

MEDIA RELEASE



October 9, 2024

Cairns airfare sale to boost shoulder season visitation

More than 4400 Aussies have booked flights to Cairns in just 36 hours following a partnership between Tourism Tropical North Queensland and Webjet to increase visitation to the region from November through to May.

Tourism Tropical North Queensland Chief Executive Officer Mark Olsen said the partnership had delivered an outstanding result that would help to boost business during the spring and summer shoulder seasons with 68 per cent of passengers travelling from interstate.

Webjet OTA Chief Executive Officer David Galt said the Cairns sale had been one of Webjet's strongest destination campaigns since before the pandemic with the collaboration driving an incredible 2138 per cent increase in interstate passenger volumes compared to the previous day.

"Queenslanders also benefitted from the sale with a 2916 per cent increase in intrastate travellers heading to Cairns," he said.

Discounted Cairns airfares launched on Monday (October 7) with up to \$125 off for interstate travellers and up to \$100 off for intrastate travellers travelling to Cairns from November through to May.

Mr Olsen said the Spring Low Season Campaign was supported by \$1.5 million from the Australian and Queensland Governments' Disaster Recovery Funding for activity through to the end of the year.

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

"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.

"In addition, Expedia has 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.

"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.

"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.

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“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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