

May 1, 2025

May is the month of Masters in Cairns

May is the month of Masters in Tropical North Queensland with hockey teams, mountain bikers and an array of athletes arriving in Cairns to swim, run, play netball, and compete in new events like pickleball at three key sporting championships that together will inject \$9.4 million into the region.

The Masters Trans-Tasman Challenge on May 13-17 will bring 34 hockey teams from across Australia and New Zealand to Cairns for the first time. The UCI Masters Mountain Bike World Championships return for the second year on May 14-18 bringing hundreds of riders from around the world, and the biennial Great Barrier Reef Masters Games are back on May 29 to June 1 with 24 sports and an anticipated 2500 athletes.

Tourism Tropical North Queensland Chief Executive Officer Mark Olsen said it would be exciting to welcome the athletes and their supporters to Cairns in May to Master the Tropics in their preferred sporting discipline.

"Tropical North Queensland is recognised as a prime location for sporting events, especially for masters athletes who look forward to catching up with old friends for some rest and relaxation after the event," he said.

"These three events alone are predicted to bring 41,500 visitor nights to Tropical North Queensland.

"Sporting events are very popular with interstate athletes and the number of international competitors is also growing thanks to the appeal of Tropical North Queensland for an active holiday exploring our dual World Heritage areas.

"Surveys at the 2024 UCI Masters Mountain Bike World Championships showed overseas masters participants stayed an average of 8.6 nights so they could soak up our tropical lifestyle with 43.9 per cent from interstate and 28.6 per cent from overseas. This year there is growth in entries from the United States, Japan, Brazil and New Zealand.

"Sporting events help to grow visitation in the shoulder season by giving first-time travellers a reason to come to Tropical North Queensland outside the peak winter season, helping tourism to support one in five jobs year-round."

Cairns Mayor Amy Eden said May would be an exciting time for Cairns as the city proudly hosted not one, but three major masters sporting events.

"The UCI Masters Mountain Bike World Championships, the Masters Trans-Tasman Challenge, and the Great Barrier Reef Masters Games will bring thousands of athletes and supporters to our region, delivering a major economic boost to local businesses," she said.

"From hotels and restaurants to tourism operators and retailers, the entire community will benefit from this influx of visitors.

"These events reinforce Cairns' reputation as a world-class sports tourism destination and help to sustain local jobs by attracting visitors outside the peak season.

"With competitors travelling from across Australia and overseas, we are showcasing our incredible natural landscapes, warm hospitality, and top-tier sporting facilities to a global audience.

MEDIA RELEASE



We look forward to welcoming every athlete and supporter to experience the best of Cairns – on and off the field.”

Hockey Australia Chief Events Officer Simon Butterly is thrilled to bring the Trans-Tasman Masters to Cairns for the first time in the event’s history.

“This marks the first time in six years that the Trans-Tasman Masters returns to Australian soil, and we couldn’t be more excited to welcome hundreds of athletes across 34 teams,” he said.

“The fierce rivalry between Australia and New Zealand will come alive across five days in the stunning setting of Tropical North Queensland, igniting an event well-known for its celebration of community, camaraderie, and the enduring spirit of sport.”

Entries are open for the UCI Masters Mountain Bike World Championships and the Great Barrier Reef Masters Games:

<https://mtbmastersworldscairns.com.au/>

<https://www.gbrmg.com.au/>

ENDS

High-res image: The UCI Masters Mountain Bike World Championships return to Cairns in May, the Month of Masters, with three masters events in the city.

<https://www.dropbox.com/scl/fi/92griw0nvt6go1zqv1m8p/UCI-Masters-Mountain-Bike-World-Champions-2024-highres.jpg?rlkey=f487khi850zakllw303bzl9y3&dl=0>

TTNQ Contact: Liz Inglis | liz.inglis@ttnq.org.au | 0419 643 494