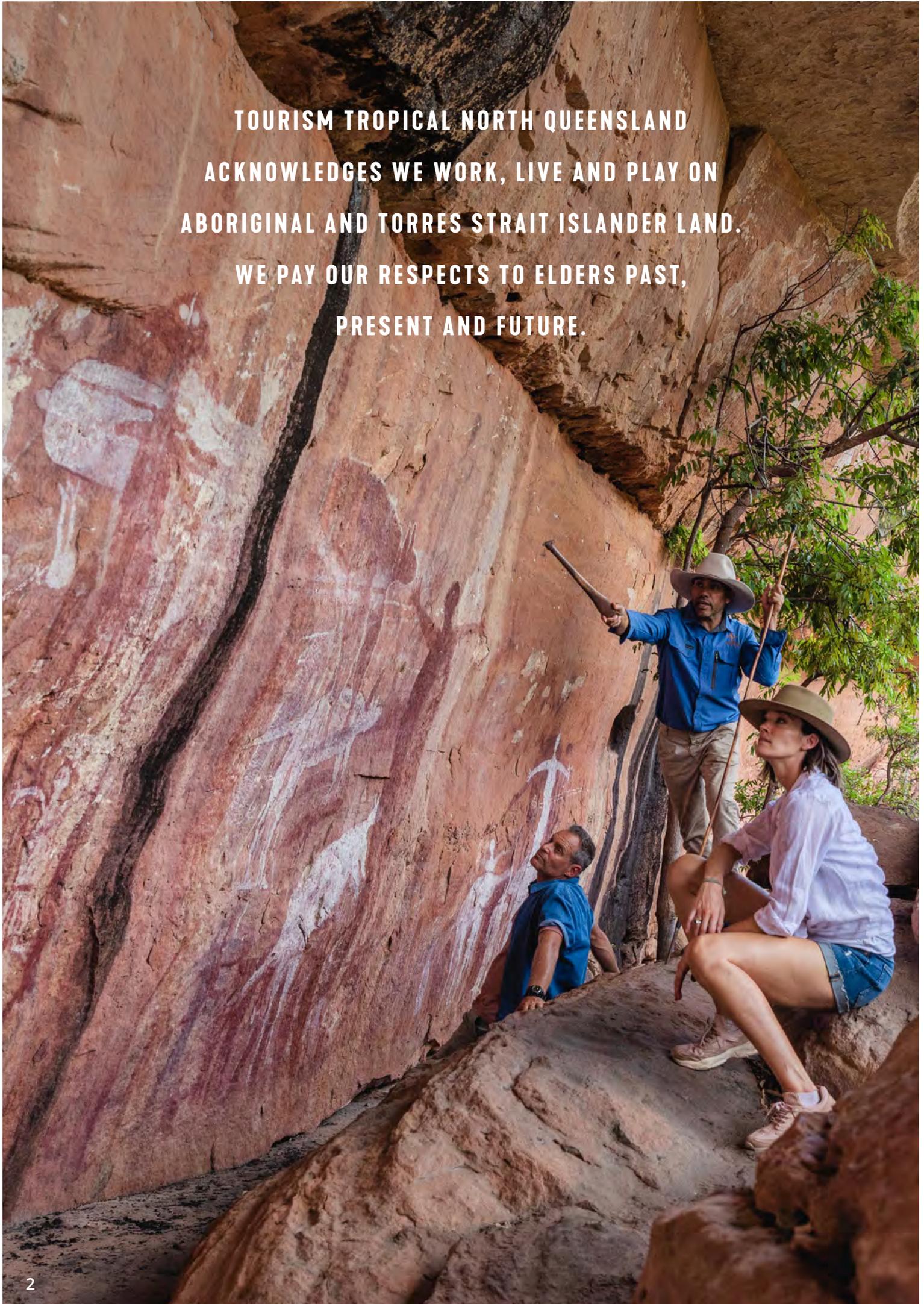
An aerial photograph of a tropical river winding through a dense forest. The water is a muddy brown color. Three people are seen in red inflatable rafts, positioned in a loose triangle in the lower half of the frame. The surrounding forest is lush with green foliage, including many palm trees. The text 'ANNUAL REPORT 2023-24' is overlaid in large white letters in the upper half of the image.

ANNUAL REPORT 2023-24

TOURISM
TROPICAL NORTH
QUEENSLAND

**TOURISM TROPICAL NORTH QUEENSLAND
ACKNOWLEDGES WE WORK, LIVE AND PLAY ON
ABORIGINAL AND TORRES STRAIT ISLANDER LAND.
WE PAY OUR RESPECTS TO ELDERS PAST,
PRESENT AND FUTURE.**



CONTENTS

Chair's Report	4
CEO's Report	5
Destination Update	6
TTNQ Update	7
Share of Voice	10
Domestic Marketing	11
International Marketing	12
Digital Reach	14
Visitor Spend	16
Business Events	18
Major & Regional Events	20
Sustainable Growth	22
Supporting Our Members	26
Marketing Return on Investment	27
Satisfaction	30
Board and Committees	33

CHAIR'S REPORT

My first year as Chair of TTNQ was overshadowed by the impacts of Tropical Cyclone Jasper and associated flooding which saw \$300 million in bookings disappear overnight. This challenge was tackled head-on by TTNQ resulting in one of the organisation's most successful advocacy campaigns to get both the Federal and State Governments backing our export industry.

The more than \$35 million in funding from the Tourism Recovery and Resilience Program is unprecedented for a single sector and did much to help get operators directly impacted by the flooding and cancellations back on their feet.

TTNQ's advocacy role has been at the forefront of our work for members in recent years and this year we can see the benefit with the rapidly emerging success of the destination's global marketing campaigns made possible by the Federal Government's \$15 million International Tourism Recovery Program.

We have said it before – well-resourced and well-managed destination marketing can make a huge difference. The previous record Recovery for Regions funding of \$10 million for domestic marketing achieved an outstanding return on investment and the resultant \$300 million in visitor spend and record market share was well above pre-pandemic results.

This unprecedented funding to kickstart international recovery for our destination has enabled TTNQ to embark on multiple global trade partnerships with booking giants like the Expedia Group and Trip.com and resulted in \$81.9 million overnight visitor expenditure in the first year. In addition, we have achieved global PR worth \$123.2 million with a reach of 478 billion.

With just one more year of this funding to roll out, TTNQ is looking to secure more funding to continue our economy-building marketing work in the highly competitive international and domestic marketplaces. We will continue to doorknock in Brisbane and Canberra where we will present a convincing business case

backed by solid return on investment figures as to why TTNQ should attract ongoing funding to support economic growth in Queensland and Australia.

We are grateful to the Cairns Regional Council and both the State and Federal Governments for their continued funding support and partnership. Without this support, TTNQ's job in promoting this region would be all the more difficult.

CEO Mark Olsen and his dedicated team have stepped up yet again to tackle the industry's challenges and I thank them for their outstanding efforts to support the TTNQ membership and grow the tourism industry. Thank you also to my fellow Directors who continue to provide sage advice to help navigate industry challenges, and to my predecessor Ken Chapman who strongly advocated for the \$15 million in Federal funding.

Finally, I thank our members who have stepped up to work with us as a team and take the destination's messaging to the world.



John O'Sullivan
Appointed Director – Chair



CEO'S REPORT

The extraordinary global campaign success that TTNQ delivered utilising the Federal Government's \$15 million International Tourism Recovery Program has been the highlight of 2023-2024.

This unprecedented funding to kickstart international recovery for our destination has enabled TTNQ to embark on multiple global partnerships with booking giants like the Expedia Group and Trip.com and resulted in \$81.9 million overnight visitor expenditure in the first year. In addition, we have achieved global PR worth \$123.2 million with a reach of 478 billion.

Another 44 campaigns are yet to be reported on and we anticipate the returns will continue to grow for our destination, outstripping the 37:1 return on investment already achieved.

We are particularly proud of our success in negotiating partner contributions to stretch every dollar and further amplify the success of the campaigns. For every dollar spent in the past 12 months we have turned it into \$3 by encouraging our campaign partners to add to the spend.

Critical to the success of this campaign activity is international flight connectivity which is returning with the additional seat capacity necessary to grow international visitation. Direct seasonal flights with China Eastern and the launch of wide-bodied aircraft with Singapore Airlines on the Cairns route have helped to boost visitor numbers in the past year.

Business Events has been the standout sector with multiple records set including a 10.5% jump in domestic visitors to 473,000 and a 14.8% increase in international numbers to 18,000. These figures will continue to grow with 76 business events worth \$51.6 million in overnight visitor expenditure and a record 152 leads totalling \$113.2 million.

Cairns has secured Australia's leading incentives showcase, Australia Next, in September 2024 and proved our worth hosting DestinationQ, Destination IQ and the

Queensland Tourism Awards in November 2023 after hosting the first post-pandemic G'Day Australia event in Cairns for 300 Aussie Specialists in October.

Major and regional events have also helped to entice domestic travellers to the region after the devastating impact post-Cyclone Jasper flooding had on bookings. Crankworx Cairns was secured for another two years, and several events benefited from an additional \$2 million from the Event Recovery Fund to amplify existing events. This supported the first performance on the outer Great Barrier Reef, Savannah Sounds on the Reef, in April 2024 to promote Savannah in the Round.

I am particularly proud of the advocacy role the TTNQ team played in the floods which led to an historic single sector investment of more than \$35 million in funding from the Tourism Recovery and Resilience Program including the appointment of a Tourism Recovery Officer.

I thank the TTNQ team and the Board under the leadership of Chair John O'Sullivan for their hard work and insight in a tough year for the industry. Working in partnership with our members, we have tackled the challenges of 2023-2024 head-on and are looking forward to the success that will grow from our intensive marketing and PR efforts in our key international markets.



Mark Olsen
Chief Executive Officer



DESTINATION UPDATE



OUR GOAL

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

Tropical North Queensland welcomed 2.8 million visitors who stayed an average of six nights in the region for the year ending March 2024. Visitor expenditure reached \$4.72 billion, just below the annual target of \$4.75 billion and dipping slightly beneath the record levels of mid 2023. Considering that \$300 million was wiped in December and January by history-making flooding, the destination is tracking well.

The past year has seen a slowing of the domestic market, not quite matched by growth in international visitors. Total international visitor nights for Tropical North Queensland reached 5.4 million, that is 78.4% of 2019 international visitor nights. The 11.7 million domestic visitor nights lift the region's total visitor nights to 98% of the first quarter of 2019. While this is a positive sign, total visitor numbers are only back to 92%.

Domestic visitation decreased by 8.5% to 2.3 million from the previous 12 months and expenditure fell 11% to \$3.8 billion as the region experienced the brunt of cancellations following the floods. Holiday visitors fell 16.8% to 1.2 million, visiting friends and relatives fell 5.8% to 460,000, but business visitors grew by 10.5% to 473,000 with a record 2.3 million nights.

The loss of interstate visitors contributed to the decline in total numbers with a fall of 18.2% to 804,000. Intrastate was down 2.2% to 1.5 million, but there was a record number of Townsville visitors with a jump of 18.1% to 318,000.

The total number of international visitors was up to 491,000 delivering \$894.8 million expenditure, with the average spend per visitor up 43.3% to \$1821.

Europe is Tropical North Queensland's largest international market with 116,000 visitors staying 1.3 million nights. Visitation is down

27.1% from 2019, although the average length of stay is up 0.7 nights to 11.3. The average length of stay for the North American market increased by 0.2 nights to 5.8, with 103,000 visitors (down 21.9%) staying 592,000 nights.

Japan delivered 84,000 visitors (down 25% from 2019) with 424,000 nights increasing by 0.2 nights to an average length of stay of 5.1 nights. New Zealand is our fourth largest market with 32,000 visitors (down 15.7%). There were 16,000 visitors from China which was down 91.9%, contributing to 61% of the total international visitor numbers from 2019.

Flight search for the region reached record numbers in 2023-24, matching 2019 search volumes from July to December, and exceeding all previous years from January to June. International flight search played an increasingly important role, particularly from Japan, USA, UK and Europe.

THE YEAR IN REVIEW 2023-24

DESTINATION KPI	VALUE	% OF TARGET
OVERNIGHT VISITOR SPEND (MAR 24)	\$4.72B	99%
SHARE OF QUEENSLAND NIGHTS (MAR 24)	12.6%	110%
GOOGLE RANK	#5	80%
WEBSITE TRAFFIC	2.08M	139%
AVIATION PASSENGERS VS 2019 (YTD)	2.3M	103%
ACCOMMODATION OCCUPANCY	67%	96%
VISITOR SATISFACTION	84.6%	105%

TTNQ UPDATE



OUR MISSION

A RAPID RECOVERY, GENERATING \$4B IN VISITOR SPEND BY 2025 THROUGH INNOVATIVE MARKETING, A UNIFIED BRAND AND EFFICIENT USE OF RESOURCES.

TTNQ's advocacy role was prioritised once again as Tropical Cyclone Jasper's history-rewriting flooding impacted many businesses and \$300 million of cancellations. Our efforts led to substantial assistance for the tourism industry with the Federal and State Governments working together to deliver an historic single sector investment with more than \$35 million in funding made available through the Tourism Recovery and Resilience Program under Disaster Recovery Funding Arrangements. Our consistent lobbying also resulted in the appointment of Tourism Recovery Officers to help over 230 businesses to navigate the available funding.

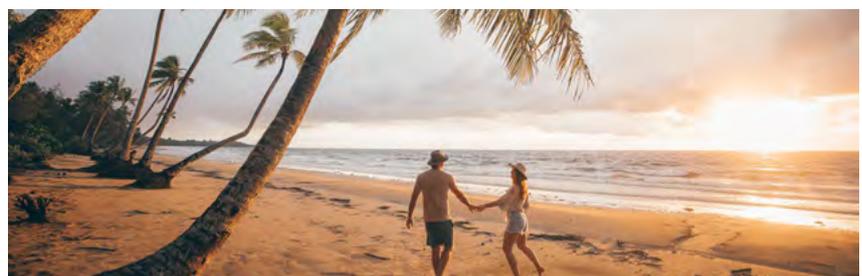
Business events took centre stage as we worked to capitalise on the first full year of the Cairns Convention Centre's newly expanded premises. With the leisure market impacted by the natural disaster, the value of business events became even more critical to the visitor economy. Home-grown events like Cairns in Cannes demonstrated the success of this sector with the conference growing from 650 delegates in 2022 to 2,000 in 2024, helping to

boost numbers in the shoulder season. Our efforts brought dividends with business visitors growing by 10.5% to 473,000 and staying a record 2.3 million nights.

We continued to focus on international recovery utilising the Federal Government's \$15 million marketing funding. This record international marketing spend has allowed 95 conversion campaigns with global trade partners to be contracted between July and June.

Four new staff were appointed to assist with this work: Global Brands and Campaign Manager Chelsea Cavanah, Finance and Corporate Services Manager Kristy Paproth, Trade and Families Coordinator Corrinne Singleton, and Digital and Content Specialist Brittany Nash.

At a Board level we farewelled Chair Ken Chapman and Director Craig Bradbery. John O'Sullivan was appointed Chair, and we welcomed Nikki Giumelli while retiring director Ben Woodward was re-elected.



TTNQ 2023-2024 HIGHLIGHTS

- Lobbied for more than \$35M in funding from the Tourism Recovery and Resilience Program following TC Jasper.
- The launch of TNQ's first global trade campaigns utilising the Federal Government's \$15M International Tourism Recovery Program (ITRP) funding.
- ITRP funding supported the return of direct seasonal flights with China Eastern, the daily Haneda connection with Virgin Australia, and the launch of wide-bodied aircraft with Singapore Airlines on the Cairns route.
- 103 campaigns in market globally by the end of June 2024 generating \$111M in OVE.
- Global PR worth \$123.2M with a reach of 478B.
- Generated a record 149 BE leads valued at \$113M and won 76 events worth \$52M.
- Leisure events delivered \$15M In visitation and \$15.4M In publicity.
- The destination website traffic attracted more than 2 million users, a record for TTNQ, and generated 269,843 operator referrals.
- TEQ and TTNQ hosted the first performance on the outer Great Barrier Reef, Savannah Sounds on the Reef, in April 2024 with the support of the Disaster Recovery Funding.
- Hosted DestinationQ, Destination IQ and the Queensland Tourism Awards, and the first post-pandemic G'Day Australia in Cairns for 300 Aussie Specialists in 2023.
- Launched the TNQ Sustainability Leaders Group as part of the vision for TNQ to be a leader in ecotourism in Australia.
- Developed TTNQ's business event's Create Great program with 18 funding packages for industry.

AS AN ORGANISATION IN THE VISITOR ECONOMY TTNQ CAN INFLUENCE:



GROWING OUR SHARE:
INCREASE THE REGION'S AWARENESS TO BOOST OUR SHARE OF QUEENSLAND VISITOR NIGHTS AND SHARE OF VOICE



DRIVING VISITOR SPEND:
DIVERSIFY OUR MIX OF MARKETS AND INCREASE OVERNIGHT VISITOR SPEND GENERATED THROUGH OUR CAMPAIGN ACTIVITY

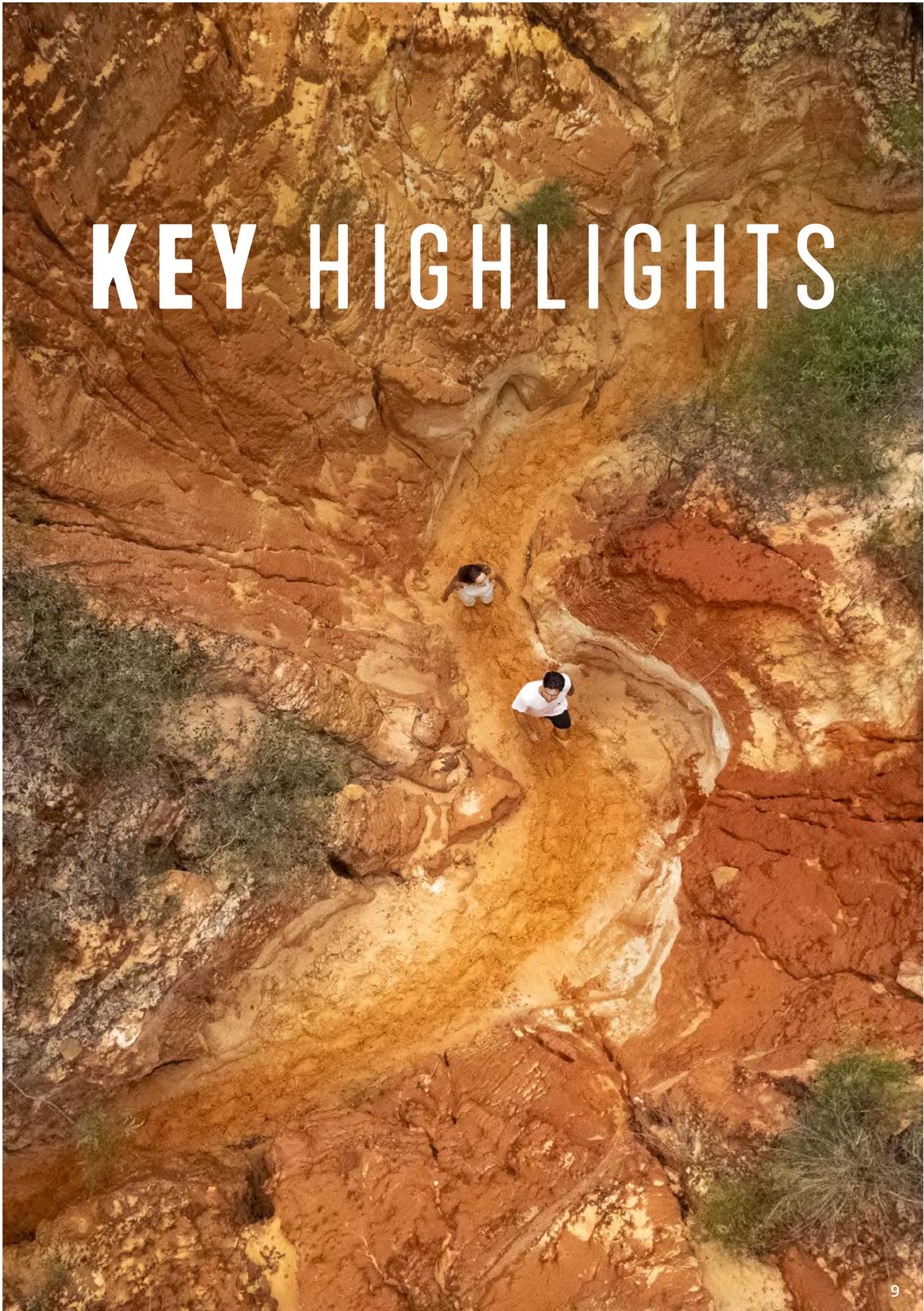


ENSURING SUSTAINABLE GROWTH:
DRIVE YEAR-ROUND AND DISPERSED VISITATION AND GROW ACCOMMODATION OCCUPANCY AND AVIATION CAPACITY THAT SUPPORTS LOCAL BUSINESSES AND JOBS



INCREASING SATISFACTION:
BE A RESULTS-DRIVEN AND RESPECTED ORGANISATION THAT IS INCREASING VISITOR, MEMBER, AND COMMUNITY SATISFACTION AND OUR DESTINATION'S NET PROMOTER SCORE

KEY HIGHLIGHTS



SHARE OF VOICE



TTNQ GENERATED A RECORD \$123.2 MILLION WORTH OF GLOBAL PUBLICITY FOR THE REGION, UP 8% FROM THE PREVIOUS YEAR'S RECORD (\$113.8 MILLION).

This included \$95.6 million in advertising value equivalent across international markets and \$27.6 million in the domestic market. Website visits of 2.08 million generated 269,843 operator leads.

Campaign activity from just 51 of the 95 international campaigns contracted has resulted in 66,227 bookings direct international bookings delivering more than \$81 million in overnight visitor expenditure. These figures will increase again in coming months with the reports from many campaigns not due until after the annual report is published.

Domestic campaign activity resulted in \$29 million overnight visitor expenditure and brought more than 35,000 direct passengers to the region through retail partnerships.

The Cairns Unearthed magazine was published for the third year with 100,000 copies distributed in Sydney and Melbourne mastheads and online.

We hosted more than 80 different trade and media famils throughout the region from domestic and international markets.

KEY HIGHLIGHTS FOR 2023-24 INCLUDE:

 **#5 AUSTRALIAN DESTINATION ON GOOGLE**

 **\$177M CAMPAIGN GENERATED**

 **\$300M AVE**

KEY HIGHLIGHTS FOR 2023-24

- \$177M marketing and event campaign generated spend.
- \$300M generated in Advertising Value Equivalent.
- 42 international and 12 domestic media were hosted in region utilising more than 600 member products across their itineraries.
- Engaged with 6,253 international trade, ITO, & agents through famils, training and in-market and in-region trade events.
- Hosted more than 80 different trade and media famils throughout the region from domestic and international markets.



DOMESTIC MARKETING



CAMPAIGN ACTIVITY

AVE	\$48,782,697 191% OF TARGET
OVE	\$29,120,143 194% OF TARGET
DIRECT PAX TO REGION FROM CAMPAIGNS	35,095
FAMILS	14 TRADE AND MEDIA

The domestic market was impacted by the loss of \$300 million in bookings in December and January following the record flooding and is slowing as Australians travel overseas and the cost of living impacts domestic travel.

TTNQ gained a greater Share of Voice from our partners TA and TEQ (17.5%), however the destination lost traction in Google destination search volume dropped from #4 nationally to #5. This result reflects the reduction in our domestic budget, down from \$8 million two years ago to \$2 million in the past year. We are aiming to hold our market share, but this will be difficult without further investment from the Federal Government. With sufficient marketing dollars we can drive

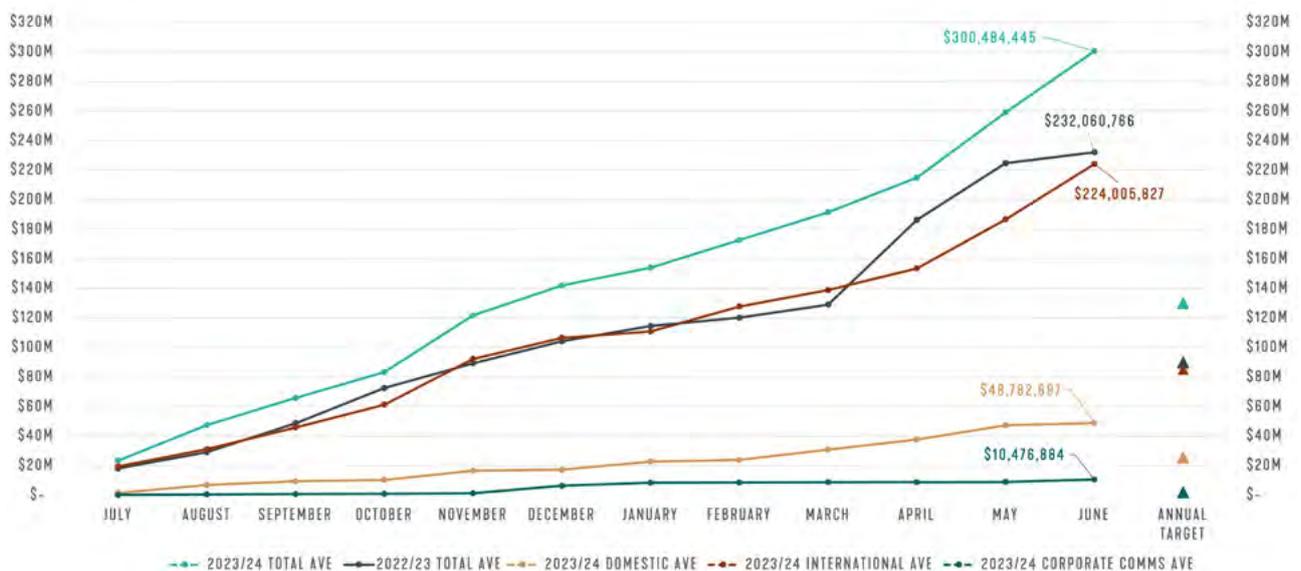
visitation by getting people to look at and book TNQ. Last year's results proved investment in marketing worked with a record \$247 million in advertising value equivalent generated.

TTNQ had four major retail campaigns and four brand campaigns in the domestic market to support the low season, achieving \$8.6 million in AVE, \$29 million in OVE and driving 35,095 tourists to the region.

PEPR Agency continued to manage domestic PR achieving \$27 million in AVE and 506 million in reach. This was achieved through:

- 14 individual famils and 1 group famil across their Australia and New Zealand remits
- Two broadcast opportunities with Better Homes and Gardens and Road Less Travelled (due to air in 2025), including stronger conversion partner requirements
- An average of five pitches per month
- Attending IMM, Australia's largest travel media networking event
- The Savannah Sounds on the Reef Activation jointly hosted by TTNQ and TEQ

CUMULATIVE AVE RESULTS (2023/24) WITH FORECASTS & TARGETS FROM ALL MEDIA (TARGET \$130M)



INTERNATIONAL MARKETING



CAMPAIGN ACTIVITY

AVE	\$224,005,827 263% OF TARGET
OVE	\$81,959,178 170% OF TARGET
DIRECT PAX TO REGION FROM CAMPAIGNS	66,227
FAMILS	80+ TRADE AND MEDIA

International marketing is TTNQ's key focus as we utilise the Federal Government's \$15 million recovery funding and work strategically to get strong results in visitor spend while supporting successful aviation routes. With 95 campaigns in market internationally, the destination is starting to reap the benefits with \$82 million in overnight visitor expenditure and another 44 campaigns to report on.

The campaigns included partnerships with Expedia in the USA, Canada, Japan, UK and New Zealand. Trip.com in Japan, China, UK and Singapore, and Singapore Airlines in the UK, Netherlands, Germany, Singapore and India.

Our team engaged with 6,253 international trade, ITOs, and agents through famils, training and in-market and in-region trade events.

International flight capacity has been growing steadily with Singapore Airlines introducing wide-bodied jets and seasonal China Eastern services returning to Cairns. Additionally, Haneda to Cairns service by Virgin Australia was launched in June 2023. Even more capacity has been secured for the next financial year with Cathay Pacific launching seasonal services, Jetstar starting flights from Christchurch and AirAsia flying from Bali.

TTNQ produced a new destination brochure for trade training in German, English and Chinese, which has been utilised by in-market representatives and taken to all trade events.

We hosted 25 trade famils in region, involving more than 400 operator engagements. Highlights included:

- Japan: JTB mega showcase event with 65 agents
- UK: Key distribution partner mega famil with Audley, Travelbag, Trailfinders, Flight Centre, First Class Holidays, Freedom Destinations, Discover the World, and If Only
- North America: Travel Leaders mega showcase
- China: CIAG Friends of Queensland showcase event
- Global: In partnership with ATEC, TTNQ hosted an ITO famil with 35 agents

TTNQ also participated in a series of trade events both in Australia and internationally. Key events included:

- ATEC Meeting Place
- ATEC Explore North Queensland
- G'Day Australia
- Youth Adventure Forum
- Australia Marketplaces in North America, China, India and South East Asia
- Queensland is Calling Roadshows in Japan and South Korea, UK/Europe and China
- Tokyo Marine Diving Fair
- CGBR Mission and Roadshows to Japan and China
- ATE



WESTERN MARKET HIGHLIGHTS

- 33 trade campaigns, including campaigns in partnership with TA/TEQ
- Generated \$27M in OVE from western markets
- 110 trade famils from US, UK, NZ and Europe
- Training sessions for over 1,800 agents through trade events/workshops
- TTNQ included in or hosted 31 webinars with 8 TTNQ members
- 184 sales calls by Global Spot

CHINA MARKET HIGHLIGHTS

- 26 trade campaigns, including campaigns in partnership with TA/TEQ
- Generated \$15.3M in OVE from China markets
- 6 trade famils
- 6 media/ influencer famils
- Over 1,400 offline trade professionals trained
- 139 sales calls by Contineo Marketing
- Launched Little Red Book 2023/4 campaign
- Total organic reach across 3 platforms 3.7M

ASIA MARKET HIGHLIGHTS

- 36 trade campaigns in Japan, India, Indonesia and Singapore
- Generated \$37.5M in OVE from Japan and South East Asian markets
- 21 trade famils that TTNQ is fully/partly involved from Japan, India and Singapore, including 9 workshops for TTNQ members
- Training sessions for over 1,200 agents
- 19 media/influencer famils that TTNQ is fully/party involved from Japan, India and Singapore
- Japan social media posts (X, Instagram, Facebook) gained 8,000 followers with a total of 40,283.

LOCALIS INBOUND FLIGHT SEARCH DATA (2019-2024)



DIGITAL REACH

HIGHLIGHTS



2M+ UNIQUE USERS
TO SITE (UP 20%)



270K INDUSTRY REFERRALS
(UP 21%)



19 INFLUENCERS
REACHING **8M+**



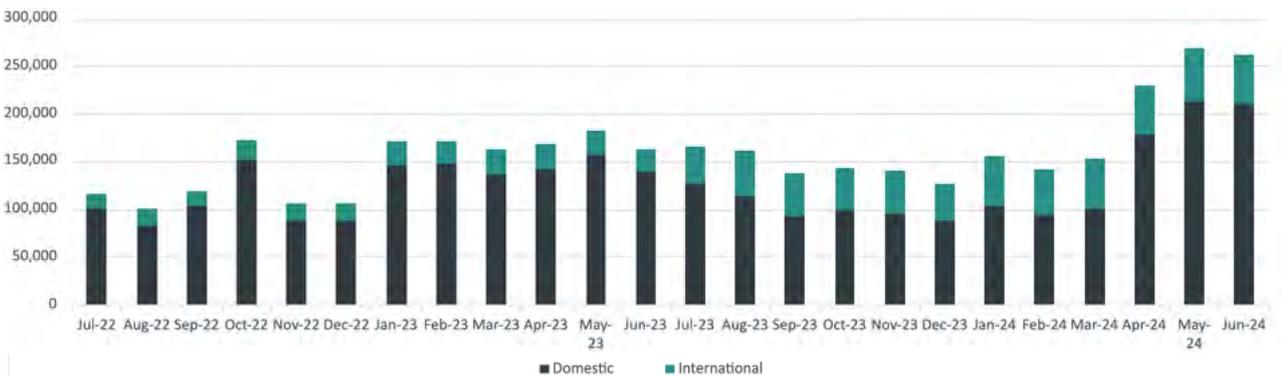
15 NEW BLOGS & PAGES

TTNQ achieved more than 2M unique website users (up 20% YoY), driving 5.8M page views, a significant rise of 57%. The increase in page views indicates the extremely high user satisfaction and reflects CairnsGreatBarrierReef.com being an essential resource for planning trips to the region and choosing operators.

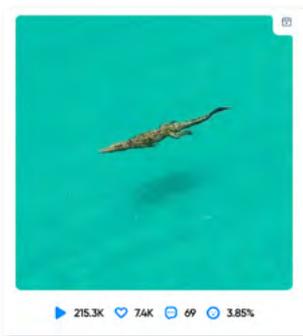
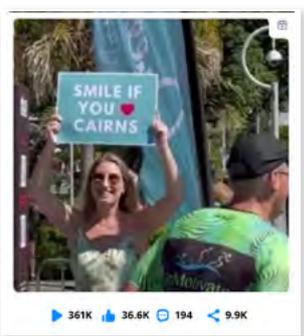
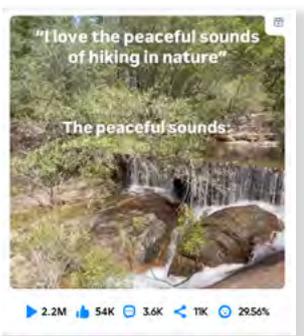
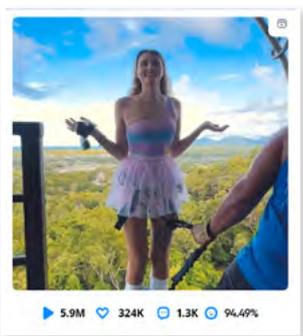
Members benefited from 270K industry referrals (up 21% YoY), including 28K from the destination deals page.

While majority of website traffic is domestic, international users increased with organic traffic levels now over 3 times the pre-COVID peak. TTNQ's increasing international search visibility continues to generate high levels of organic traffic from key international markets, making up 28% of total users on the site.

WEBSITE USERS BY ORIGIN



TOP POSTS



TOTAL DESTINATION WEBSITE OVERVIEW (PAID AND ORGANIC)



2.1M
USERS
+16.4% YOY



2.1M
NEW USERS
+16.6% YOY



2.4M
SESSIONS
+9% YOY



5.8M
PAGE VIEWS
+81.7% YOY



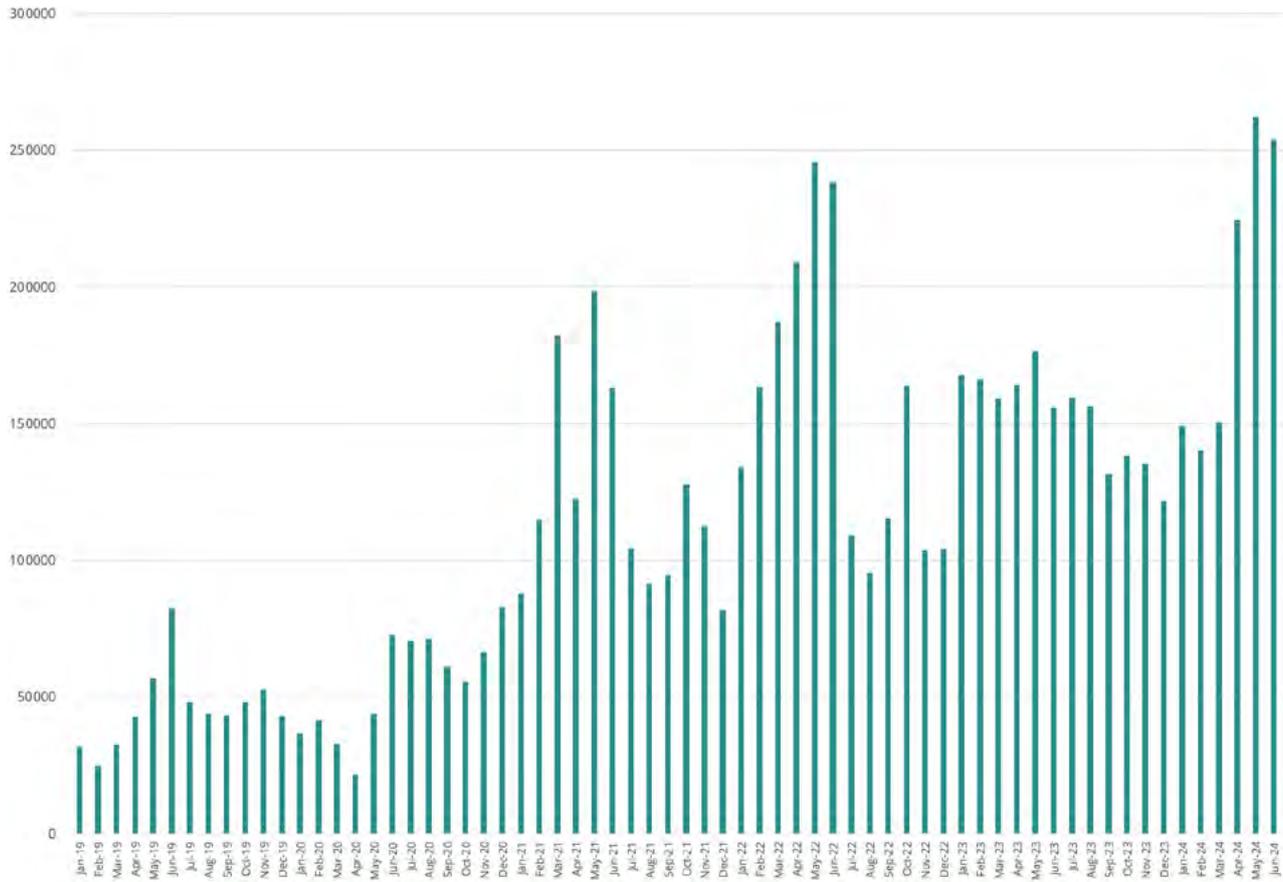
2.4
PAGES/SESSION
+66.6% YOY



2:36
AVG. SESSION DURATION

OVER 2M WEBSITE VISITORS IN 2023-24

520K in 2020, 1.9M in 2021, 1.7M in 2022



19 INFLUENCERS REACHING 8M+

<p>@ALIXMACRAE THINGS TO DO IN TNQ</p>	<p>@CAMBOSTOCK AND @INDEEDJAKEREID HIKING MOUNT BARTLE FRERE</p>	<p>@EARTHWITHTOM THINGS TO DO IN CAIRNS</p>	<p>@EDWININJA AND @IAMRACHELWAN SINGAPOREAN INFLUENCERS</p>	<p>@GOPROINDIA AMBASSADORS INDIAN INFLUENCERS</p>
<p>@KELLERDIARIES THINGS TO DO IN PORT DOUGLAS</p>	<p>LITTLE DUMPLING (XIAOBAOZA) CHINESE INFLUENCER</p>	<p>@PETITE.BLONDINE QUEENSLAND HONEYMOON DESTINATIONS</p>	<p>@REALTENILLEDASHWOOD AUSTRALIAN BUCKET LIST EXPERIENCES</p>	<p>@SAMJBLOOM ACCESSIBILITY CAMPAIGN</p>

VISITOR SPEND



History-making flooding wiped \$300 million in expenditure from the region in December and January, while the growing cost of living impacted visitor numbers throughout the year. Despite these challenges the destination performed well with expenditure of \$4.2 billion, just below the target of \$4.75 billion for the year ending March 2024 and not too far behind the record levels of mid 2023.

Domestic expenditure was down 11% from the previous year to \$3.8 billion with the shorter length of stay decreasing the average spend by 2.7% to \$1676. International slowly rebounded with \$894.8 million in visitor expenditure. This is down by 12.9% from 2019, largely due to the loss of the previously large Chinese market. The average length of stay increased by 2.5 nights helping to push the average spend per visitor up to \$1821.

The region's average daily rate across all types of accommodation continued to climb, reaching \$304.80 in June 2024 up 8% from June 2023 (\$283.17). The average booking lead time for the region dropped from 75 days to 58 days in June, averaging just 45 days through the first six months of 2024.

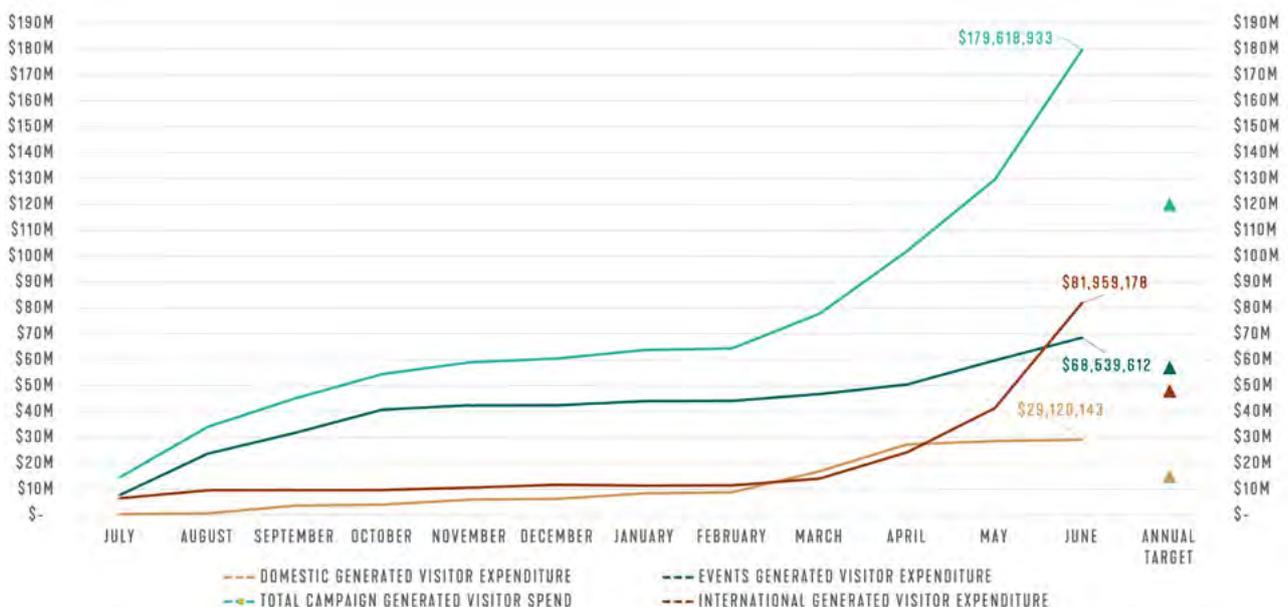
NATIONAL VISITOR SURVEY YEAR END MARCH 2024 VS 2023

	EXPENDITURE	\$3.83B	-11%
	VISITOR NIGHTS	11.7M	-15%
	SPEND PER NIGHT	\$327	4.7%
	AVERAGE DAILY RATE	\$308	8%
	AVERAGE LENGTH OF STAY	5.1	-0.4

INTERNATIONAL VISITOR SURVEY YEAR END MARCH 2024 VS 2019

	EXPENDITURE	\$894.8M	-12.9%
	VISITOR NIGHTS	5.4M	-21.6%
	SPEND PER NIGHT	\$167	11%
	AVERAGE LENGTH OF STAY	10.9	2.5

CAMPAIGN GENERATED OVERNIGHT VISITOR SPEND 2023/24 (TARGET \$120M)



EVENTS



BUSINESS EVENTS



THE BUSINESS EVENTS SECTOR IS SETTING MULTIPLE RECORDS FOR TROPICAL NORTH QUEENSLAND WITH RECORD DELEGATE SPEND AND RECORD LEADS PLAYING AN ONGOING KEY ROLE IN THE REGION'S RECOVERY.

The team secured 76 business events worth \$52 million in overnight visitor expenditure and a record 152 leads totalling \$113.2 million, business events delegates grew to 41,309 staying 159,934 days, up 8.6% across 300 events held in Tropical North Queensland.

Record AVE was achieved through Business Events Australia's Advance Program, which funded international media buys, the post-AIME and Dreamtime famil programs, and the announcement that Cairns would host Australia Next in September 2024. Securing Australia's leading incentives showcase was one of our biggest wins with the event expected to deliver \$3 million in global publicity. We also hosted the first post-pandemic G'Day Australia event in Cairns for 300 Aussie Specialists in October 2023.

With the refurbished Cairns Convention Centre in operation for the first full year, we embarked on a two-tiered approach of increasing awareness of Cairns & Great Barrier Reef as a destination coupled with targeted conversion activities. We did this through marketing activity to inspire and inform decision-makers, targeted partnerships, educationals, and site inspections supported by a bid fund. In line with Tourism Australia, we focused on key markets and aviation access, targeting New Zealand, North America, Singapore, the UK and Europe in addition to our domestic markets.

Research told us the most effective way to secure business and develop an army of advocates was for them to visit the region, with more than 160 business events sellers and media visiting in 2023-2024. Major initiatives included a new partnership with Business Events members to support their clients travelling on educationals. We partnered with the Cairns Convention Centre through their Discover Cairns program to host a Professional Conference Organiser educational to celebrate the Centre's expansion and significantly supported the annual MCI Conference. This resulted in 60 key representatives across the association, corporate and incentive sectors in the region for three days.

In-region visits were complemented by trade activity to raise destination awareness, educate the industry about the region's compelling story, and secure leads. This proactive trade activity included joining the Business Events Australia USA Roadshow for the first time and The Meeting Show in Singapore to explore Asia-Pacific opportunities.

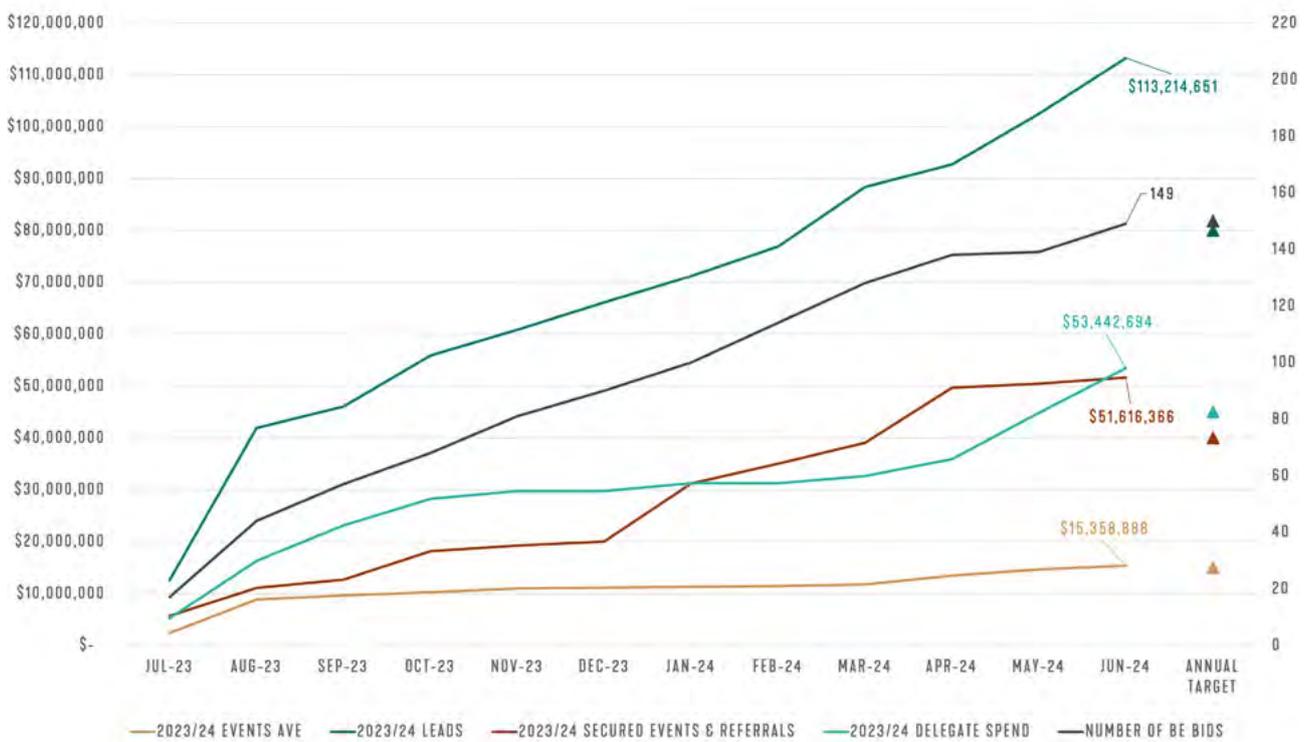
BUSINESS EVENTS HELD 2023-2024

EVENTS	62
DELEGATES	24,468
DELEGATE DAYS	63,225
VALUE	\$42M

BUSINESS EVENTS WON IN 2023-2024 FOR FUTURE DATES

EVENTS WON	76
DELEGATES	27,755
DELEGATE DAYS	70,115
VALUE	\$51.6M

BUSINESS EVENTS: SALES LEADS YTD 2023/24 VS 2021/22 (NUMBER OF LEADS AND VALUE OF LEADS)



CAIRNS REGIONAL COUNCIL FUNDING

- Won 30 events
- 1,400 delegates
- Total investment confirmed events \$1.10m
- Total direct value confirmed events \$32.77m providing a 30:1 ROI

MARKETING

INTERNATIONAL

- Paid activity has delivered 19 digital & print content pieces
- Media outlets HQ, CMW, Prevue and C&IT
- Partnered with BEA through their Advance Program
- Delivered \$540,000 AVE (July – May 24 paid & earned)

DOMESTIC

- Paid activity delivered 16 digital & print content pieces
- Media outlets Spice, Micenet, CIM, Executive PA, The Nibbler and Meeting Newz (NZ)
- Delivered \$1.54M AVE (July – May 24 paid & earned)

Total AVE \$2M, up from \$1.36M

MAJOR AND REGIONAL EVENTS

TROPICAL NORTH QUEENSLAND'S MAJOR AND REGIONAL EVENTS SUPPORT ACHIEVED \$15 MILLION IN OVERNIGHT VISITOR EXPENDITURE.

The events calendar expanded with the UCI Masters Mountain Bike World Championship held in May 2024 along with Crankworx Cairns which was secured for another two years for the region (up to 2025).

An additional \$2 million in funding to amplify existing events came from the Event Recovery Fund. This supported the first performance on the outer Great Barrier Reef, Savannah Sounds on the Reef, in April 2024 to promote Savannah in the Round. The funding also contributed to event marketing for Port Douglas Carnivale and Port Douglas Gran Fondo, a music activation at Crankworx and additional regional events from July to October 2024.

The expansion of Indigenous events off the back of the growing strength of the Cairns Indigenous Art Fair and Laura Quinkan Dance

Festival was a highlight. These included the inaugural Shine on Gimuy, the return of the Yarrabah Music Festival and looking ahead to a new Indigenous contemporary music event in October.

CIAF (JULY 2023) HIGHLIGHTS

	ATTENDANCE	50,500
	PROGRAMMED EVENTS	50
	EXPENDITURE	\$7.6M
	VISITOR NIGHTS	27,230

MAJOR EVENTS

JULY	<ul style="list-style-type: none"> • Laura Quinkan Dance Festival • Cairns Indigenous Art Fair • 7 Cairns Marathon 	MARCH	<ul style="list-style-type: none"> • Cairns Tropical Writers Festival • Feast of the Senses
AUGUST	<ul style="list-style-type: none"> • Taste Port Douglas • Reef to Reef MTB 	APRIL	<ul style="list-style-type: none"> • Undara Outback Rock & Blues Festival • Savannah Sounds on the Reef
SEPTEMBER	<ul style="list-style-type: none"> • Cairns Amateurs • Port Douglas Grand Fondo • Big Talk One Fire Festival 	MAY	<ul style="list-style-type: none"> • UCI Masters Mountain Bike World Championship • Crankworx • Port Douglas Carnivale • North Queensland Games
OCTOBER	<ul style="list-style-type: none"> • Savannah in the Round • Ports Shorts Film Festival • Shine on Gimuy • Yarrabah Music & Cultural Festival 	JUNE	<ul style="list-style-type: none"> • Ironman Asia-Pacific • Cooktown Discovery Festival,
NOVEMBER	<ul style="list-style-type: none"> • Cairns Fashion Week 		

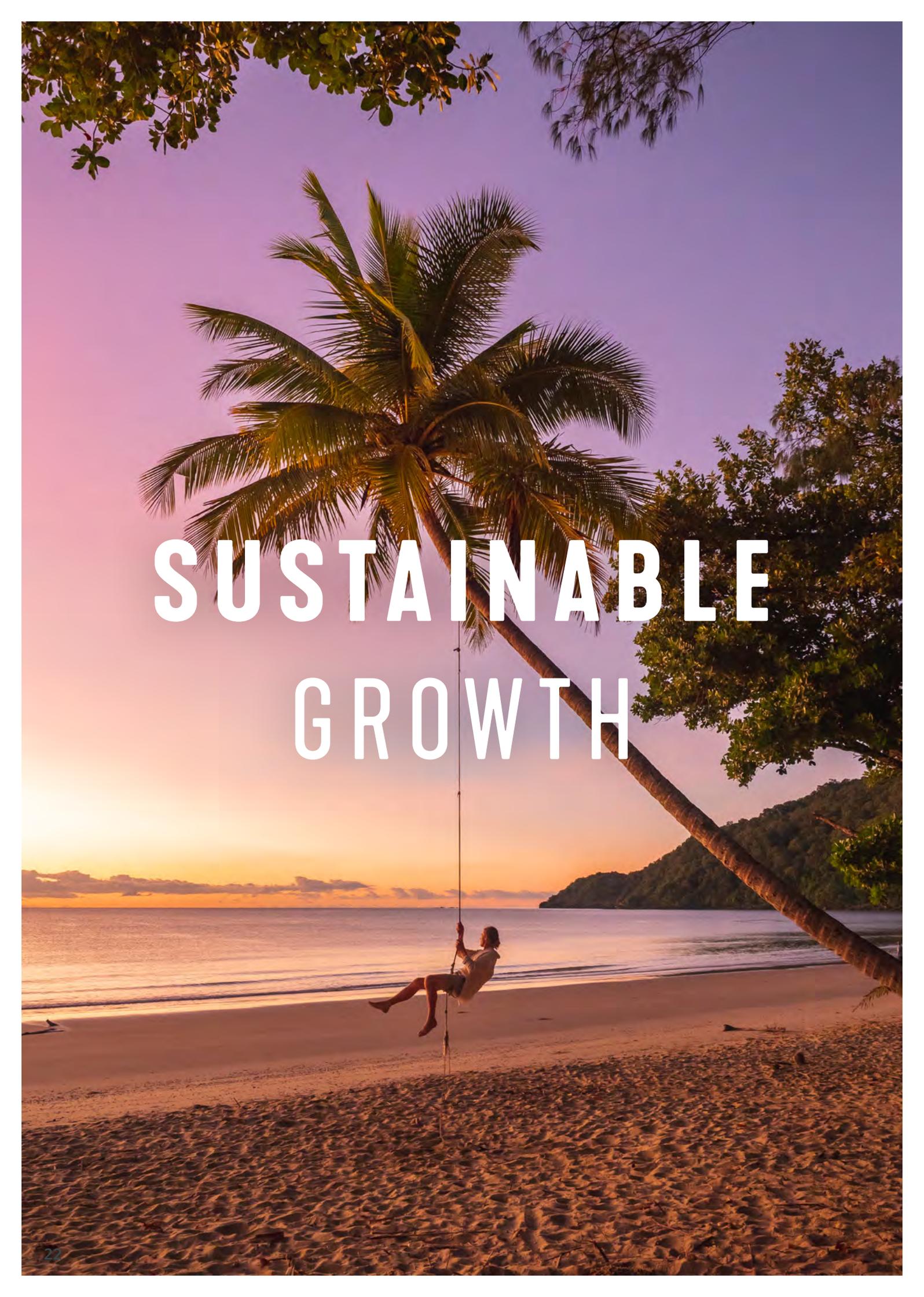


CRUISE

The Tropical North Queensland cruise sector is growing rapidly since the completion of the Cairns Shipping Development project in 2020 allowed vessels of up to 300m to be accommodated in the city. There are 86 scheduled visits to Cairns alone in 2024 with passenger numbers increasing by 75% to 153,533 in 2023 from pre pandemic numbers. Tropical North Queensland welcomed 141 cruise ships into the region's ports in Cairns, Yorkeys Knob, Port Douglas, Cooktown and Thursday Island in 2023-2024.

TTNQ enjoys a strong partnership with Ports North, working together to ensure the sustainable future of the trade through greater engagement with local tourism operators, expanding cruise guest options for land-based experiences and positioning the region as a top priority for cruise line planning and scheduling into the future.

We also connected our industry with the sector through the TTNQ Cruise Conference in May inviting seven cruise industry specialists from cruise lines and ground handling companies attending to speak to 30 members. They held one-on-one meetings with 16 of the Cruise Bundle businesses and participated in famils of the region.

A person is swinging on a rope that is attached to the trunk of a large palm tree. The scene is set on a sandy beach at sunset, with the sun low on the horizon and the sky in shades of orange and purple. The person is in the middle of a swing, and the background shows the ocean and a forested hillside.

SUSTAINABLE GROWTH

SUSTAINING TTNQ



TTNQ's advocacy over the past four years has ensured the organisation's budget has remained above \$12 million, the minimal optimal budget for a region of our size. In 2023-24 the organisation focused on the region's international recovery with \$6.7 million of the \$15 million Federal funding allocated to the 95 campaigns and various trade activities.

The organisation had a record budget of \$18.2 million in 2023-24, boosted by the Federal Government International Tourism Recovery Program funding of \$6.7 million as well as contestable grants and one-off recovery funding from the State Government providing an extra \$1 million in State Government support.

For the first time in many years, Membership and Cooperative Marketing income (29%) was the second highest proportion of total income, behind the Federal Grant (37%), with a record \$5.35 million in member and cooperative marketing income. Cairns Regional Council's contribution (20% of total income) was matched 4:1 with funding partners, and the State Government's contribution accounted for 14%.

TTNQ remains the most efficient Regional Tourism Organisation in Queensland, with

just 15% of total income allocated to wages and administration (State average is 35%). The largest proportion of expenditure went to our international recovery (52%), followed by domestic marketing (15%) and, with the support of TEQ, the organisation has been driving conversion through domestic campaigns.

The organisation supports Business Events through a subvention fund made possible by the generous support of Cairns Regional Council. Major and Regional events are supported through Cairns Regional Council and Tourism and Events Queensland, with the exception of Crankworx Cairns, which has been secured for another two years with the support of the partners.

The organisation retained \$444,520 in funds this year to invest in domestic marketing in Spring / Summer 2024 campaigns with support from the State and Federal Government. The company's Retained Surplus (Net Assets) increased this year, however a significant investment is planned in our domestic marketing efforts in 2024-25 which will draw down on savings made over the past four years to regain market share domestically.

TTNQ INCOME 2023-24 (VS 2022-23)

	23-24	22-23
MEMBERSHIP AND COOP MARKETING	29%	30%
CAIRNS REGIONAL COUNCIL	20%	26%
STATE GOVT (INC. TEQ)	14%	19%
FEDERAL GRANT	37%	25%

TTNQ EXPENDITURE 2023-24 (VS 2022-23)

	23-24	22-23
MARKETING	67%	58%
ADMINISTRATION	15%	19%
PARTNERSHIPS AND EVENTS	15%	20%
INDUSTRY SUPPORT	3%	3%

SUSTAINING OUR REGION

TTNQ is pushing forward with initiatives to support sustainable tourism in our region.

Sustainability Co-ordinator Nikki Guimelli was appointed allowing us to form a TNQ Sustainable Leaders Network with monthly EDMs sent to this group, and initiate other projects including:

- Implementation of the region's First Nations Tourism Action Plan which is progressing well with most actions underway and the Cluster meeting monthly.
- The Region's Tourism Climate Action Plan will transition into our first Sustainability Plan in 2024-25 as we map the region's pathway to Net Zero.
- Sustainability Hub launched on the corporate website.

- Through our Reforest partnership we have launched a regional dashboard for TNQ to follow the progress on rehabilitation projects.
- Launch of an industry education program with a series of webinars plus 1:1 consultation, some in collaboration with third party providers.
- First Annual Sustainability Report underway and due to be released in September 2024.
- Environmental data coaching package for members launched.
- Attendance at the Eco Tourism Australia Global Sustainability Summit.
- Work underway to launch a Waste Excursion and Waste Management Competition to educate members.

PARTNERSHIPS

Early results from TTNQ's global campaigns are showing an incredible 37:1 return on investment with \$111 million in overnight visitor expenditure already reaped from 51 international campaigns, 4 domestic campaigns and another 44 campaigns yet to be reported on.

TTNQ has embarked on multiple global partnerships with the \$15 million in Federal funding for international recovery allowing us to work with booking giants like Expedia Group and Trip.com across international markets which is a first for our destination.

The Expedia Group campaigns in the USA, Canada, New Zealand, Japan and UK generated \$11.2 million in overnight visitor expenditure and will bring 25,300 people to the region, while the Trip.com campaigns in the UK, China, Japan and Singapore generated \$8.7 million and 5,600 visitors. We are awaiting results on Singapore Airlines campaigns in Singapore, Benelux region, Germany, UK and India.

These returns prove how important it is to invest in marketing and validate the Federal Government's strategic investment in our destination through the International Tourism Recovery Program.

TTNQ has negotiated campaign partner contributions to stretch this funding and

further amplify the success of the campaigns. For every dollar spent in the past 12 months we have turned it into \$3 by encouraging our campaign partners to add to the spend. This means our investment to date of \$3.5 million into international trade conversion campaigns is forecast to achieve \$10.5 million in campaign value.

In addition to these campaigns, we are investing into publicity in each of our key markets and in the past financial year have generated a record \$123.2 million worth of global advertising value equivalent for our region. This is up 8% from the previous year's record of \$113.8 million. The many tourism businesses within our industry are benefiting with website traffic of 2.08 million generating 269,843 operator leads during the last financial year.

MEMBERS



SUPPORTING OUR MEMBERS

Membership grew to 674 this year which is a significant achievement for TTNQ and helped the organisation to exceed the member revenue target. Our greatest achievement for members was securing more than \$35 million in funding from the Federal and State Governments through the Tourism Recovery and Resilience Program to help with disaster recovery. We continued to offer valuable marketing opportunities and partnerships to members to grow their business in addition to educational opportunities such as the annual My Queensland TNQ Tourism Conference.



MEMBERSHIP

MEMBER SATISFACTION	84%
MEMBERSHIP RETENTION RATE	89%
MEMBER NUMBERS	674
MEMBER REVENUES	\$688,910 (exceeded target)

MEMBER NETWORKING EVENTS

- AUG 2** Double Tree Hilton Cairns
- SEP 14** Hemingway's Brewery Cairns Wharf
- NOV 15** Calypso Club, Crystalbrook Riley
- FEB 7** Hemingway's Port Douglas (with TPDD)
- FEB 8** Pullman Reef Hotel Casino
- APR 3** Cairns Koalas and Creatures

TOURISM WORKSHOPS

10 Tourism Workshop Sessions were executed across the following locations: Port Douglas, Cairns, Cassowary Coast, South Cairns, Atherton Tablelands, Cape Tribulation and Daintree, Mareeba (incl. Kuranda), Cooktown, Weipa, Trinity Beach and Gulf Savannah.

LTO / LTA NETWORKING EVENTS

- NOV 2** Cassowary Coast
- NOV 13** Tourism Palm Cove

MEMBER ORIENTATION SESSIONS

Six sessions with 52 attendees

MARKETING RETURN ON INVESTMENT

TTNQ invested \$16 million in direct brand and trade marketing activities and events. This investment delivered more than \$300 million in advertising value (19:1 ROI) and a 15:1 return for every dollar invested in consumer and trade marketing.

With 103 campaigns in market globally, the destination is starting to reap the benefits with \$111 million in overnight visitor expenditure and another 44 campaigns to report on. With \$4.3 million invested in conversion campaigns across domestic and international markets, the return on investment is currently sitting at 37:1.

INDIGENOUS TOURISM

TTNQ continues to support the implementation of the region's First Nations Tourism Action Plan (FNTAP) through monthly meetings of key stakeholders. This year the Cluster meetings were changed to have four meetings a year dedicated to the operators only, four meetings a year for the agencies responsible for implementation of the FNTAP and the Steering Committee that prepared the plan, and four meetings a year for the Cluster as a whole to meet and discuss region-wide priorities.

The key initiatives this year were the re-printing of Deeper into Dreaming the trade brochure with 38 bookable indigenous experiences, and the mentoring of five Indigenous experiences to be international trade-ready including attendance for two products at the Australian Tourism Exchange.

The region saw a significant increase in the percentage of domestic visitors having an Indigenous experience, up from just 3% in 2019 to 5% in 2023. The slow recovery of international visitor numbers means that total visitation to Indigenous experiences remains at just 65% of 2019 volumes, while domestic is well ahead (up 37%), international is back to just 53% of the same period in 2019.

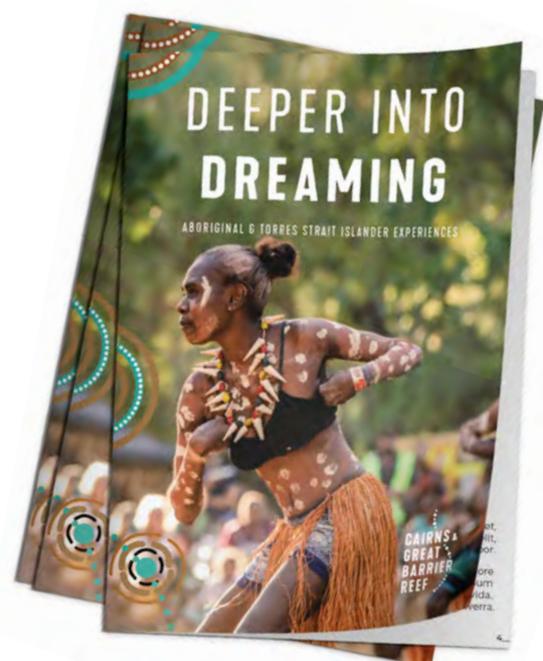
SUSTAINABILITY

As the region with the most certified visitor experiences of any region in Australia, Tropical North Queensland is seeking to maintain its competitive advantage in the sustainability space. Through our appointed Sustainability Coordinator (Nikki Giumelli), the organisation has formed a Sustainability Leaders Network with 75 members.

A monthly newsletter is now distributed, and the organisation is leading a number of pilot projects in data collection, regenerative tourism and waste management.

In 2023-24 the organisation completed the region's Tourism Climate Action Plan, expanded our consumer-facing content under the 'Promise of a Greater Good' and was asked to join national forums to discuss the way forward for the industry. TTNQ also extended its partnership with Reforest through our online dashboard of Regenerative Regional Projects showcasing where the industry is regenerating our region. Operators keen to be involved can contact the TTNQ team and join the team regenerating the region.

In 2024-25 the organisation will publish its first Sustainability Report, continuing our leadership nationally.



AVIATION

Aviation connectivity grew and passenger numbers returned to Cairns because of TTNQ's strong partnership with Cairns Airport and the State Government's investment in the Attracting Aviation Investment Fund.

With the support of the International Tourism Recovery Program funding, direct seasonal flights with China Eastern returned to Cairns in February and the new daily Haneda connection with Virgin Australia started in June 2023 delivering an additional 1000 seats a week from Japan. Singapore Airlines launched the wide-bodied aircraft on the Cairns route to deliver an extra \$26.5 million in visitor expenditure in the next year.

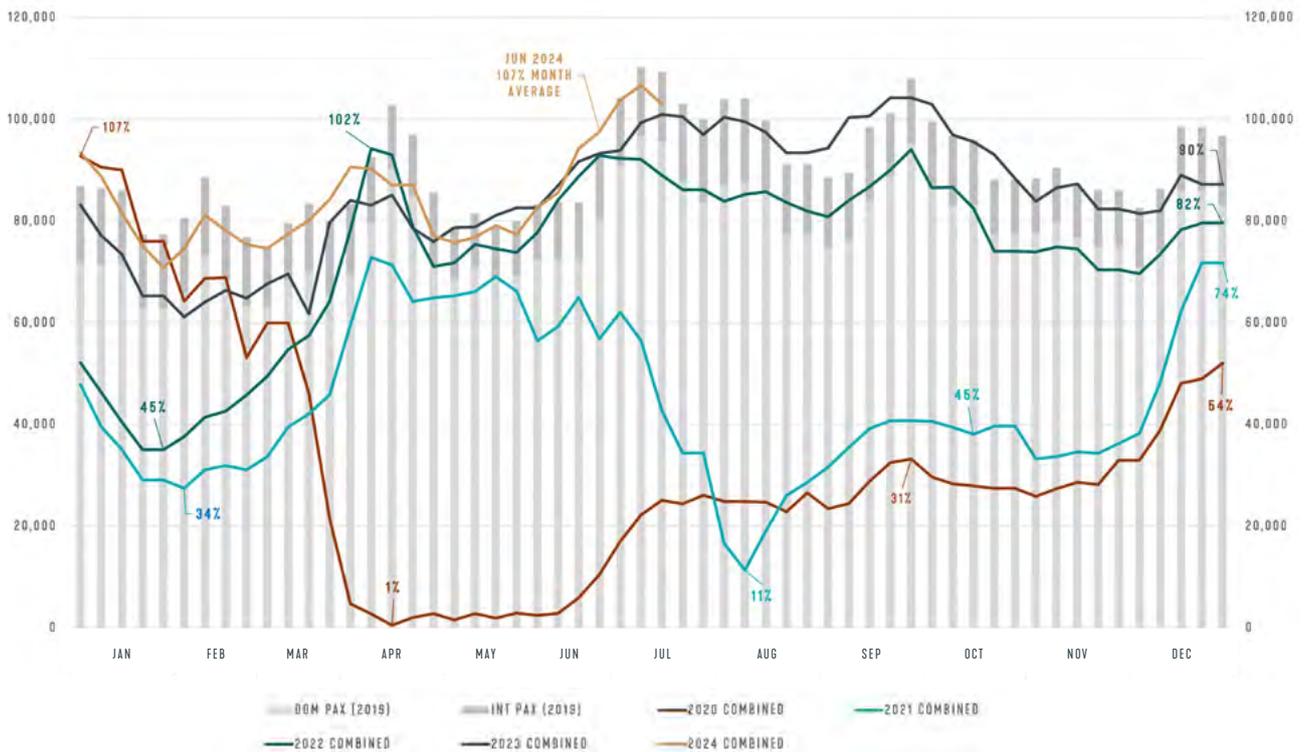
Cathay Pacific announced a seasonal service to Cairns from 17 December 2024 and 29 March 2025, Jetstar's new flights between Cairns and Christchurch will take off from April 2025 and AirAsia begins direct flights to Bali from 14 August.

Cairns Airport recorded 5.7 million passenger movements in 2023-2024, more than double the previous year, and exceeding the 5.08 million in 2018-19. This included 306,278 arrivals at the International Terminal and 1.99 million domestic arrivals.

CAIRNS AIRPORT ROUTE MAP



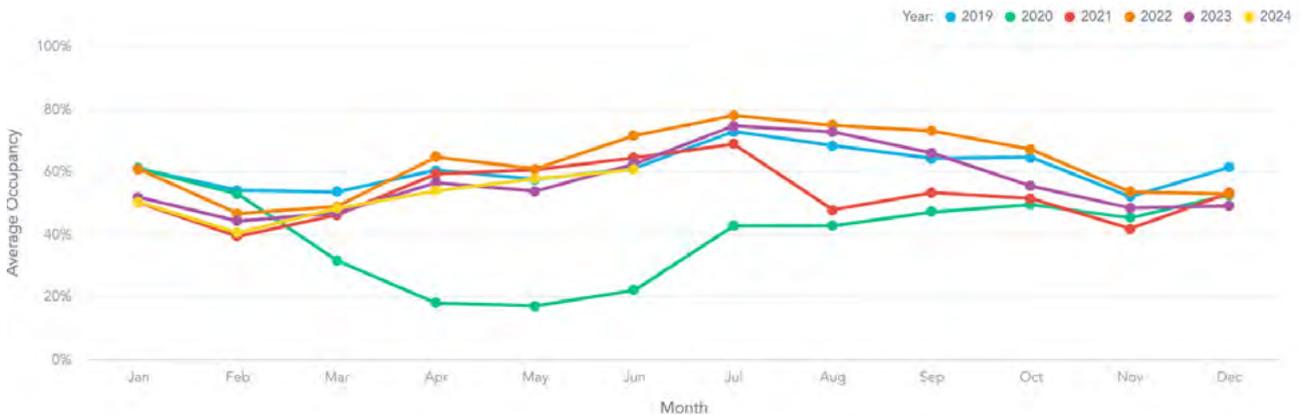
TOTAL CAIRNS AIRPORT WEEKLY PASSENGERS (2019-24)



ACCOMMODATION

Across 2023-2024 the region averaged 67% occupancy, slightly below the target of 70% year-round. Average occupancy rates began to slip behind 2022 and 2023 levels in September 2023, were boosted in January from the flood recovery, and dipped sharply in February 2024 making a steady recovery to June 2024 but remaining 5-10% below 2022-23 levels. Port Douglas and Cape Tribulation experienced a greater impact from the flooding, water restrictions and road closures with the Douglas Shire experiencing a drop of 10-20% in occupancy rates in 2023-2024.

ACCOMMODATION OCCUPANCY (2019-24)



SATISFACTION

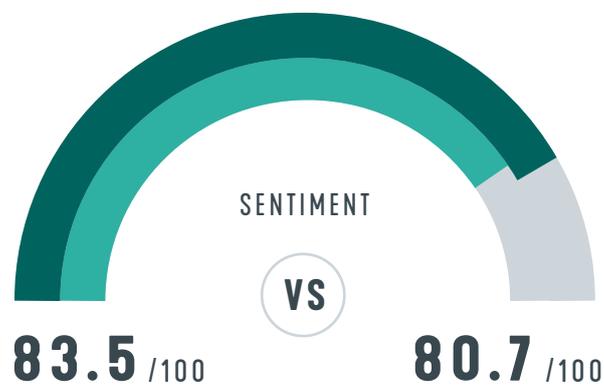
VISITOR SATISFACTION

In 2023-24 TTNQ invested in a new platform to track visitor sentiment and satisfaction called Destination Data Appeal. Available to our Champion Members, this data set tracks user reviews from the most popular travel user review websites for more than 5,500 products and experiences across Tropical North Queensland. Measuring positive visitor sentiment on a scale of 1-100, with 100 the top score, TNQ scored an average sentiment score of 83.5% compared to Fiji which scored an average of 81.5%. The attractions in TNQ scored an average of 92.4% (Fiji 89.2%), whereas TNQ Food and Beverage scored an average rating of 84.7% against Fiji's average satisfaction rating for Food and Beverage of 86.7%.

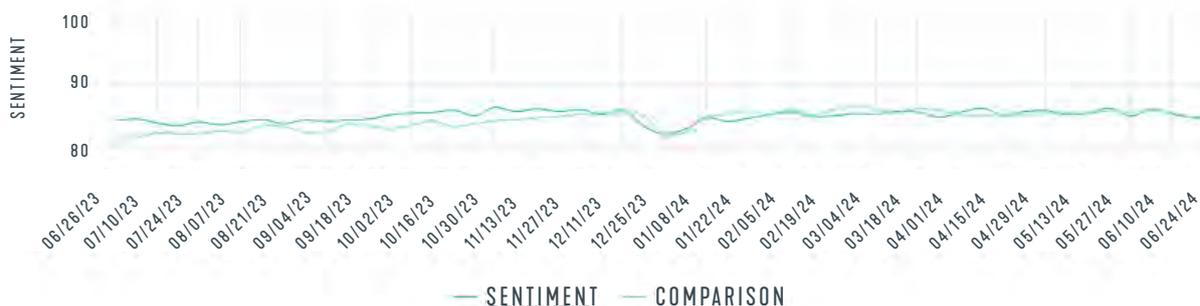
✓ NET PROMOTER SCORE 83.5%

✓ MEMBER SATISFACTION 84%

✓ 95% SATISFACTION WITH E-COMMUNICATIONS



TREND



HOW DID WE PERFORM IN 2023?



84%

OF MEMBERS ARE SATISFIED WITH THE OVERALL MEMBERSHIP OF TTNQ

ONLY 3% DISSATISFIED



90%

FIND OUR E-COMMUNICATIONS USEFUL

DOWN FROM 100% IN 2022



84%

ARE SATISFIED WITH THE ADVOCACY ROLE OF TTNQ

DOWN FROM 94% IN 2022



79%

ARE SATISFIED WITH THE STRATEGIC DIRECTION OF TTNQ

12% WERE UNFAMILIAR THE REST NEUTRAL

2023 MARKETING OPPORTUNITY PRIORITIES

NOTE: THESE RESULTS ARE CONSISTENT WITH THE 2022 SURVEY RESULTS WITH THE EXCEPTION OF INTERNATIONAL MISSIONS AND CAMPAIGNS TAKING THE FOURTH SPOT FROM RETAIL AND TRADE PARTNERSHIPS

- 1 MEDIA AND PR OPPORTUNITIES
- 2 BEST OF QUEENSLAND PRODUCT DEVELOPMENT
- 3 SOCIAL MEDIA INFLUENCER PROGRAM
- 4 INTERNATIONAL MISSIONS AND CAMPAIGNS

“TTNQ HAS BEEN VERY SUPPORTIVE AND HAS CREATED FANTASTIC OPPORTUNITIES FOR THE REGION AND BUSINESSES”.

– TTNQ MEMBER, 2024

INTERNATIONAL MARKET PRIORITY RANKINGS

1



USA

UP FROM #2

2



EUROPE

DOWN FROM #1

3



NEW ZEALAND

UP FROM #4

4



UK

DOWN FROM #3

5



JAPAN

STEADY #5

MEMBER BENEFIT PRIORITY RANKINGS



1

ATTENDING MEMBER NETWORKING AND INDUSTRY EVENTS



2

ACCESS TO PR AND MEDIA ACTIVITY



3

PARTICIPATING IN DOMESTIC AND INTERNATIONAL TRADE AND CONSUMER ACTIVITY



4

ACCESS TO MARKETING COOPERATIVE OPPORTUNITIES



5

A PRODUCT LISTING ON OUR CONSUMER WEBSITE

TOURISM TROPICAL NORTH QUEENSLAND'S ROLE

TTNQ's role has evolved from a destination marketing organisation to include being an advocate for the industry and a platform builder to deliver cost-effective marketing activities. Our team remains agile to opportunities, focusing on regaining international market share while holding our share of the domestic market and working with the industry to deliver the world's best visitor experiences.

OUR GOAL IS TO DELIVER \$4.4-\$4.8B OF OVERNIGHT VISITOR SPEND BY 2025, DELIVERING HIGH-QUALITY EXPERIENCES AIMING FOR EVERY VISITOR TO LEAVE AS A CUSTODIAN OF OUR REGION AND ITS STORIES, SHARING THEIR EXPERIENCE GLOBALLY TO DRIVE FUTURE VISITATION.

HOW WE MEASURE SUCCESS?



GROWING OUR SHARE: STARTING WITH A FOCUS ON THE DOMESTIC MARKET, INCREASE THE REGION'S AWARENESS TO BOOST OUR SHARE OF QUEENSLAND VISITOR NIGHTS AND SHARE OF VOICE



DRIVING VISITOR SPEND: DIVERSIFY OUR MIX OF MARKETS AND INCREASE OVERNIGHT VISITOR SPEND GENERATED THROUGH OUR CAMPAIGN ACTIVITY



SUSTAINABLE GROWTH: DRIVE YEAR-ROUND AND DISPERSED VISITATION AND GROW ACCOMMODATION OCCUPANCY AND AVIATION CAPACITY THAT SUPPORTS LOCAL BUSINESSES AND LOCAL JOBS



INCREASING SATISFACTION: BE A RESULTS-DRIVEN AND RESPECTED ORGANISATION THAT IS INCREASING VISITOR, MEMBER, AND COMMUNITY SATISFACTION AND OUR DESTINATION'S NET PROMOTER SCORE



QUOTES FROM MEMBERS WHO COMPLETED OUR SURVEY

TTNQ does great work in balancing regional realities against engaging and driving stakeholder value.

I think TTNQ has been a strong voice for the region, especially following the flooding in December.

It would be good to see investment in new innovative ways of securing visitors to our region....in particular seeking a greater presence for our region in the USA & Canada.

I think TTNQ do great work to help the tourism and hospitality in our region. Mark and the team are incredible to have in our corner.

Great to see the vision and what is planned for the year ahead. Many thanks for all you do, it is greatly appreciated... don't forget the smaller businesses!

Would be good to have a section for beginners in business where it explains what TTNQ offer in really basic terms and how it will help the business grow.

Keep doing what you are doing. I feel listened to, engaged and inspired

Its been amazing ! Thank you for everything



BOARD OF DIRECTORS

JOHN O'SULLIVAN [FROM 19 OCTOBER 2023]

CHAIR – APPOINTED DIRECTOR

Experience Co, CEO

KEN CHAPMAN [UNTIL 19 OCTOBER 2023]

CHAIR – APPOINTED DIRECTOR

Skyrail Rainforest Cableway, Chairman

WAYNE RENOLDS

DEPUTY CHAIR – GENERAL DIRECTOR

The Reef Hotel Casino, General Manager Hotel

JANET HAMILTON

CAIRNS SOUTH ZONE DIRECTOR

Cairns Convention Centre, General Manager

JEFF GILLIES

GENERAL DIRECTOR

Coral Expeditions, Commercial Director

RICHARD BARKER

APPOINTED DIRECTOR

Cairns and Mackay Airports, CEO

BEN WOODWARD

GENERAL DIRECTOR

The CaPTA Group, Director of Sales and Marketing

ALAN WALLISH

GENERAL DIRECTOR

Passions of Paradise, Managing Director

JANINE BOWMAKER

GENERAL DIRECTOR

Banora International, Managing Director

NIKKI GIUMELLI

GENERAL DIRECTOR

Green Arrow Consultancy, Tourism Consultant & Project Manager

CRAIG BRADBERRY [UNTIL 1 FEBRUARY 2024]

CAIRNS NORTH ZONE DIRECTOR

Silky Oaks Lodge (Baillie Lodges), COO

FINANCE, AUDIT AND RISK MANAGEMENT COMMITTEE

GREG NUCIFORA

CHAIR

Bell Potter Securities, Branch Manager

WAYNE REYNOLDS

DEPUTY CHAIR

The Reef Hotel Casino, General Manager Hotel

JOHN O'SULLIVAN

Experience Co, CEO

JEFF GILLIES

Coral Expeditions, Commercial Director

JOANNE PARISI

Parisi Foley Law Pty Ltd

MARK OLSEN

TTNQ, CEO and Company Secretary

KRISTY PAPROTH

TTNQ, Finance & Corporate Services Manager and Company Secretary

HUMAN RESOURCES COMMITTEE

JANET HAMILTON

CHAIR

Cairns Convention Centre, General Manager

JOHN O'SULLIVAN

Experience Co, CEO

WAYNE REYNOLDS

The Reef Hotel Casino, General Manager Hotel

MARK OLSEN

TTNQ, CEO and Company Secretary

KRISTY PAPROTH [UNTIL FEBRUARY 2024]

TTNQ, Finance & Corporate Services Manager and Company Secretary



VISIT OUR CHANNELS

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- [@tropicalnorthqueensland](#)
- [@cairnsGBR](#)
- [tropicalnorthqueensland.org.au](#)
- [#EXPLORETNQ](#) [#EXPLORECAIRNSGBR](#)

BUSINESS EVENTS

- [f @businesseventscairnsGBR](#)
- [@meetincairnsGBR](#)
- [@meetincairnsGBR](#)
- [businesseventscairns.org.au](#)
- [#MEETINCAIRNSGBR](#)

CORPORATE

- [f @ttnq-industry](#)
- [tourism.tropicalnorthqueensland.org.au](#)
- [Tourism Tropical North Queensland \(TTNQ\)](#)