



WORKING WITH TTNQ

2024 – 2025

**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.**

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WELCOME

Team TTNQ quickly elevated our industry advocacy role to assist members as history-rewriting flooding damaged key access roads and robbed the region of much-needed holiday season visitation in the wake of Tropical Cyclone Jasper at the end of 2023.

The outcome was a first with both the Federal and State Governments working together to deliver more than \$35 million in funding through the Tourism Recovery and Resilience Program under Disaster Recovery Funding Arrangements. Our consistent lobbying also resulted in the appointment of a Tourism Recovery Officer to help the industry navigate the available funding.

In 2024 our destination's international recovery remains a primary focus and TTNQ's members have been a key part of our ongoing record international marketing spend utilising the Federal Government's \$15 million marketing funding. The funding has enabled 92 global trade partnership conversion campaigns to be contracted between July and April.

To date our completed international trade campaigns have already delivered 16,830 direct international passenger bookings worth more than \$35 million in direct expenditure. These represent just under 20% of our active

campaigns and expenditure is forecast to reach more than \$100 million by the end of the financial year.

In September this year we are looking forward to hosting Australia Next, building on the success of hosting G'day Australia and ATEC Meeting Place in 2023 through the advocacy and support of TTNQ, the State and Federal Governments.

As a member of TTNQ you can be an integral part of our marketing activity both domestically and internationally, as we forge towards our ambition of rebuilding our international visitor economy to more than \$1 billion by June 2025 and holding our share of the domestic market in a challenging market place.

We are better together, and we need your support in this crucial year for our region to keep our momentum going and to grow our market share by showing the world what Tropical North Queensland has to offer.



Mark Olsen
Chief Executive Officer



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 200,000 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.

\$3M 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: A SUSTAINABLE ORGANISATION, DELIVERING RESULTS FOR PARTNERS, MEMBERS, VISITORS, AND OUR COMMUNITY AND SHARING THE REGION'S STORIES OF SUSTAINABLE PRACTICE.



MEMBERSHIP FEEDBACK

84% OF MEMBERS WERE EITHER SATISFIED OR VERY SATISFIED WITH TTNQ'S PERFORMANCE

"TTNQ has been amazing over the past 12 months – fabulous leadership and great team, well done to the Board, Mark and team. Great to see the vision and what is planned for the year ahead. Many thanks for all you do, it is greatly appreciated."

"A challenging year with the promise of more disruption, so just keep doing what you're doing. We'll do our best through our tours to turn over happy customers and trade and support you as best we can as a small Indigenous tour operator."

"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."



HIGHLIGHTS FOR 2024

- Successfully lobbied the Federal and State Governments for more than **\$35 million** in funding from the **Tourism Recovery and Resilience Program** delivered through the Disaster Recovery Funding Arrangements in the wake of Tropical Cyclone Jasper.
- Direct seasonal flights with **China Eastern** returned to Cairns in February.
- Announcement that Cairns will host the incentive showcase **Australia Next** in September 2024 with this year's event expected to deliver \$3 million in global publicity.
- The launch of TNQ's first global trade campaigns utilising the **Federal Government's \$15 million International Tourism Recovery Program** funding.
- The **TNQ First Nations Tourism Plan** was launched and a record number of 38 operators participated in the region's **Deeper into Dreaming** brochure.
- Announcement that **Singapore Airlines** would use wide-bodied jets on the Cairns route to deliver an extra **\$26.5 million in visitor expenditure** to the region next year.
- TTNQ was awarded the **Australian Tourism Export Council (ATEC) Partner of the Year** and shortlisted for the 2023 Luxury Travel Gold List Awards.
- The new daily **Haneda connection** with Virgin Australia started in June 2023 delivering an additional 1000 seats a week from Japan.
- Secured the **UCI Masters Mountain Bike World Championship** in May 2024.
- Hosted **DestinationQ, Destination IQ** and the **Queensland Tourism Awards** in November.
- Hosted the first post-pandemic **G'Day Australia** event in Cairns for **300 Aussie Specialists**.
- Secured a second two-year deal to bring **Crankworx Cairns** back to the region.
- In partnership with TEQ and with the support of the Disaster Recovery Funding arrangements, TTNQ hosted the **first performance on the outer Great Barrier Reef**, Savannah Sounds on the Reef, in April 2024.
- Hosted 76 trade and media throughout the region on 12 pre and post Australian Tourism Exchange 2023 famils.
- Launched the **Tropical North Queensland Sustainable Travel Hub** on the destination website to encourage visitors to travel with greater purpose and the Pathways to Sustainable Tourism Toolkit for industry.
- Created the **TNQ Sustainability Leaders Group** as part of the vision for TNQ to be a leader in ecotourism in Australia.



THE TOURISM INDUSTRY

NATIONAL TOURISM ORGANISATION

Tourism Australia (TA) is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation's activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

 [Corporate website](#)

 [Destination website](#)

STATE TOURISM ORGANISATION

Under TA is the State Tourism Organisation (STO), which in our state is called Tourism and Events Queensland (TEQ). TEQ is a government tourism agency that supports the development and marketing of sustainable tourism destinations and experiences within Queensland, increases awareness and attracts visitors.

TEQ has an office in Brisbane, as well as international offices in their priority markets. TEQ have dedicated product and industry development units that can assist operators in developing their product for the international market. This includes marketing consulting services, advisory services, workshops and famils, and accreditation schemes. TEQ is not membership based, so all tourism operators can work with them.

 [Corporate website](#)

 [Destination website](#)

REGIONAL TOURISM ORGANISATION

Under TA and TEQ, sits TTNQ, your Regional Tourism Organisation (RTO). We develop regional tourism marketing strategies and work cooperatively with TEQ to promote quality tourism experiences to ensure their region maximises its tourism potential.

 [Corporate website](#)

 [Destination website](#)

LOCAL TOURISM ORGANISATIONS/ASSOCIATIONS

Within the Tropical North Queensland region, we work with 3 established Local Tourism Organisations (LTOs):

- **TOURISM PORT DOUGLAS DAINTREE**
visitportdouglasdaintree.com
- **CASSOWARY COAST TOURISM**
cassowarycoasttourism.com.au
- **TOURISM ATHERTON TABLELANDS**
tourism.athertontablelands.com.au

Within the Cairns local government area, TTNQ provides the LTO services in partnership with:

- **TOURISM PALM COVE**
tourismpalmcove.com
- **TOURISM TRINITY BEACH**
trinitybeachholiday.com

Outside of the Cairns Region, TTNQ works with a range of membership based tourism partners including:

- **MAREEBA SHIRE TOURISM**
msc.qld.gov.au/mareeba-shire-local-tourism-organisation/
- **STRAIT EXPERIENCE**
straitexperience.com.au/

TTNQ also works with a range of Councils, Economic Development bodies (e.g. Gulf Savannah Development) and Chambers of Commerce (Cooktown, Western Cape, etc) through reciprocal membership arrangements. TTNQ's core role is to bring people to the region, with our local tourism partners servicing visitors once they are in the area.

If you are outside the Cairns local government area, you must be a member of your LTO before joining TTNQ. You are then entitled to join TTNQ for free at the Ambassador of Tourism level. If you would like to join TTNQ at a higher level than Ambassador of Tourism you can pay the full membership fee without having to be a member of your LTO (see Membership Levels for more information).

BEST OF QUEENSLAND EXPERIENCES PROGRAM

The Best of Queensland Experiences (BoQE) Program is managed by TEQ. It guides the Queensland tourism industry to deliver exceptional customer experiences, create positive word of mouth, help attract more visitors, grow expenditure and increase market share.

The program is assessed annually and is based on a set of criteria that takes into account online customer reviews, consumer expectations and industry best practice. All operators in the program receive a personalised bench-marking report. RTO members receive 5 points towards their score.

To be assessed, operators must have a listing on the Australia Tourism Data Warehouse (see over). Operators who are identified as BoQE achieve a score of 80 or over and receive:

- Consumer advocacy by delivering exceptional experiences.
- Inclusion in TEQ's preferred operator database accessed by staff when planning marketing and activity.
- BoQE will receive prioritisation across all TEQ marketing and activity including on Queensland.com.

 [Read more](#)

THE AUSTRALIAN TOURISM DATA WAREHOUSE

The [Australian Tourism Data Warehouse](#) (ATDW) is a central content and distribution platform for the Australian tourism industry. The database is made up of over 35,000 tourism product listings. It provides a cost-effective way to increase digital distribution and online exposure, and provides travel distributors (agents, inbound tour operators, wholesalers, retailers etc) with rich, flexible content in a central database to easily populate their websites.

TA, TEQ and TTNQ (among many other websites) all use the ATDW to populate destination websites. As a member, if you would like your product listed on [our destination website](#), you must have an ATDW listing.

To be assessed in the Best of Queensland Experiences Program provided by TEQ, you must have an ATDW listing.

Currently, the fee for subscriptions to ATDW have been waived.



RESPECTING INDIGENOUS IP

FAKE INDIGENOUS ART WILL NOT BE TOLERATED IN TROPICAL NORTH QUEENSLAND.

It harms the livelihoods of First Nations people and can infringe copyright and moral rights. TTNQ is encouraging the tourism industry to make sure any art they retail is authentic. Any Aboriginal and Torres Strait Islander art piece from an art centre worth more than \$250 will come with an authentication certificate.

There are several guides to assist, including the Indigenous Arts Code, which discusses how to buy ethically. Queensland Tourism Industry Council also has a Best Practice Guide for working with First Nations Tourism in Queensland which explains Indigenous cultural and intellectual property.

More information

[Indigenous Arts Code](#)

[Queensland Tourism Industry Council](#)

MARKETING ACTIVITY



The Cairns & Great Barrier Reef brand continues to deliver a unified message of our promise of greater good – a place where every visitor will See Great and Leave Greater.

Campaign activity in 2023-24 has been strong with **92 international trade campaigns** contracted by the end of April 2024, **4 major retail campaigns** and **3 brand campaigns** in the domestic market to support the low season. Website traffic has performed exceptionally well and should see user numbers and operator referrals exceed annual goals with 1.6 million users and **213,820 operator** referrals bringing customers to member businesses 2 months before the end of the financial year.

To extend the brand platform and support our global marketing campaigns, publicity and media engagement has been another key focus in 2023-24. With representation secured on the ground in our key markets in North America, the United Kingdom, Europe, Japan, China, New Zealand and Australia. The united efforts of our PR teams have produced

\$22 million in advertising value domestically and more than **\$75 million** in value across our international markets.

In addition to pitching and securing media placements globally, our PR teams concentrated their efforts on media family opportunities. In the 12 months to 30 April 2024, we hosted

42 international and 14 domestic media in region, incorporating **more than 600 member products** across their itineraries.

VISITOR SPEND

Campaign activity from just 18 of the 92 campaigns contracted has resulted in 13,256 direct international passenger bookings delivering more than **\$28 million in overnight visitor expenditure**. These figures will increase again in coming months with many campaigns still live until the end of June. Domestic campaign activity has resulted in **\$27.3 million overnight visitor expenditure** and brought more than **35,000 direct passengers** to the region through retail partnerships.

IMATE

Industry Media Agency for Tourism and Events

TTNQ's media agency, IMATE, work in partnership with TEQ to service all tourism and events businesses, big and small, throughout the state.

TTNQ executed 7 successful domestic campaigns in partnership with IMATE during FY23-24, achieving the **strongest member buy-in for co-op campaigns** to date. Members experienced excellent outcomes from these campaigns, as highlighted in the case studies on page 20-21.



TRADE ENGAGEMENT

Cairns hosting the incentive showcase **Australia Next** in September 2024, will be a highlight of a very strong calendar of trade engagement opportunities for our members, evident from the recent hosting of G'Day Australia in October at the Cairns Convention Centre.

TTNQ continues to be one of Queensland's and Australia's heavy lifters in activities led by Tourism and Events Queensland and Tourism Australia. We proudly travel as Team TNQ with the greatest member representation of any

region – and often any state – to sell Cairns & Great Barrier Reef to the world.

In addition to our existing contract with Contineo for trade engagement in China, Global Spot was appointed as the trade engagement representative in Europe.

At the tail end of the previous financial year we capitalised on the Australian Tourism Exchange (ATE23) being held on the Gold Coast by **hosting 76 international trade** and media throughout the region on 12 pre and post famils.

KEY TRADE ENGAGEMENT EVENTS FOR 2023-24

Hosting **25 trade famils** in region, involving over **400 operator engagements**. Notable highlights include:

- **Japan:** JTB mega showcase event, including 65 agents
- **United Kingdom:** 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 will host an ITO famil with 35 agents

Additionally, we conducted numerous webinars, seminars, live-streams, in-market events (utilising our contractors), and training sessions with trade partners globally. Between July 2023 and April 2024, the team have engaged with over **4,700 trade agents** to grow destination awareness, education and specifically, drive sales to the region.

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 & SEA
- Queensland is Calling Roadshows in Japan and South Korea, United Kingdom/Europe and China
- CGBR Mission and Roadshows to Japan and China
- ATE



IMATE CO-OP CAMPAIGNS CASE STUDIES

TTNQ co-op campaigns allow members to directly leverage both regional or state campaign audiences and media partners. IMATE offers a selection of tiered packages within each TTNQ brand campaign, but is also able to develop bespoke campaigns year-round at any price point. These packages provide members with an opportunity to spend less and still get the benefits of a major integrated campaign.

SHERATON GRAND MIRAGE PORT DOUGLAS

CAMPAIGN: DEC – JAN 2024

The Sheraton Grand Mirage Port Douglas partnered with IMATE to develop a digital campaign aimed at increasing awareness of their commitment of sustainability and drive sales. By leveraging TTNQ's Low Season campaign audiences, they were able to retarget specific travel intenders with native display and social media ads, driving increased bookings of villa and room offers.

RESULTS:

- Over **2 million** campaign **impressions**
- **Surpassed average benchmarks** across social media, utilising a retargeting strategy across those that had engaged with the TTNQ Low Season campaign
- Driving **8k clicks** to site across native and social and 7.5k video views across social

CRYSTALBROOK COLLECTION

CAMPAIGN: JUL – AUG 2023

Crystalbrook Collection partnered with premium content publisher Concrete Playground to develop an integrated media campaign to increase awareness and sales at their 3 Cairns properties. Concrete Playground published branded content pieces, showcasing the Cairns properties and offering exclusive deals to Crystalbrook Crowd members. To further build the Crowd database, Concrete Playground ran a competition for one lucky reader to win an all-inclusive 2-night stay at a Crystalbrook property. IMATE also ran a retargeting strategy across social media which directly leveraged the spend and audience of TTNQ's Always On campaign.

CAMPAIGN: DEC – JAN 2024

In alignment with TTNQ's major Low Season campaign, Crystalbrook Collection partnered with IMATE to develop a digital campaign to boost brand awareness and direct traffic towards specific landing pages, driving direct sales through the summer period. This campaign retargeted TTNQ's campaign audiences and spend across native display and social media. It also included an IMATE bonus of elevated deal placements on Queensland.com

RESULTS:

- **222% over delivery** on the reach of the total campaign
- **144% over delivery** on page view benchmarks
- 88k video views, **1.3 million display impressions**
- 31,866 Page Views across 3 pieces of content
- 73k reached across EDM placements
- **Over 2,000 entries** with 1.3k opt ins

RESULTS:

- **360% over delivery** on native display
- **40% over delivery** of link clicks across social media
- **200% over delivery** of impressions across and 308 direct leads from Queensland.com

MARKETING RESOURCES

An aerial photograph of a lush tropical river winding through a dense forest. The water is a milky, light green color. In the center of the river, four people are sitting in two red inflatable rafts. The surrounding forest is thick with various types of trees and large green leaves, including palm trees. Sunlight filters through the canopy, creating dappled light on the water and forest floor.

WEBSITES

DESTINATION

tropicalnorthqueensland.org.au

TTNQ uses our consumer website to inspire would-be visitors and educate them about things to do in the region. The pages are a hub for people who are planning to visit, have visited or simply have a great love for holidays in Tropical North Queensland. It has general information, local hotspots, tips on travelling within the region, and plenty of images and video to help capture the Tropical North Queensland experience.

For campaign activity, we display the URL cairnsgreatbarrierreef.com, which redirects into our most current campaign landing page.

INTERNATIONAL

JAPAN: tropicalnorthqueensland.org/jp

International Japanese markets are directed into our primary consumer website, as majority of other key markets search in English and we have a language conversion toggle option on our consumer website.

BUSINESS EVENTS

businessseventscairns.org.au

The region's official convention bureau; Business Events Cairns & Great Barrier Reef website assists corporate, association and incentive planners to bring events such as conferences, conventions, meetings and exhibitions to the region.

CORPORATE

tourism.tropicalnorthqueensland.org.au

The TTNQ corporate website is designed to assist members with resources, markets insights, our strategies, a corporate event calendar, media releases and much more.

IMAGE GALLERY

Bring your story or content to life with images of Tropical North Queensland, a region fringed by reef, enveloped by rainforest and surrounded by the red-dirt of the Outback. Visit our [online image gallery](#) to find the perfect image for your needs.

Register to create a profile, wait for approval and then gain access to our online gallery. Approval is a manual process, however, it should not take more than 24 hours for the team to action.

TTNQ's image gallery content is used in our marketing activity and shared with national and international media/trade. Members are welcome to share any new content with TTNQ and this may be uploaded to our gallery.

For any enquiries contact image.gallery@ttnq.org.au

SOCIAL MEDIA

DESTINATION

 [@tropicalnorthqueensland](#)

 [@tropicalnorthqueensland](#)

 [@tropicalnorthqueensland](#)

 [@cairnsGBR](#)

 [Tropical North Queensland](#)

[#EXPLORETNQ](#) [#EXPLORECAIRNSGBR](#)

[#BUSINESSEVENTSCAIRNS](#)

CORPORATE

 [@TTNQIndustry](#)

 [Tourism Tropical North Queensland \(TTNQ\)](#)

CHINA

 WeChat

[Australia's Great Barrier Reef 澳洲大堡礁](#)

 Weibo

[Cairns & Great Barrier Reef 凯恩斯与大堡礁](#)

 Little Red Book

[Cairns & Great Barrier Reef 凯恩斯与大堡礁](#)

JAPAN

 [@cairnsJP](#)

 [@cairnsJP](#)

 [@cairnsJP](#)

TRADE ACTIVITY

Whilst TTNQ's role is to inspire people to visit TNQ through innovative and effective marketing of the destination, we also provide opportunities for members to participate in trade shows, educationals, training and campaigns.

CONSUMER TRADE SHOWS

Available to members who are Partner of Tourism and above.

EXAMPLES

- Australian Tourism Exchange
- Tourism Australia Market Place US, Japan & UK/Europe
- ATEC Meeting Place
- Melbourne/Sydney/Brisbane Caravan & Camping show

OTHER TRADE ACTIVITY

- Trade and media educationals
- In-market agent training
- Retail advertising opportunities and campaigns

BUSINESS EVENTS TRADE SHOWS

Available to members that are Partner of Business Events and above.

EXAMPLES

- Asia Pacific Incentive and Meetings Event
- Be Immersed: Cairns & Great Barrier Reef
- TTNQ Regional Showcase



EVENTS



Business and major events are critical to diversifying the visitor economy and driving high-yield visitors to the region, especially during shoulder seasons. Events provide an opportunity to attract a new audience to the destination, many first-time travellers with a high propensity to return. They also drive publicity and awareness of the destination.

MAJOR & REGIONAL EVENTS

Our dual World Heritage areas of the Great Barrier Reef and the Wet Tropics rainforest are an idyllic backdrop for international sporting events like Ironman Asia-Pacific and cultural showcases such as the Cairns Indigenous Art Fair. World-class infrastructure, extraordinary outdoor locations and extensive professional events expertise ensure the successful delivery of major events for positive economic and social returns.

TTNQ's major and regional events support has achieved \$14m in overnight visitor expenditure to April. The teams' biggest wins include securing \$4m in federal and state flood recovery funding to deliver Savannah Sounds on the Reef and bolster numerous regional events to fast track recovery as well as negotiating Crankworx Cairns for another 2 years with this year's event in May expected to deliver \$3 million in publicity.

TTNQ's primary role is the marketing and promotion of events to domestic and priority international markets. TTNQ has an investment partnership with Cairns Regional Council and Cairns Airport to attract events to Tropical North Queensland that will maximise visitation and length of stay. The marketing of TTNQ supported events to April 2024 has achieved \$13.6m in advertising value.

Support is provided to events that;

- Attract visitors from outside the region to visit TNQ, and/or extend their length of stay.
- Showcase the natural assets of our destination through event marketing.

For further information, please see [Working with TTNQ for Major & Regional Events](#).

BUSINESS EVENTS

TTNQ is home to the region's official convention bureau, Business Events Cairns & Great Barrier Reef (BECGBR). BECGBR assists corporate and association event planners in bringing events of all sizes to the region, including conferences, meetings, and incentives.

From July 2023 to April 2024 the BECGBR team **secured 49 business events** worth **\$37 million** in overnight visitor expenditure for the events pipeline. This financial year the region will welcome **62 events worth \$42 million** resulting from TTNQ's leads in recent years. The teams' biggest wins include securing Australia's leading incentives showcase, Australia Next, to be held in Cairns in September 2024 and elevating the Connect Great brand in domestic and international markets.

TRADE ENGAGEMENT

The team provides opportunities for members to connect face-to-face with buyers through a range of annual in-market activities, trade events, targeted familiarisation programs to the region and hosted site inspections. From July 2023 to April 2024 BECGBR has held **826 trade engagements, visits, on-site inspections and famils**. Additionally, the team participates in trade events domestically and internationally as a partner of Business Events Australia, promoting the Cairns & Great Barrier Reef brand and offering.

2023/2024 Trade Highlights:

- Regional Showcase to Brisbane, Sydney and Melbourne with 20 members
- IMEX USA
- Dreamtime 2023 (rebranded to Australia Next in 2024)
- Business Events Australia USA (BEA) Showcase
- AIME with 12 BECGBR members in attendance
- BEA China seminars and trade activity activities
- The Meeting Show APAC in Singapore
- New Zealand Business Events Expo with 10 BECGBR members
- BECGBR Leader of Business Events famil program

BECGBR coordinates the region's response to national and international leads and bids and assists meeting planners in pitching the destination resulting in more significant opportunities for our members.

MARKETING

Our marketing activity is designed to keep our region top of mind and to inspire and educate buyers on what Cairns & Great Barrier Reef offers as a premium business events destination.

BECGBR markets the region as a collective through case studies, international and national digital and print media, a dedicated Bureau Brief e-newsletter and social channels while supporting our members' marketing initiatives through financial and in-kind activities. BECGBR marketing activities generated \$2m in value across business events platforms globally.



BUSINESS EVENTS HELD 2023 – 24

Events	64
Delegates	25,573
Delegate days	67,335
Value	\$44M

BUSINESS EVENTS SECURED 2023 – MAR 24

Events	49
Delegates	18,496
Delegate days	45,400
Value	\$30M

The business events team will continue to host educational programs for event planners and provide in-market opportunities to members through our annual Regional Showcase and destination presence at AIME. The team will attend international and national trade events as a partner of Business Events Australia, participate in sales missions and conduct national sales calls supported by TTNQs Connect Great brand marketing to keep Cairns & Great Barrier Reef top of mind with event planners.

CASE STUDY

The third international Lowitja Institute Health and Wellbeing Conference 2023 celebrated a record delegate number of 1230 at the Cairns Convention Centre. NQ Exhibitions created innovative gathering and yarning spaces to ensure the participation and acknowledgement of the Traditional Owners and local Aboriginal and Torres Strait Islander businesses who participated in an artisan pop-up market.

For further information on working with the bureau, please see [Working with BECGBR](#).

CEO OFFICE & ADMINISTRATION



MARK OLSEN
CHIEF EXECUTIVE OFFICER

Work with me to discuss board related strategic tourism matters.



JUDY LLOYD
OFFICE MANAGER & EXECUTIVE ASSISTANT TO THE CEO

Work with me on any matters relating to the CEO.



KRISTY PAPROTH CPA
FINANCE & CORPORATE SERVICES MANAGER AND COMPANY SECRETARY

Work with me on finance and corporate governance related matters.



JAMES SCULLEN
BUSINESS SYSTEMS MANAGER

Work with me on TTNQ's business systems and information technology.



SUE KRASICKI
SENIOR FINANCE OFFICER

Contact me for account enquiries.

PARTNERSHIPS & EVENTS



TARA BENNETT
GENERAL MANAGER – PARTNERSHIPS & EVENTS

Work with me to discuss partner marketing, business and major events.



NATALIE JOHNSON
MANAGER – EVENTS

Work with me on destination support at major events and marketing for business events.



CORRINNE SINGLETON
TRADE & FAMIL'S COORDINATOR

Work with me for all TTNQ general, media and famil enquiries.



ROB DEAN
INDUSTRY RELATIONS MANAGER

Work with me on membership related enquires, industry updates, cruise, training and development.



LIZ INGLIS
CORPORATE & CONSUMER MEDIA COMMUNICATIONS (CONTRACTOR)

Work with me on media communications and media educational opportunities and enquiries.



KIRSTY BOASE
EVENTS COORDINATOR

Work with me for general business and regional events.

MEET THE TTNQ TEAM

MARKETING & CONTENT



LANI STRATHEARN
GENERAL MANAGER – MARKETING

Work with me on brand, campaign and destination marketing strategies.



KATHERINE CUTLER
SALES & MARKETING MANAGER – WESTERN

Work with me on marketing our core Western markets.



CHELSEA CAVANAH
GLOBAL BRAND & CAMPAIGNS MANAGER

Work with me on brand, campaign and destination marketing activity both domestically and in our priority international markets.



HARRIET GANFIELD
SALES & MARKETING MANAGER – CHINA & SUSTAINABILITY

Work with me on sustainable travel, and positioning your product for the return of the Chinese market.



MELISSA KIRK
MARKETING & CAMPAIGNS SPECIALIST

Work with me on our digital channels, domestic and New Zealand marketing campaigns, or for involvement in our content creator program.



SAM SAKAMOTO
SALES & MARKETING MANAGER – ASIA & EDUCATION

Work with me on marketing in South East Asia, India, Japan and Korea, or for involvement in our international media and trade famil program.



BRITTANY NASH
DIGITAL & CONTENT SPECIALIST

Work with me on any general digital marketing, content and creative enquiries.

MEMBERSHIP

2024-2025



WHO ARE YOU?

Membership comes in many forms but ultimately, we are on this tourism journey together.

The benefits of supporting regional tourism are powerful and exciting. Furthermore, being a part of a dedicated community can connect you to opportunities that would not normally arise. If you do one thing, we ask you to review the value of being connected to the industry that binds us all to this region.

Join TTNQ and your business will be part of a dedicated community that is passionate about building an innovative industry to deliver economic growth for our region. The more consolidated we are as an industry, the greater the results we can achieve.

FEES

Membership is a vital part of the TTNQ business, and operates on a financial year basis.

HOW TO BECOME A MEMBER

Complete the [membership application form](#).

Please note that new applications are approved by the TTNQ Board as a TTNQ constitutional requirement.

Members of Tourism Tropical North Queensland acknowledge and agree that to access and participate in TTNQ programs, campaigns and opportunities, they are responsible for ensuring that they:

- Obtain and maintain any permits, insurances, licences and accreditations required (if any); and
- Adhere to any legal requirements associated with the program, campaign or opportunity, including complying with any laws, directions of any authority or notices.
- TTNQ can cancel any membership, event, campaign or opportunity if a member fails to comply with the above.

IF YOU HAVE QUESTIONS

Please contact us to discuss your membership options.

membership@ttnq.org.au | 07 4031 7676

SO WHERE DO YOU FIT IN?

AMBASSADOR OF TOURISM	PARTNER OF TOURISM	PARTNER OF BUSINESS EVENTS	LEADER OF BUSINESS EVENTS	CHAMPION OF TOURISM	CORPORATE SUPPORTER OF TOURISM	CORPORATE SPONSORSHIP
<p>I wish to stay current on industry information and network with peers.</p> <p>OR I am a member of my LTO/LTA</p>	<p>I wish to actively participate in marketing campaigns with TTNQ.</p>	<p>I wish to host business events groups.</p>	<p>I wish to be a leader in hosting business events and groups.</p>	<p>I am an industry leader and wish to significantly invest in tourism.</p>	<p>I wish to stay current on industry information and network with the tourism industry.</p>	<p>I wish to significantly invest in tourism in-turn investing in my business community.</p>
<p>ACTIVITIES, TOURS & ATTRACTIONS: Is your main business focus a bookable product that locals and visitors to our region can experience such as an activity, tour or attraction?</p>						
<p>ACCOMMODATION: Do locals and visitors stay overnight at your property?</p>						
<p>DINING & ENTERTAINMENT: Do you host locals and visitors for meals and/or provide evening entertainment?</p>						
<p>TRANSPORT: Do you provide transport options for locals and visitors to our region?</p>						
<p>RETAIL: Do you sell products to locals and visitors to our region?</p>						
<p>MAJOR & REGIONAL EVENT: Are you an event that attracts locals and visitors and encourages them to stay in the region?</p>					<p>PROFESSIONAL & OTHER SERVICES: Do you provide professional services to other businesses and wish to support the tourism industry?</p>	



MEMBERSHIP LEVELS

AMBASSADOR OF TOURISM (LTO LEVEL MEMBER)

\$275 (INCLUSIVE OF GST)

An introductory membership suited to tourism businesses located in the Cairns local government area, and areas where no active LTO exists, wanting a verified online listing alongside insights into TNQ-led initiatives and regular updates on the local tourism industry. Businesses outside the Cairns local government area, must be a member of your LTO before joining TTNQ at this level. You are then entitled to join TTNQ for free at the Ambassador of Tourism level. If you would like to join TTNQ at a higher level than Ambassador of Tourism you can pay the full membership fee without having to be a member of your LTO.

CORPORATE SUPPORTER OF TOURISM

\$440 (INCLUSIVE OF GST)

If you are a corporate company wishing to connect with the tourism industry, this is the level for you. This level will keep you updated with TTNQ e-communications and give you access to our media library along with research and statistics. It also includes a business listing on the TTNQ corporate website and promotion through our standalone Corporate Supporter of Tourism EDM that go out to all members. Invitations to TTNQ networking functions and other industry events available under this level of membership will also provide access to networking with the broader Membership.

PARTNER OF TOURISM

\$1,265 (INCLUSIVE OF GST)

Partner of Tourism is the beginning of a serious tourism partnership with TTNQ to ensure you are active in the marketplace. Providing the opportunity to promote your business in our campaign activity, work with our trade partners and advertise offers on our consumer deals page.

PARTNER OF BUSINESS EVENTS

\$4,125 (INCLUSIVE OF GST)

This level of partnership is for members who wish to work with our region's Convention Bureau, the Business Events Cairns & Great Barrier Reef team (BECGBR). BECGBR assist corporate, association and incentive planners to bring events to Tropical North Queensland. The team connects members with trade partners through educational programs and trade events, coordinate leads and bids, and market the destination to ensure it is top-of-mind.

LEADER OF BUSINESS EVENTS

\$7,000 (INCLUSIVE OF GST)

Leader of Business Events partners are key players in driving our Business Events strategy and winning key events for the region. With this membership level, your business will include 6 monthly roundtable meetings with our General Manager and airfare support for an annual Business Events Famil for your clients.

NOTE: All TTNQ Financial members are eligible to nominate for a position on the TTNQ Board of Directors. Refer to the current TTNQ Constitution to understand the election process and Directors terms.

CHAMPION OF TOURISM

\$22,000 (INCLUSIVE OF GST)

Champion partners are serious players in the tourism marketing strategy and are seen as major suppliers of tourism products for the region. With this membership level, your business will be included in one brand campaigns, monthly roundtable meetings with our CEO and direct access to TTNQ's insights and data platform.

CORPORATE SPONSORSHIP

\$5,000 – \$22,000 (INCLUSIVE OF GST)

Tourism is everybody's business with the industry using local trades, services and professions to help run their tourism business. This means the corporate sector also succeeds when visitor numbers are high and tourism operators are performing well. We can tailor-make a corporate sponsorship package to showcase your support for the tourism industry. This can be a paid or in-kind sponsorship.



CRUISE BUNDLE

2024-2025



CRUISE BUNDLE

\$1000 INC. GST (20 SPOTS AVAILABLE)

With more than 140 cruises scheduled to call across TNQ ports in 2024-2025, including some 80 to Cairns alone, our new cruise bundle will help your business gain greater exposure to cruise visitors through the Cruise Map. This map is offered to disembarking guests at the Cairns Terminal by the volunteer team of Welcome Ambassadors. Additionally, you will enjoy increased engagement with the cruise industry to enhance ongoing cooperation and product development.

Due to lead times required for the map design and printing, a deadline for participation in this limited opportunity is July 31 2024, or until all available spaces are filled.

(Note: this bundle is not available to Corporate Supporter of Tourism Members)

BENEFITS

- ONE product listing on Cruise Landing Page
- ONE inclusion on the map
- ONE editorial on the map
- Invite to Cruise Market Briefing with prioritised trade engagement opportunities
- Product presentation to Cruise Welcome Volunteers
- Champion Members can purchase their first Cruise Bundle for \$500.

For more information on the new bundles, please email membership@ttnq.org.au

		AMBASSADOR OF TOURISM \$275	CORPORATE SUPPORTER OF TOURISM \$440	PARTNER OF TOURISM \$1265	PARTNER OF BUSINESS EVENTS \$4125	LEADER OF BUSINESS EVENTS \$7000	CHAMPION OF TOURISM \$22,000
CONNECT	Receive communications & invitations to industry events	✓	✓	✓	✓	✓	✓
	Access regional research & data	✓	✓	✓	✓	✓	✓
	Referral of services to membership	x	✓	✓	✓	✓	✓
	RTO accreditation in Tourism & Events Queensland's Best of Queensland Experiences Program	✓	x	✓	✓	✓	✓
	Update TTNQ team on new products & submit content for member newsletter	x	✓	✓	✓	✓	✓
	Vote at TTNQ's annual general meeting & the ability to nominate for a board position	x	x	1	2	3	4
	Participate in industry advisory groups	x	x	✓	✓	✓	✓
PROMOTE	Website listing & access to media library	1	1	1	2	2	5
	Access to media & influencer activity	✓	✓	✓	✓	✓	✓
	Advertise on the TTNQ deals page & participate in campaigns opportunities	✓ (Deal page only \$200 for 3 months)	x	✓	✓	✓	✓ (Unlimited featured deals)
	Listing on supplier page, opportunities to feature in our newsletter & new 6-monthly member services email	x	✓	x	x	x	x
	Inclusion in relevant destination marketing campaigns and corporate PR activity	x	x	✓	✓	✓	✓
	Access to content creation, experience development programs & mentoring	✓ (Best of Queensland Mentoring only)	x	✓ (Trade mentoring (costs apply))	✓	✓	✓
	Participate in trade activities including missions, educational programs, & international trade mentoring	x	x	✓	✓	✓	✓
	Inclusion in International recovery activities	x	x	✓ (limited)	✓ (limited)	✓ (limited)	✓ (Inclusion in all relevant activity)
	Participate in business events marketing and bids, trade shows & educational programs	x	x	x	✓	✓	✓
	Opportunity to participate in Business Events Create Great content creation program for business events (conditions apply)	x	x	x	✓	✓	✓
Preferred venue for industry events & meetings	x	x	x	✓	✓	✓	

		AMBASSADOR OF TOURISM \$275	CORPORATE SUPPORTER OF TOURISM \$440	PARTNER OF TOURISM \$1265	PARTNER OF BUSINESS EVENTS \$4125	LEADER OF BUSINESS EVENTS \$7000	CHAMPION OF TOURISM \$22,000
ENGAGE	6-monthly roundtable with General Manager of Business Events	x	x	x	x	✓	✓
	Product development/ mentoring in-market brand	x	x	x	x	x	✓
	Monthly roundtable with CEO and access to our insight's platform for forecast data	x	x	x	x	x	✓
	International market updates sessions (quarterly with Market Managers)	x	x	x	x	x	✓
	Market representation and social media support for China	x	x	x	x	x	✓(Co-contributions apply)
	Access to exclusive meetings with local, state, federal tourism organisations and Executive Teams.	x	x	x	x	x	✓
	Two free tickets for the TNQ Tourism Marketing Conference, TNQ Tourism Industry Excellence Awards and one ticket to Business Event conference	x	x	x	x	x	✓(Business Events conference only)
SPECIALIST BUNDLES	International Accelerator Bundle	x	x	Launching September 2024	x	x	x
	Cruise Bundle	✓(Purchase for \$1000)	x	✓(Purchase for \$1000)	✓(Purchase for \$1000)	✓(Purchase for \$1000)	✓(Purchase first product for \$500)

WORKING WITH TTNQ CHECKLIST

CONNECT WITH US

- ❑ Plan your attendance at our [industry events](#).
- ❑ Follow our consumer accounts on [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [YouTube](#).
- ❑ Tag our destination accounts in your social media posts and use [#exploreTNQ](#) and [#explorecairnsGBR](#).
- ❑ Follow our corporate accounts on [Facebook](#) and [LinkedIn](#).
- ❑ Make sure your team members are receiving our e-newsletters, [sign up here](#).

TOOLS AND RESOURCES

- ❑ Review and work through our [Brand Platform Toolkit](#).
- ❑ Access thousands of images/videos in our [Image Gallery](#).

PROMOTE YOUR BUSINESS

- ❑ Create a free listing on [Australian Tourism Data Warehouse](#) and send your listing ID to membership@ttnq.org.au to be featured on tropicalnorthqueensland.org.au
- ❑ Share your hero photos and videos with our content team at marketing@ttnq.org.au.
- ❑ Send us your stories, updates and media releases to media@ttnq.org.au
- ❑ If you are a BEC member check your listing on the Business Events Cairns & Great Barrier Reef website businessseventscairns.org.au
- ❑ [Send us your exclusive offers](#) and advertise on the [TTNQ Deals Page](#).



07 4031 7676



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