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TTNQ launches global campaigns to boost visitation

Tourism Tropical North Queensland (TTNQ) has launched its first global trade campaigns for the 'Cairns & Great Barrier Reef' brand partnering with Expedia and Trip.com for activity in seven key international markets.

TTNQ Chair John O'Sullivan said the global campaigns were among some 20 campaigns utilising the Federal Government's \$15 million International Tourism Recovery Program funding.

"TTNQ has never before had the funding to undertake such large-scale trade campaigns, enabling us to strengthen the region's representation as a leading travel destination and boost conversion from our key international markets post-pandemic," he said.

"This level of investment will drive the region's recovery with the International Tourism Recovery Program funding already delivering more than \$3 million in gross sales after just three trade campaigns in Japan which ran from June to July."

TTNQ Chief Executive Officer Mark Olsen said the campaign activity was closely aligned with Tourism and Events Queensland's international initiatives such as their campaign 'A Beautiful Way to Be' in China to maximise results for the region.

"Partnering with influential brands like Expedia and Trip.com will ensure our region is penetrating a highly competitive travel marketplace and leveraging Tourism and Events Queensland's activity," he said.

"The Trip.com partnership will be live in the United Kingdom, China, Singapore and Japan at various times until May 2024, while the Expedia partnership will target the United Kingdom, Japan, the United States, Canada and New Zealand.

"Our unique Trip.com campaign activities include a live streaming promotion via WeChat in China featuring more than 50 Tropical North Queensland products through China's largest online travel agent Ctrip, which has more than 90 million users," he said.

"Expedia is incorporating a tactical activation with discount coupons in the US market to drive greater conversion and we will link with more than 100,000 travel agents across some 40,000 travel agencies in Japan and New Zealand through the Travel Agent Affiliate Program which helps consumers to book their perfect holiday.

"We currently have 20 international trade campaigns live in Europe, the United Kingdom, China, Japan, India, the US, Canada and New Zealand including campaign activity aligned with our international aviation routes from Japan and the number of campaigns is growing weekly.

"This campaign activity is on top of our global public relations push, tourism trade engagement and training, and international roadshows."

TTNQ's international campaign activity received grant funding from the Australian Government, under the International Tourism Recovery Program administered by Austrade.

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