

MEDIA RELEASE



June 18, 2024

TTNQ conference analyses effective tourism marketing

Global tourism recovery trends, changing consumer behaviour, and responsible artificial intelligence use are among the topics to be discussed at the My Queensland TNQ Tourism Conference at the Hilton Cairns tomorrow (June 19).

Tourism Tropical North Queensland Chief Executive Officer Mark Olsen said the annual conference would enable members to make informed decisions about marketing their business in the highly competitive world of global tourism.

"We have 140 operators attending the full-day conference to learn how they can diversify their market mix and leverage the significant campaign activity globally by Tourism Australia, Tourism and Events Queensland and Tourism Tropical North Queensland through the International Tourism Recovery Program from the Commonwealth Government," he said.

"Transformational experiences will be a focus as our destination seeks to weave life-changing moments into Tropical North Queensland's tourism offering.

"Marine Social Scientist Dr Yolanda Waters will lead this conversation drawing on her research into the transformational effect iconic places like the Great Barrier Reef have on visitors by helping them to change their values.

"Tourism Australia Managing Director Pip Harrison, Tourism and Events Queensland Group Executive Marketing Kim McConnie and TTNQ General Manager Marketing Lani Strathearn will give updates on their global marketing strategies.

"Simon Kuestenmacher from The Demographics Group will analyse what global demographics and shifting consumer values mean to travel and Queensland Young Small Business Leader Scott Millar will discuss how cutting-edge technology can level the marketing playing field.

"My Queensland representative Rod Carrington will reveal customer lead times and what packages are selling with changing consumer behaviour and Dentsu Queensland Managing Director Chris Ernst will walk delegates through the most effective channels for marketing.

"We are delighted to have Tourism Minister Michael Healy open the conference and Mayor Amy Eden talking about Cairns Regional Council's partnership with TTNQ at the close."

ENDS

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