

# STRATEGIC DIRECTION 2025 – 2028

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 is now looking beyond the 2019 comparisons to set ambitious targets for growth towards 2032 and beyond, targeting total visitor spend of \$7.5B by the Olympics in 2032.

## DESTINATION VISION

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

## DESTINATION GOAL

SUPPORTING INTERNATIONAL RECOVERY DELIVERING \$7.5B OF TOTAL VISITOR SPEND BY 2032

## DESTINATION GOAL

Share of voice

Share of nights & spend

Sustainability

Satisfaction

## DESTINATION MEASURES

The most 'searched' regional destination in Australia (supported through PR, SEM/SEO, brand campaigns and trade partnerships).

Maximise the value and volume of overnight stays (achieved through strategic global trade partnerships).

Year-round leisure and event visitation dispersed across the region (achieved through trade partnerships and marketing regional product inclusions).

Destination reputation and visitor satisfaction.

## STRATEGIC PRIORITIES



CONTINUE TO GROW OUR **BRAND STORY** TO BE GLOBALLY RECOGNISED AS 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.



SUPPORT THE GROWTH OF THE REGION'S **AVIATION PASSENGER NUMBERS** ON ESTABLISHED ROUTES AND NEW ROUTES THROUGH TRADE-FOCUSED ACTIVITIES IN IDENTIFIED TARGET MARKETS.



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, ACCESSIBLE AND INCLUSIVE TOURISM, AND ENSURING WE MAXIMISE AND LEVERAGE THE LEGACY FROM OUR INTERNATIONAL RECOVERY FUNDING FOR FUTURE YEARS.



## TOURISM TROPICAL NORTH QUEENSLAND'S MISSION

A HIGHLY VALUED RESULTS 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.

The organisation faces its most challenging period, with its lowest operating budget since 2016, less than 40% of the budgets of the past five years. This is reflected in significantly lower organisation KPIs in 2025/26 (below).

### ORGANISATION GOAL

Share of voice

Share of nights & spend

Sustainability

Satisfaction

### ORGANISATION KPIs (2025-26)

\$38M of AVE and to secure at least 15% of combined TA (7%) and TEQ (23%) social media.

Drive 120,000 operator referrals and \$62M in Campaign Generated OVE, including \$45M 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.

\$1.5M in Industry and Member contributions, stabilising at 625+ members with 80% 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 REFLECTED IN MEMBER, CONSUMER AND COMMUNITY SATISFACTION.