

MEDIA RELEASE



October 4, 2024

Airfare sale to boost Tropical North Queensland visitors

Discounted Cairns airfares launch on Monday (October 7) as part of a marketing campaign strategy to drive visitation during the low season to Tropical North Queensland.

Tourism Tropical North Queensland Chief Executive Officer Mark Olsen said inbound flights booked through Webjet would be discounted by up to \$125 for interstate travellers and up to \$100 for intrastate travellers travelling to Cairns from November through to May.

"The Spring Low Season Campaign is supported by \$1.5 million from the Australian and Queensland Governments' Disaster Recovery Funding for activity through to the end of the year," he said.

"TTNQ will invest \$1.1 million into the campaign with further partnership support bringing the campaign investment to more than \$5.5 million.

"This will push the campaign activity through to March to bring more than 19,000 additional visitors to the region during the low season delivering \$27 million in overnight visitor expenditure."

Webjet OTA Chief Executive Officer David Galt said: "Webjet are thrilled to partner with Tourism Tropical North Queensland to offer Aussies discounted airfares to Cairns, making it more affordable to explore this incredible part of the country.

"Whether it's discovering the lush rainforest of Kuranda, snorkelling in the world-famous Great Barrier Reef, or simply unwinding on the pristine sands of Palm Cove, Cairns is a destination that continues to captivate.

"This sale allows travellers to reconnect with the natural beauty that makes our country truly unique and create unforgettable memories in one of Australia's most iconic travel destinations."

Federal Tourism Minister Don Farrell said the discounted airfares would help the tourism industry of Tropical North Queensland get through their traditionally lower season.

"The tourism industry in Tropical North Queensland has had a rough few years with COVID and Cyclone Jasper, and the Albanese Labor Government has continued to stand side by side with businesses to get them back on their feet," he said.

"Tropical North Queensland has long been a favourite holiday destination for my family, and these discounted airfares provide a great opportunity for other families to get out and experience all that the Cairns region has to offer."

Special Envoy for the Great Barrier Reef and Senator for Queensland, Nita Green, said she was so pleased that the Albanese Labor Government continues to support the Far Northern community after TC Jasper.

"The best way to support our communities in the Tropical North is to come visit, and having these discounted airfares is a great way to get people to our region," she said.

"Tropical North Queensland is well and truly open for business, and now is the time to come, conditions are perfect, the region is beautiful – make TNQ your end of year holiday destination."

Mr Olsen said Expedia had launched flash sales as part of the campaign activity with the first burst running until November 10 and the second burst running in the new year.

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"These incentives will be promoted through digital and traditional media channels, while the 56-page Cairns Unearthed magazine will be distributed through The Sydney Morning Herald and The Age in Melbourne in early November to increase awareness of the range of experiences available in Tropical North Queensland," he said.

"Further holiday deals will be provided through a partnership with My Queensland launching in November and again in the new year.

"The Tropical North Queensland tourism industry had a very short peak season this year making it critical that we provide incentives for visitors to travel during our traditional low season.

"Our campaign activity over the past few years has educated Australians that late spring through to autumn is when Tropical North Queensland is rejuvenating.

"The rainforest is at its greenest, wildlife such as cassowary chicks can be seen with their dads, the Great Barrier Reef is crystal clear after the annual coral spawning, and our famous mangoes are in season.

"Discounted airfares and special packages combining accommodation and tours will be just the reminder visitors need that a Tropical North Queensland holiday will be a welcome break either before or after the busy Christmas holiday period."

The grants program is part of more than \$156 million committed by the Australian and Queensland Governments to support the long-term recovery of communities impacted by Tropical Cyclone Jasper in December 2023.

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