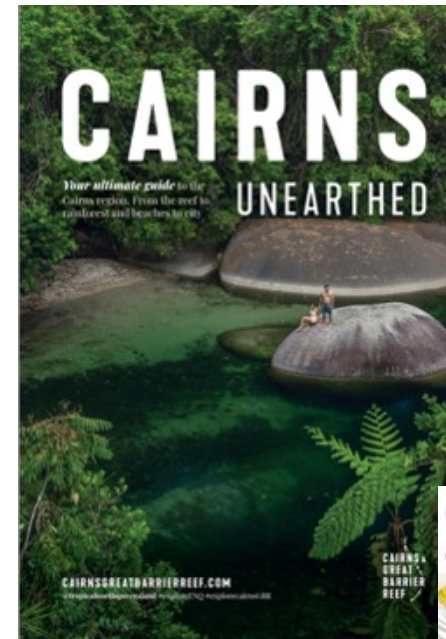
Delivered over \$197M in **international media activity** hosting ATEC Meeting Place and G'day Australia and trade campaigns delivering \$44M in direct sales from key international markets.

Confirmed and commenced activity under the **\$15M budget commitment** from the Federal Government for International Recovery

Officially launched the region's **First Nations Tourism Action Plan** the only one of its kind in Australia at a regional level

Over 130 Business Events leads generated with 68 confirmed events including events out to 2026

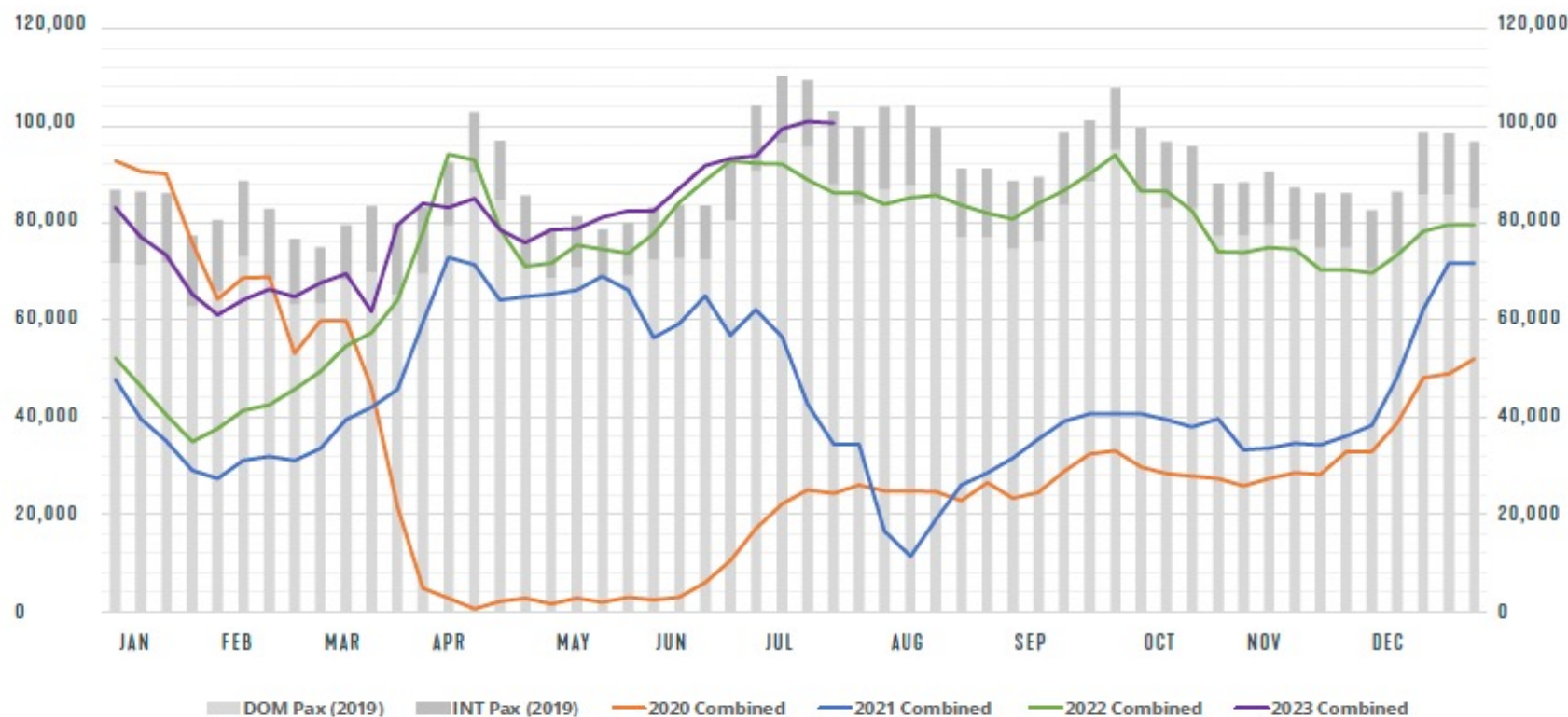
Launched **new services from Haneda**, increased capacity from SQ and welcomed back 78% of the region's 2019 direct international seat capacity.



INTERNATIONAL AIRPORT BACK TO 79% OF 2019

DOMESTIC SITTING ABOVE 2019 LEVELS

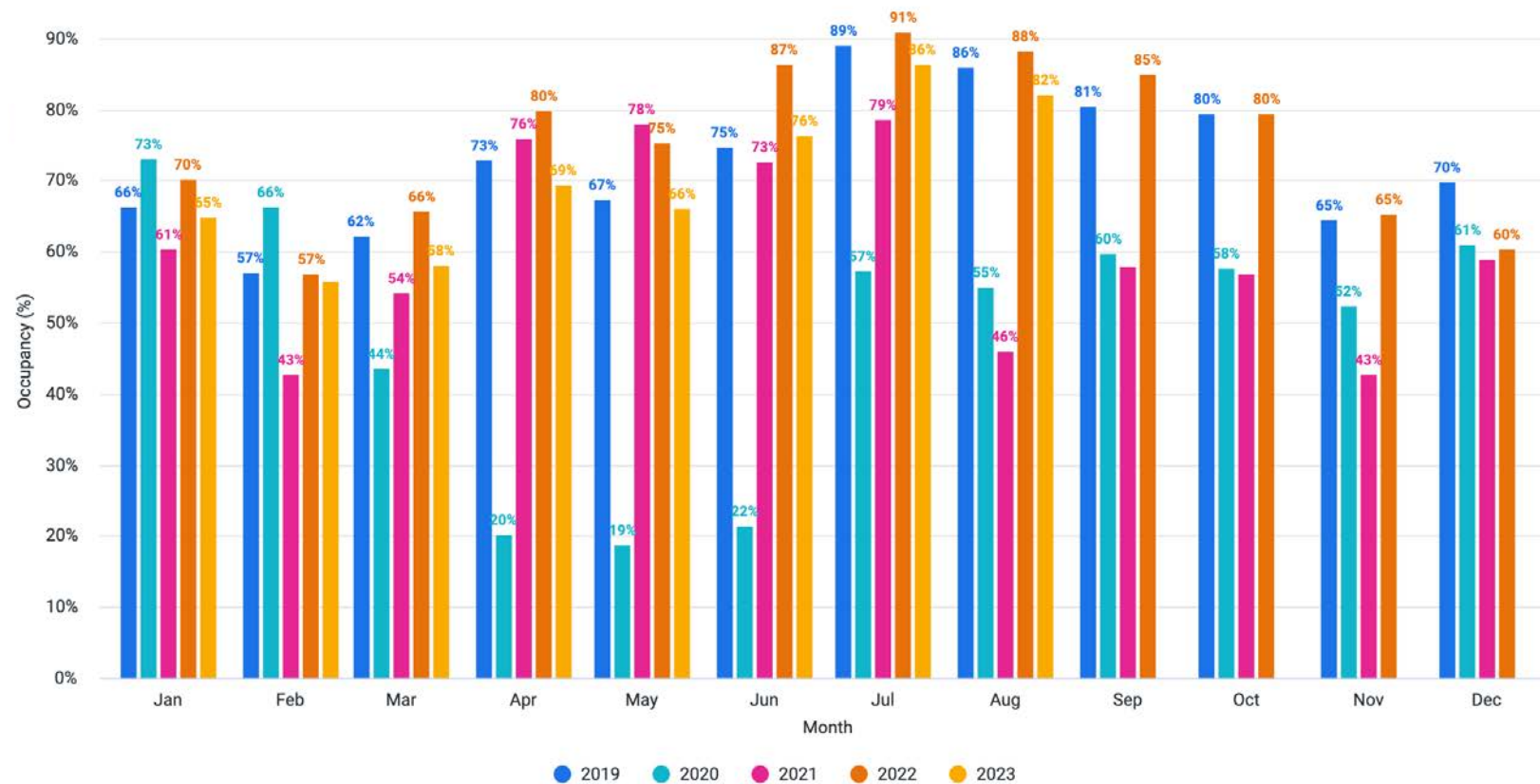
TOTAL CAIRNS AIRPORT WEEKLY PASSENGERS (2019-23)



ACCOMMODATION OCCUPANCY AVERAGED 70% 2022-23

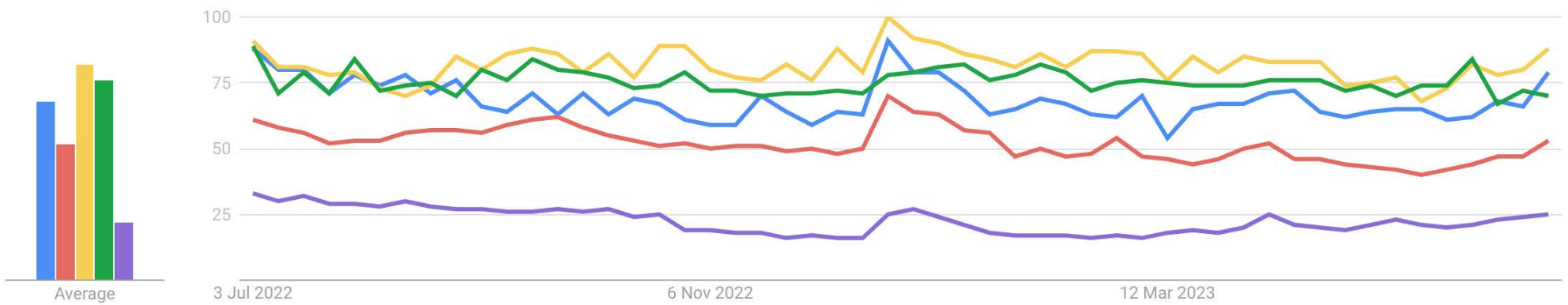
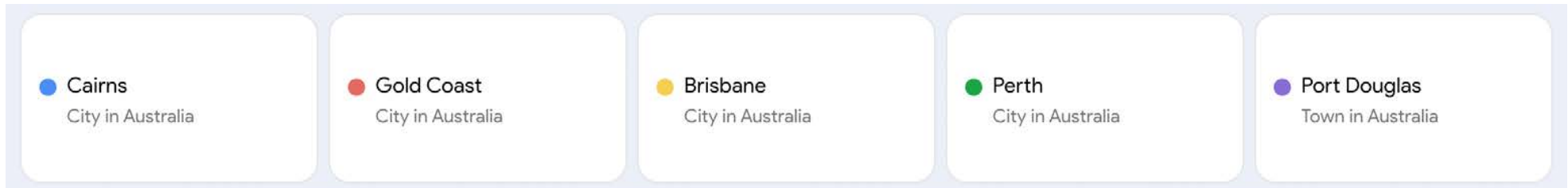
SLIGHTLY AHEAD OF THE 2021-22 AVERAGE OF 66% DUE TO THE STRONG RESULTS IN 2022

YoY Occupancy by Month

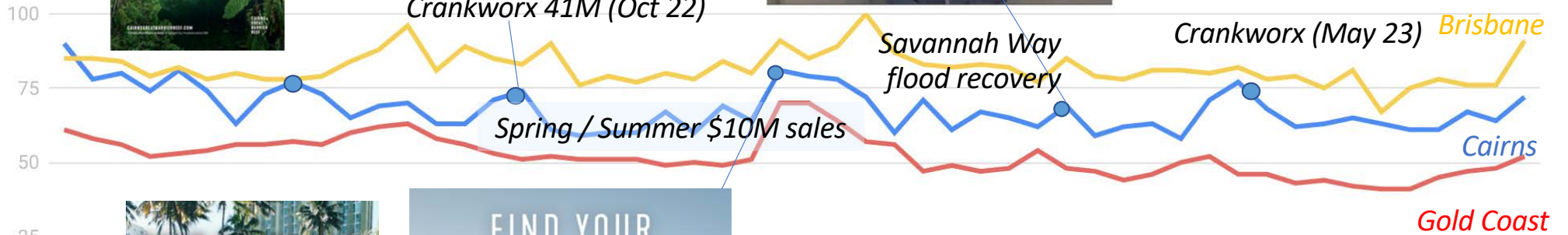
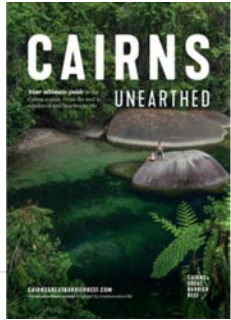


DOMESTICALLY CAIRNS GAINING GROUND ON PERTH

CONTINUED IMPROVEMENT THROUGH SUMMER AND INTO WINTER



DRIVEN BY EVENTS AND DOMESTIC CAMPAIGNS



Always on digital

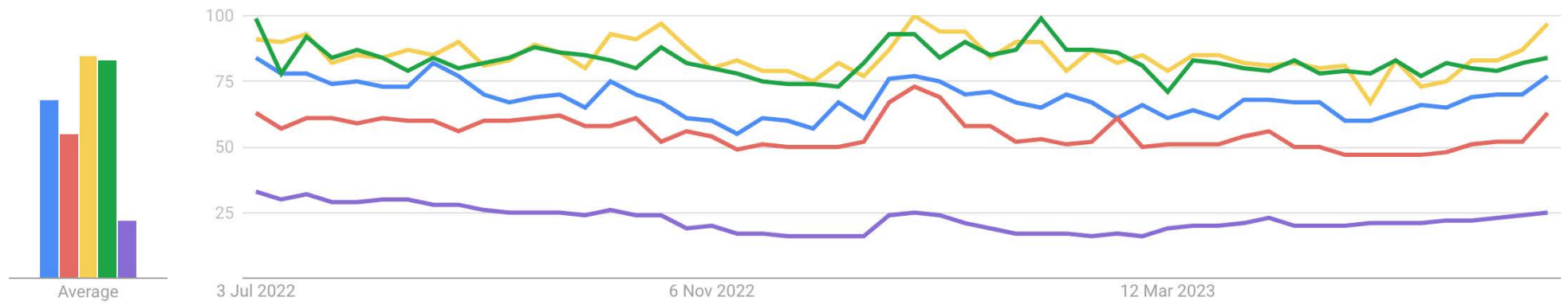
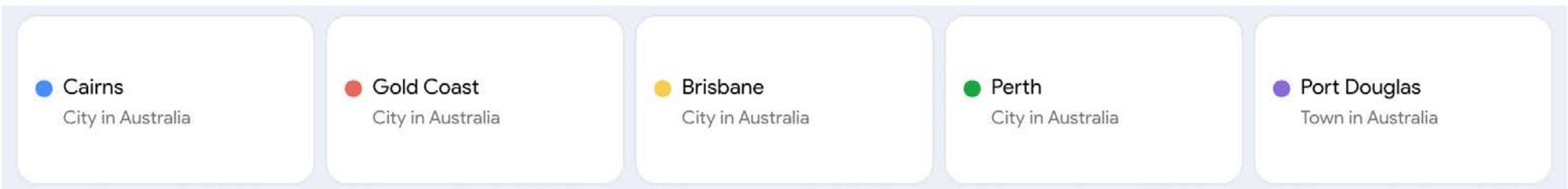


Drive North Qld (Jan-Jun)



INTERNATIONALLY CAIRNS HAS GROUND TO MAKE UP

THE CAPITAL CITIES GAINED GROUND THAT WE ARE MAKING UP



INTERNATIONAL TRADE & PR CAMPAIGNS



Crankworx (Oct & May)

DERTour & Trailfinders Mar-Jun

\$197M in PR

HIS Osaka (Mar-Jun)

Brisbane

In market missions – USA, Japan (3), Korea, India, Singapore, UK/EU, NZ

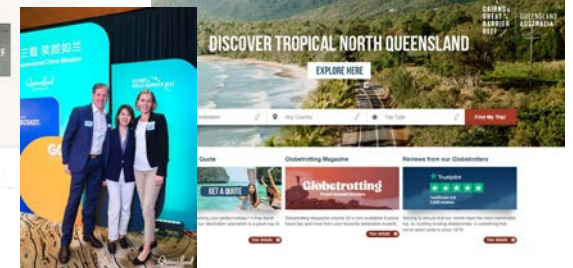
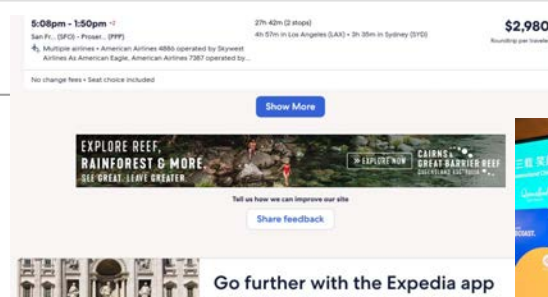
VA Sales launch

Expedia USA Mar-Jun

Gold Coast

Goway USA / Can (Apr-Jun)

My Queensland NZ (Oct)

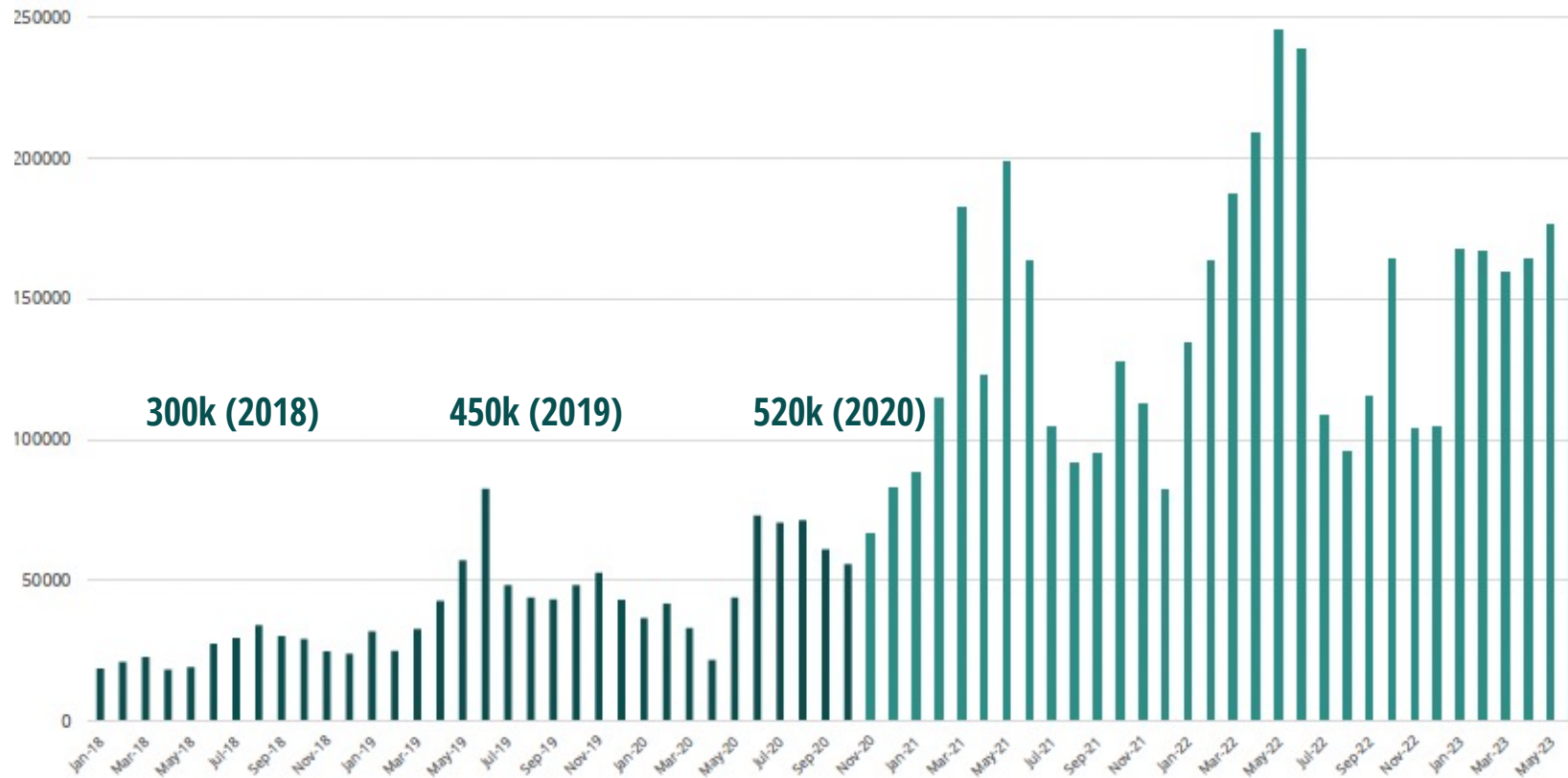


OVER 1.7M WEBSITE VISITORS IN 2022-23

GENERATING 223,000 LEADS TO OPERATORS

TOURISM
TROPICAL NORTH
QUEENSLAND

Unique website visitors



ADVOCACY PRIORITIES & WINS

- **Business Support:** Working holiday maker campaign funding, Savannah Way recovery program, business development grants (Accessible tourism)
- **Aviation attraction:** Singapore Airlines services increased, Virgin Australia Haneda flights commenced supported by launch events and campaigns
- **Future Funding:** \$15M International Recovery fund (May 23), two-year agreement with Cairns Airport, \$550k contestable grants won from TEQ
- **International Re-Entry:** hosting ATEC Meeting Place, International trade famils, hosting G'day Australia
- **Events Support:** secured Crankworx funding for the event and site works
- **Working with Partners:** Regional Parliament hosted in Cairns, Launch of First Nations Tourism Action Plan, Accessibility hub and publicity
- **State Strategy:** Funding secured for Climate Action Stages 1&2, support for DMP and forecasts (BDA)

THE OUTLOOK AND FOCUS FOR 2023-24

- **International Recovery:** Invest \$7.5M to drive demand on key routes (Singapore - EU, Japan, NZ - US). Leverage TA and TEQ investments in key markets and support in-market activity and continued PR contracts.
- **Aviation retention and service:** Work with Cairns Airport to drive demand on both domestic and international routes, around Business and Major Events and freight to drive seat capacity and frequency.
- **Events Support:** seek increased TEQ support for major events including Crankworx and focus on driving yield and off-peak visitation through Business Events.
- **Hold domestic share:** utilise the positive brand associations and marketing database of domestic visitors to hold domestic market share through Summer and Autumn leading into domestic peak in winter (\$550k secured for Spring Summer campaign).
- **State Strategy:** adopt the State Strategy to 2032 into an updated destination management plan and our First Nations Tourism Action Plan (due in early 2024).
- **Future Funding:** next four year agreement with Council, BE funds, extension of the GBR Education subsidy, push for a greater focus / funding on GBR.



THANK YOU KEN CHAPMAN





Any Questions?

Thank you

An underwater photograph of a vibrant coral reef. The water is clear blue, and sunlight filters through from the surface. A diver is visible in the upper right quadrant. The foreground is dominated by various types of coral, including branching, table, and brain corals, in shades of orange, yellow, and brown.

2023 TTNQ AGM

19 October 2023

TOURISM
TROPICAL NORTH
QUEENSLAND

An underwater photograph of a vibrant coral reef. The water is clear blue, and sunlight filters through from the surface. A diver is visible in the upper right quadrant. The coral is diverse in color and shape, including branching, table, and brain corals.

2023 TTNQ AGM

Any General Business?

TOURISM
TROPICAL NORTH
QUEENSLAND



WELCOME JOHN O'SULLIVAN