

MEDIA RELEASE



September 19, 2024

Tourism Tropical North Queensland calls for investment

Tourism Tropical North Queensland (TTNQ) is seeking bipartisan commitment for the State Government to fund destination marketing for the next four years to support about 2185 jobs and bring in more than \$735 million in visitor expenditure for the Queensland economy.

TTNQ Chief Executive Officer Mark Olsen said investing \$10 million into marketing Tropical North Queensland over four years could deliver 500,000 international visitors and generate more than \$350 million in tax revenue.

"Tropical North Queensland is Australia's most international tourism region generating more than \$1.4 billion in tax revenue in 2019 when international visitor nights made up 38% of total visitor nights," he said.

"Strategic aviation investment by the State Government supported by well-planned campaign activity for direct routes has positioned Cairns as the northern gateway to Australia for international visitors.

"While global headwinds and the delayed return of aviation capacity slowed international recovery to just 54%, we will see aviation capacity returning in late 2024 and early 2025 when TTNQ will have just six months of international marketing funding remaining.

"Cathay Pacific is returning in December, we have new flights to New Zealand, AirAsia is arriving from Southeast Asia, and China Eastern is returning for seasonal services in 2025.

"Retaining market share, driving demand on new routes, and growing new markets to support the State's investment with the Cairns Airport in aviation capacity will require ongoing investment.

"With little more than five weeks until we head to the State Government polls, Tourism Tropical North Queensland is asking all candidates to support the recovery of Tropical North Queensland to ensure Queensland is a powerhouse for Australian tourism growth over the next four years.

"More than 84% of international visitors arriving in Tropical North Queensland this year went on to visit multiple regions in our State showing that our region is a great partner for other destinations to drive visitation to Queensland.

"An investment of \$10 million over the next four years from the State Government for our region will help to drive destination marketing internationally and domestically for Queensland through Tropical North Queensland and across the Great Barrier Reef.

"The Federal Government's investment in domestic destination marketing during the pandemic delivered a 30:1 return on investment. To date their \$15 million investment in our international recovery is delivering a 47:1 return from the 52 campaigns already completed and is forecast to drive more than \$100 million in spend from key international markets.

"Boosting the visitor economy brings in valuable export dollars for Queensland helping to create jobs and secure the future, not only for our local tourism businesses, but for the many businesses where we spend our tourism dollars."

ENDS

TTNQ Contact: Liz Inglis | liz.inglis@ttnq.org.au | 0419 643 494