

# STRATEGIC DIRECTION 2024 – 2025

Tourism Tropical North Queensland, as the Regional Tourism Organisation, brings together the industry and community as the custodians of a destination and a suite of brands with a long and proud history of involvement in the visitor economy. The destination aims to restore \$1B of international visitor spend, above 2019 levels, by June 2025 and hold our domestic market share in challenging conditions to restore total visitor spend between \$4.4B - \$4.8B

## DESTINATION VISION

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

## DESTINATION GOAL

DRIVING INTERNATIONAL RECOVERY, DELIVERING \$4.4B - \$4.8B TOTAL VISITOR SPEND BY JUNE 2025.

## DESTINATION GOAL

Share of voice

## DESTINATION MEASURES

The most 'searched' regional destination in Australia. (supported through PR, SEM/SEO, brand campaigns, trade partnerships)

Share of nights & spend

Maximise the value and volume of overnight stays. (achieved through strategic global trade partnerships)

Sustainability

Year-round leisure and event visitation dispersed across the region (achieved through trade partnerships and marketing regional product inclusions).

Satisfaction

Destination Reputation and Visitor Satisfaction.

## STRATEGIC PRIORITIES



EXTEND OUR **BRAND STORY** INTERNATIONALLY TO BECOME AUSTRALIA'S MOST DESIRABLE NATURE-BASED AND ECOTOURISM DESTINATION FOR LEISURE, MAJOR AND BUSINESS EVENTS, AND GAIN GLOBAL AWARENESS OF OUR INCLUSIVE AND ACCESSIBLE EXPERIENCES, INCLUDING FIRST NATIONS CULTURAL PRODUCTS.



RESTORE THE REGION'S **AVIATION PASSENGER NUMBERS** AS GLOBAL TRAVEL INCREASES, THROUGH CONVERSION-FOCUSSED ACTIVITIES IN IDENTIFIED TARGET MARKETS AND ADVOCATE FOR THE ESTABLISHMENT OF NEW ROUTES TO BOOST SEAT CAPACITY, REACHING 90% (OF 2019 LEVELS) IN 2024 AND 100% IN 2025.



SECURE THE **REGION'S MARKET SHARE** OF DOMESTIC AND GROW OUR SHARE OF INTERNATIONAL VISITOR NIGHTS AND SPEND, INCLUDING GROWTH IN KEY LEISURE MARKETS AND IN BUSINESS EVENTS MARKETS TO DRIVE OFF PEAK VISITATION, ENCOURAGING GREATER DISPERSAL.



**MAINTAIN OUR SHARE OF VOICE**, THROUGH STRONG PARTNERSHIPS, EFFECTIVE PUBLICITY, STRATEGIC ALLIANCES, DRIVING RESULTS THROUGH DIGITAL MARKETING AND A CULTURE OF INNOVATION IN AN INCREASINGLY COMPETITIVE MARKET.



**SUPPORT OUR INDUSTRY TO ADAPT**, SUPPORTING THE RETURN OF INTERNATIONAL TRAVELLERS, TO LEVERAGE OUR UNIQUE POSITION AND DEPTH OF PRODUCT IN SUSTAINABLE AND ACCESSIBLE AND INCLUSIVE TOURISM, AND ENSURING THE GAINS MADE WITH FUNDING ARE SUSTAINED INTO FUTURE YEARS.



## TOURISM TROPICAL NORTH QUEENSLAND'S MISSION

A HIGHLY VALUED AND RESPECTED, RESULT'S DRIVEN ORGANISATION,  
WORKING IN PARTNERSHIP WITH OUR STAKEHOLDERS TO DELIVER WORLD  
CLASS, INNOVATIVE DESTINATION MARKETING, SUPPORTED BY OUR  
COMMUNITY.

TTNQ will support this mission by gaining recognition that every visitor leaves as a custodian of our region and its stories, sharing their experience globally to drive future visitation.

### ORGANISATION GOAL

Share of voice

Share of nights & spend

Sustainability

Satisfaction

### ORGANISATION MEASURES

\$150M of AVE and to secure at least 15% of combined TA (7%) and TEQ (23%) social media.

Drive 250,000 operator referrals and \$120M in Campaign Generated OVE and including \$42M in Business Event leads won from \$80M in bids.

Reduce the gap between peak and off-peak season accommodation occupancy and encourage at least 40% of visitors from campaigns to travel outside of Cairns.

\$4M in Industry and Member contributions, stabilising at 625+ members with 85% member satisfaction.

## OUR GOALS



**SHARE OF VOICE:** INCREASE THE AWARENESS AND ENGAGEMENT WITH OUR STORY THROUGH OUR PARTNERS NOW AND INTO THE FUTURE THROUGH THE SUPPORT OF OUR INDUSTRY TO CREATE NEW STORIES TO SHARE.



**SHARE OF NIGHTS & SPEND:** DRIVE VISITOR ARRIVALS, NIGHTS AND SPEND PER PERSON IN QUEENSLAND AND AUSTRALIA THROUGH CONVERSION FOCUSED ACTIVITIES IN OUR IDENTIFIED TARGET MARKETS.



**SUSTAINABILITY:** SUSTAINABLE FUNDING, DRIVING YEAR-ROUND VISITATION AND DISPERSAL AND ENSURING THE ORGANISATION HAS SUSTAINABLE FUNDING.



**SATISFACTION:** AN INNOVATIVE ORGANISATION, DELIVERING RESULTS FOR PARTNERS, MEMBERS, VISITORS, AND OUR COMMUNITY REFLECTED IN MEMBER, CONSUMER AND COMMUNITY SATISFACTION.

