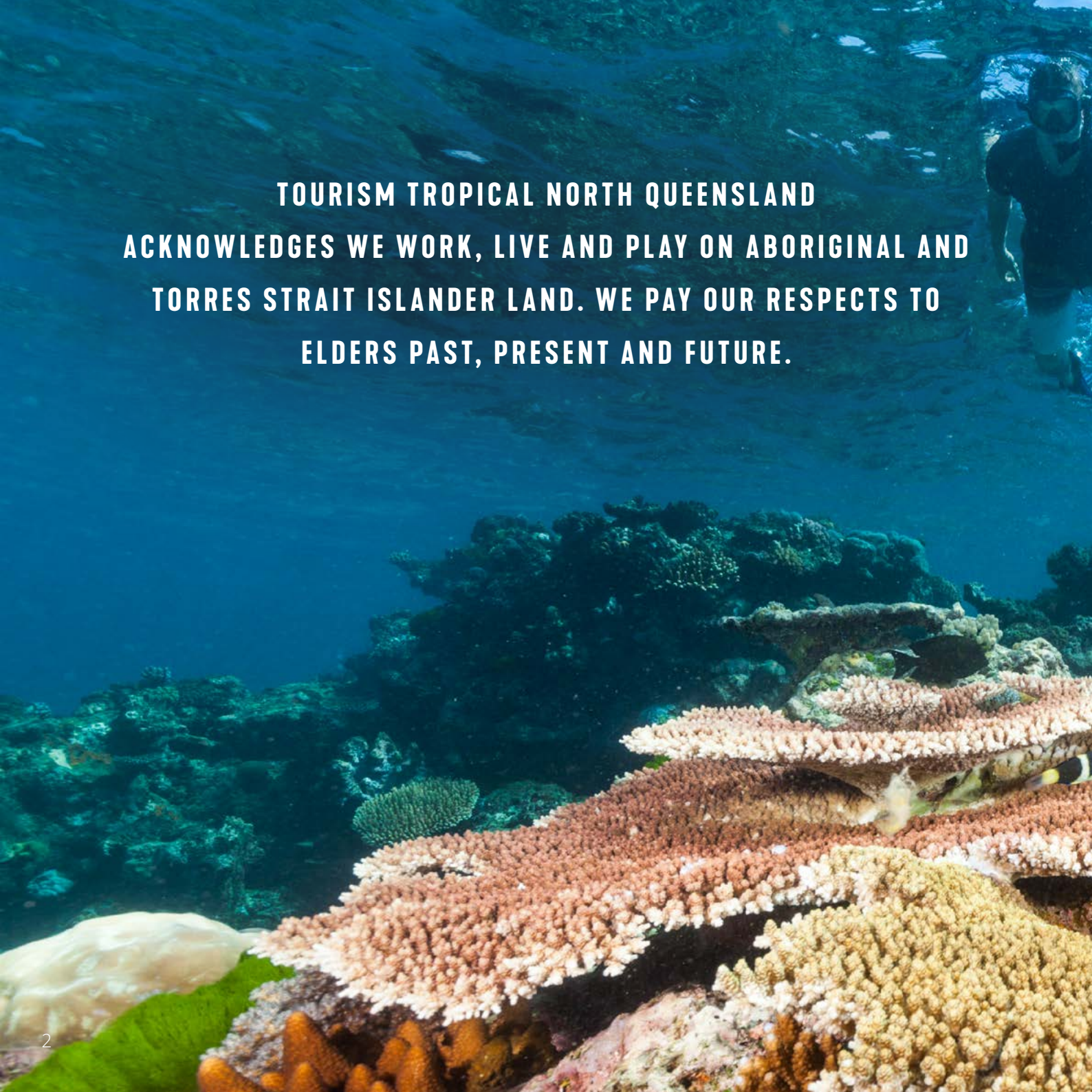


# WORKING WITH TTNQ

2025 – 2026

TOURISM  
TROPICAL NORTH  
QUEENSLAND



An underwater photograph of a coral reef. In the foreground, there are large, flat, orange-brown coral structures. Below them are smaller, yellowish and orange coral. In the background, a diver is visible on the right side, and the water is a deep blue. The text is centered in the upper half of the image.

**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.**



An underwater photograph showing two divers in the upper left, swimming over a vibrant coral reef. The water is clear blue, and the coral is in various shades of orange, pink, and yellow. A small fish is visible near the coral on the left.

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# WELCOME

Tourism Tropical North Queensland invites you to be a part of the destination team, our tight knit community of tourism industry representatives who work together to drive more visitors to their business by promoting the destination as a united force.

We celebrate our 50th year in 2025 and one thing that has been consistent across that past half century is that our region's industry is innovative. This is backed up by a strong understanding that working together amplifies the marketing of our businesses – we hunt as a pack when we showcase Tropical North Queensland to the world. Knowledge is shared and when times get tough we pull together as an industry to support each other.

The power of working collectively has never been more apparent than in the post-pandemic recovery for our region. We have united to campaign for increased industry funding resulting in record investment by the State and Federal Governments in our marketing activity. The results have been extraordinary with increased visitor numbers and direct bookings for our members.

There are still six months of results to be delivered, but over the past 18 months TTNQ has used the \$15 million in Federal funding for international recovery to deliver \$180 million in overnight visitor expenditure and an extra 165,000 extra international visitors to TNQ. We secured \$12 million in partner contributions to our international campaign activity and generated \$405 million in advertising value equivalent.

TTNQ is here to lead the marketing of TNQ as a tourism destination by advocating for additional funding and using it to work with our members to promote the region. Members have joined our trade missions to sell Tropical North Queensland to the world, invested in campaign activity that directly benefits their business, supported the hosting of trade and media, and amplified our storytelling through their own marketing.

To assist our members we have activities throughout the year to support your individual marketing efforts through education, networking events, marketing opportunities, and to link you with the broader tourism network.

Our role includes advocacy for the tourism industry, presenting compelling evidence of the need for assistance when disaster strikes, lobbying for additional marketing funds, and advocating for policy change to help improve the tourism workforce and your ability to operate in the marketplace.

We also offer resources to assist your business such as the Brand Platform Toolkit, images and videos for your marketing, alerts on funding streams, statistics, and information to assist during times of crisis.

Visit the corporate website [tourism.tropicalnorthqueensland.org.au](http://tourism.tropicalnorthqueensland.org.au) to read more about TTNQ's strategic direction to understand how we will deliver a unified brand story, increase our share of domestic visitor nights and spend, restore aviation capacity and support our industry to adapt.

Over the past two years we have laid the groundwork for international recovery through the International Tourism Recovery Program. We have secured \$3 million Federal funding over the next two years to continue the international marketing of the Great Barrier Reef and build on the success of the Lifetime of Greatness campaign.

It is a great time to join Team Tropical North Queensland so that you too can reap the benefits of the extraordinary marketing success achieved over the past few years and work in partnership with TTNQ to deliver world-class, innovative destination marketing supported by our community.



**Mark Olsen**  
Chief Executive Officer







# 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

Maximise the value and volume of overnight stays

Year-round leisure and event visitation dispersed across the region

Destination reputation and visitor satisfaction.

For more information on our organisational goals and Key Performance Indicators, see the 2025- 2028 Strategic Direction document [here](#).

[View here](#)



# MARKETING ACTIVITY





As the destination marketing organisation for Tropical North Queensland, TTNQ's role is to inspire people to visit through effective marketing activities, public relations and online platforms. We provide opportunities for members to get involved to help with conversion into bookings. These include:

- Trade educational activities and in-market training
- Media and trade familiarisations
- Attending trade and consumer shows as part of a destination cohort
- Advertising opportunities and campaigns
- E-newsletters with business opportunities
- Proactive pitching to global media

## YEAR TO DATE MARCH 2025 KEY RESULTS

- \$201M in Advertising Value Equivalent (AVE) (Target \$150M)
- \$206M in Overnight Visitor Expenditure (OVE) (Target 120M)
- \$7.8 M in Cooperative marketing activities (Target \$4M)
- \$67M in Business Events leads (Target \$80M)
- Driving 1.3M Unique Visitors to our consumer website -
- Generating 170,000 direct referrals to Members websites and booking platforms.

## 2024 CAMPAIGN EXAMPLES

### WEBJET CAMPAIGN

TTNQ partnered with Webjet to drive visitation and rebuild confidence following the weather events of December 2023. The first phase of flight discounts sold out in 36 hours and was the strongest campaign since the pandemic with a 2138% increase in interstate passenger volumes compared to the day prior and a 2916% intrastate increase. The second phase sold out in 72 hours. The campaign delivered \$14.9M in overnight visitor expenditure and brought 8,934 travellers to region.

### LOW SEASON SUMMER & AUTUMN CAMPAIGN

Targeting months with soft visitation this campaign from October 2024 to March 2025 targeted high-yield markets in Sydney, Melbourne, Brisbane and Adelaide with various partners including My Queensland and Expedia. The My Queensland and Expedia activity attracted 25.9k travellers and generated \$13.6M in overnight visitor expenditure.

More information on TTNQ's marketing activity can be found in the 2023-24 Annual Report.

[← View here](#)



## TRADE ENGAGEMENT

TTNQ has a calendar of trade engagement events across the leisure and business events sectors. Operators with the appropriate level of membership can participate in Team TNQ opportunities such as the TTNQ Japan Roadshow and the Business Events Cairns & Great Barrier Reef Tropical Showcase.

👉 [See Tourism Industry Tradeshows](#)

👉 [See The Event Calendar](#)

As of April 2025, TTNQ has worked alongside our members to engage with nearly 7,000 trade and media partners representatives through online training sessions, in-market seminars, roadshows and in-region visits to grow destination awareness and product knowledge of TNQ.

TTNQ offers a program to help operators access international visitors by becoming involved in trade engagement with mentoring by trade specialists. 2025-26 programs are yet to be defined, pending direction from state-level partners.

## PR AND MEDIA

TTNQ can help to amplify your media releases about new products and initiatives by including them in our quarterly What's New media releases, sharing updates with TTNQ's PR agency, TEQ and TA's media teams, and sharing newsworthy story ideas with media. Email your information to [media@ttnq.org.au](mailto:media@ttnq.org.au) for possible inclusion.

👉 [See Our Media Releases](#)

## MEDIA CASE STUDIES

Travel writers and editors reach out to TTNQ's PR agencies asking for products that fit the stories they write, for example TimeOut's [best things to do in Port Douglas](#) and Nine Travel's round-up of [TNQ accommodation to suit all budgets](#).

They also amplify the PR efforts of local operators. Skypark Cairns undertook media activity around their first female jump master and our PR agency pitched it to New Zealand publications resulting in a [feature in Stuff.co](#).



**2024 Key Results:** Cathay Pacific started seasonal flights between Hong Kong and Cairns between December and March for the Chinese New Year period.



## TRADE AND MEDIA “EDUCATIONAL TOURS” (FAMILIS)

TTNQ works with TEQ and TA offices in Australia and around the world to secure as many relevant Educationals as we can. These visitors may be from either “trade” (e.g international travel agents or inbound tourism operators) or “media” (such as Travel Writers from domestic or international publications). On occasion TTNQ will also initiate its own Educationals.

It is important that we ensure these influential visitors go away with a clear understanding of the region and what it has to offer. By experiencing as much as possible within the time available, they can depart as ambassadors of the region and properly

reflect the destination in their ongoing work.

It is also important that TTNQ meets the brief. Media visitors for example may request something as specific as a new dining venue, native wildlife or indigenous culture. Trade visitors may request a specific operator, having experienced others on an earlier visit. As a result TTNQ cannot guarantee that all members will be engaged in Educational visits.

The ultimate objective of TTNQ Educationals is to ensure that the visitors gain a comprehensive, compelling and distinctive understanding of how our destination best meets the holiday motivations of consumers in their source markets.





# EVENTS



## BUSINESS EVENTS

Business Events Cairns & Great Barrier Reef (BECGBR) is the region's official convention bureau and operates as part of TTNQ to market Cairns & Great Barrier Reef under the Connect Great brand. BECGBR position the region as a premium business events destination with a strong sustainability story backed by a professional industry. BECGBR assists corporate and association event planners in bringing events of all sizes to the region including conferences, meetings and incentives.

From July 2024 to March 2025, the team secured 47 future business events worth \$57 million in overnight visitor expenditure. The team's biggest win in 2024 was Amway Korea which will see 2,400 delegates visiting the region from 16 November to 10 December in 2025, bringing an estimated \$11 million in overnight visitor expenditure.

## TRADE ENGAGEMENT

BECGBR has opportunities throughout the year for members to meet buyers in person. These include annual in-market activities, trade events, targeted familiarisation programs to the region and hosted site inspections.

The BECGBR team organises a collective approach for the Asia Pacific Incentives and Meeting Event (AIME) for members to attend on a regional stand with a subsidy to support operator participation. The 2025 AIME event saw 14 member stand partners travel to the event, which saw over 400 B2B appointments generating an estimated \$50M in leads. In August, the BECGBR Tropical Showcase heads south to bring a feel of the tropics to key capital cities with members joining educational functions targeting event planners.

The team also participates in domestic trade events and joins Business Events Australia at international events to promote the Cairns & Great Barrier Reef brand.

In addition to our trade engagement activities, we inspire and educate buyers through our website which features case studies, a dedicated Bureau Brief e-newsletter, social channels and PR in domestic and international MICE media. Our marketing activities generated \$7.9 million in value across business events platforms year to date from July 2024 to March 2025. We also support our members' marketing initiatives through financial and in-kind activities. For more information see Working with BECGBR on the corporate website. [👉 See Business Events](#)



**2024 Key Results:** Australia Next brought 29 international incentive buyers, 15 media and 105 sellers to Cairns in September 2024 to showcase the destination with a 100% satisfaction rating.



## CASE STUDY

Mexicairns joined TTNQ as a Partner of Business Events ahead of the new venue's opening last year as Event Sales Manager Cathy Alexander wanted to get the news out through TTNQ's many channels.

"Joining prior to opening meant I had engaged TTNQ as our sales and marketing team – I couldn't have engaged a better team," she says.

"TTNQ has such strong destination presence as well as enduring positive relationships with the Professional Conference Organisers. Joining as a Partner of Business Events allowed Mexicairns to be a part of that.

"The Business Events Cairns and Great Barrier Reef team really know what they are doing – they are very targeted with every piece of business that comes into their department. They don't suggest the same itinerary, instead they match the right product with the conferences and incentives that come into town.

"TTNQ helped to get the Mexicairns message out and provided opportunities for famils and site inspections at any time they could.

"Our relationship with TTNQ is very important as they are selling the destination for us, and we need to meet their expectations to showcase the region and our product as best as possible.

"As soon as Mexicairns joined we participated in the Business Events Cairns and Great Barrier Reef Regional Showcase in July along with 17 other members and got to meet more than 100 event organisers in Brisbane, Sydney and Melbourne.

"We have already reaped the rewards of our membership just by joining that roadshow

which led to an exclusive buyout event, while famils have led to three buyout events so far.

"The Business Events Cairns and Great Barrier Reef team also did an amazing job representing the region at AIME and it was invaluable for Mexicairns to be a part of that with the region's suppliers coming together as a united force on the floor among so many products."



## TTNQ ADVOCACY

- \$15M International Recovery - the only region in Australia to receive Federal Government support (ending this year)
- \$10M Federal Government Reef Education Subsidy - a national first starting next year driven by TTNQ
- \$1M State Government Reef Education subsidy renewed from TTNQ advocacy
- >\$40M TC Jasper industry recovery support including additional marketing funds for TTNQ
- Strategic Indigenous Tourism Grants for our region

## MAJOR & REGIONAL EVENTS

TTNQ works in partnership with major and regional events supported by Tourism and Events Queensland and Cairns Regional Council to drive visitation during the shoulder seasons. These events have achieved \$20 million in overnight visitor expenditure from July 2024 to March 2025.

TTNQ has an investment partnership with Cairns Regional Council and TEQ to attract events that will maximise visitation and length of stay.

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.

Our primary role with these events is to promote them in our domestic and key international markets as part of our annual events calendar. This year to date, TTNQ supported events achieved \$2.4 million in advertising value, helping to promote our destination to a broader audience.

**For Event Organisers, more information on working with TTNQ can be found on our website.**



# MARKETING RESOURCES



## WEBSITES

### DESTINATION

[tropicalnorthqueensland.org.au](https://tropicalnorthqueensland.org.au)

TTNQ's consumer website inspires potential visitors and is a hub for people to plan their visit. It uses suggested activities and blogs to drive visitors to member websites for conversion. The URL [cairnsgreatbarrierreef.com](https://cairnsgreatbarrierreef.com) is used for campaign activity to direct visitors to the current campaign page.

### INTERNATIONAL

JAPAN: [tropicalnorthqueensland.org/jp](https://tropicalnorthqueensland.org/jp)

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

### DRIVE

[drivenorthqueensland.com.au](https://drivenorthqueensland.com.au)

Bringing together the resources of five North Queensland Regional Tourism Organisations, **this website** outlines a variety of multi-day drive itineraries.

### BUSINESS EVENTS

[businesseventscairns.org.au](https://businesseventscairns.org.au)

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

### CORPORATE

[tourism.tropicalnorthqueensland.org.au](https://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.



**2024 Key Results:** Jetstar launched direct services between Christchurch and Cairns in April 2025 generating a \$20 million economic boost in the first year.








# IMAGE GALLERY

The online image gallery provides members with destination images to use in their marketing content. [➔ Explore the TTNQ Image Gallery](#)

# SOCIAL MEDIA

## DESTINATION




-  @tropicalnorthqueensland
-  @tropicalnorthqueensland
-  @tropicalnorthqueensland
-  @cairnsGBR
-  Tropical North Queensland

#EXPLORETNQ #EXPLORECAIRNSGBR  
#BUSINESSEVENTSCAIRNS




## CORPORATE

-  @TTNQindustry
-  Tourism Tropical North Queensland

## 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



**2024 Key Results:** The first annual TNQ Sustainability Report was published charting the extensive work undertaken in 2024 and identifying priority actions for 2025.





# MEMBERSHIP

2025-2026





## WHY JOIN?

TTNQ has a 50-year history of marketing Tropical North Queensland in partnership with the many tourism businesses that have established the industry in our destination. Large businesses such as Skyrail Rainforest Cableway and The CaPTA Group which have been in the industry for many years are fundamental to the marketing of the destination as they have strong trade relationships and invest in domestic and international marketing alongside TTNQ. These early starters in the industry helped to set the Team TNQ spirit that has enabled our region to become a leading international destination and our RTO to become the largest in Australia.

Of course, our industry is made up of many newer and smaller businesses and the benefits to them are plentiful. Joining TTNQ as a member means you can access five decades of collective industry knowledge, gain connections to trade partners, join marketing activities, and attend educational and networking events all designed to help your business grow. Mentoring is an important part of our destination's success story.

Just as important is that team spirit that is the envy of our competing destinations. TTNQ members are very proud of their slice of paradise and love the industry they work in – we thrive on working together and keeping it fun.

## 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](mailto:membership@ttnq.org.au) | 07 4031 1226



# TTNQ MEMBERSHIP EVENTS CALENDAR

The best way to get value from your TTNQ membership is to attend the events we host throughout the year to help build your knowledge of the industry and marketing, talk to fellow operators, get to know the TTNQ team and have the opportunity to meet the TEQ and TA teams when they visit. TTNQ supports the LTO and LTA network events and will often speak at these events and have representatives attending. We also work with our LTO and LTA partners to have joint events in the regions.

## ANNUAL CALENDAR OF EVENTS

Every year, your TTNQ Membership will ensure you are invited to the following activities and events:

**Member Networking Events** are regularly held after work during the week. They sometimes align with other events and are hosted at various locations to showcase member venues. These informal sessions are a great opportunity to enjoy a drink while interacting with other members.

**The annual TTNQ Tourism Conference**, held in June, is a full day of speakers who will inspire you to take your business to new levels and help you understand marketing trends. It is also an opportunity to network with industry leaders and colleagues.

**The annual TTNQ Cruise Seminar** is sponsored by Ports North and TEQ, bringing a selection of cruise industry leaders to the region for an

update on new products and an opportunity to address the membership about changes in their industry and opportunities they may present.

**New Member Orientation Sessions** are held regularly as online seminars, providing an opportunity for new members, or new staff of long-standing members, to familiarise themselves with the workings of our organisation.

**Through our newsletters**, TTNQ Members receive notifications and invitations to events when Tourism Australia and TEQ host events in region such as TEQ's annual Global Market Briefing sessions that bring TEQ International Market Managers to Cairns.

# MENTORING

## INDIGENOUS TOURISM CLUSTER

**This group of businesses** offering Indigenous cultural experiences is supported by TTNQ to grow the number of Indigenous operators and workers in our destination. Together they developed the region's inaugural First Nations Tourism Plan to help Indigenous tourism thrive. The focus on this sector has resulted in the number of TNQ Indigenous experiences in the ATDW more than doubling from 12 in 2023 to 32 in 2024. We also have 18 Indigenous experiences recognised as Best of Queensland experiences in 2024, up from five in 2018.

## SUSTAINABLE LEADERS NETWORK

**This network** was launched in March 2024 to share knowledge, offer tailored educational programs and champion businesses proactively leading their decarbonisation process. This group now has 113 members who have benefitted from workshops with Renewables Centre Australia, connections for shared learning and resourcing, and support to measure, record and utilise their sustainability data.

## RESPECTING INDIGENOUS IP

TTNQ is encouraging the tourism industry to respect Indigenous IP by making sure any art they retail is authentic. Fake art harms the livelihoods of first Nations people and can infringe copyright and moral rights. The Indigenous Arts Code discusses how to buy ethically, and the Queensland Tourism Industry Council has a Best Practice Guide explaining Indigenous cultural and intellectual property.



**2024 Key Results:** Japanese trade partners were treated to a showcase of 100 of our hero experiences in November 2024.



# SO WHERE DO YOU FIT IN?

Our membership structure acknowledges how different businesses can be in a destination where one in five people's jobs depend on the tourism industry. Whether you want to work in the international market, strengthen your forward bookings, benefit from walk-ins once people arrive, or show your support as a corporate business, there is a membership level that is the right fit for you.

CORPORATE		TOURISM			BUSINESS EVENTS	
I am a business that works with the Tourism industry and wish to engage deeper with the regions		I am directly involved in the tourism industry, with bookable products or services.			On top of my tourism operations, I seek exposure to business events, conferences, meetings and incentive travel to the region.	
CORPORATE SUPPORTER OF TOURISM	CORPORATE SPONSORSHIP	AMBASSADOR OF TOURISM	PARTNER OF TOURISM	CHAMPION OF TOURISM	PARTNER OF BUSINESS EVENTS	LEADER OF BUSINESS EVENTS
I wish to stay current on industry information and network with the tourism industry.	I wish to significantly invest in tourism while investing in my business community	I wish to stay current on industry information and network with peers. OR I am a member of my LTO/LTA.	I wish to actively participate in marketing campaigns with TTNQ.	I am an industry leader and wish to significantly invest in tourism.	I wish to host business events groups.	I wish to be a leader in hosting business events and groups.
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?						
ACCOMMODATION: Do locals and visitors stay overnight at your property?						
DINING & ENTERTAINMENT: Do you host locals and visitors for meals and/or provide evening entertainment?						
TRANSPORT: Do you provide transport options for locals and visitors to our region						
RETAIL: Do you sell products to locals and visitors to our region?						
MAJOR & REGIONAL EVENT: Are you an event that attracts locals and visitors and encourages them to stay in the region?						
Please contact Rob Dean on 07 4015 1226 or <a href="mailto:membership@ttnq.org.au">membership@ttnq.org.au</a> to chat about how TTNQ membership can work for your business						

# MEMBERSHIP LEVELS

## CORPORATE

### **CORPORATE SUPPORTER OF TOURISM**

**\$460 (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 goes 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.

### **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.



# TOURISM

## AMBASSADOR OF TOURISM

**\$290 (INCLUSIVE OF GST)**

An Introductory level of Membership suited to tourism businesses located within the Cairns local government area, and areas where no active LTO or LTA exists. This level of Membership achieves consumer exposure via a listing on the consumer website (following successful verification of ATDW profile) alongside subscription to our regular industry communications and invitations to industry events.

To support the LTO/LTA network TTNQ strongly encourages operators to first engage with their LTO/LTA where they do exist. Financial Membership of a TTNQ-recognised LTO/LTA will be reciprocated with a TTNQ Ambassador Membership at no additional cost. Members seeking a higher level of Membership with TTNQ (below) can apply directly to TTNQ.

## PARTNER OF TOURISM

**\$1,320 (INCLUSIVE OF GST)**

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

## CHAMPION OF TOURISM

**\$23,100 (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 campaign, monthly roundtable meetings with our CEO and direct access to TTNQ's insights and data platform.



**2024 Key Results:** AirAsia launched Bali to Cairns flights in August 2024 providing greater connectivity for destinations throughout South East Asia.

# BUSINESS EVENTS

## PARTNER OF BUSINESS EVENTS

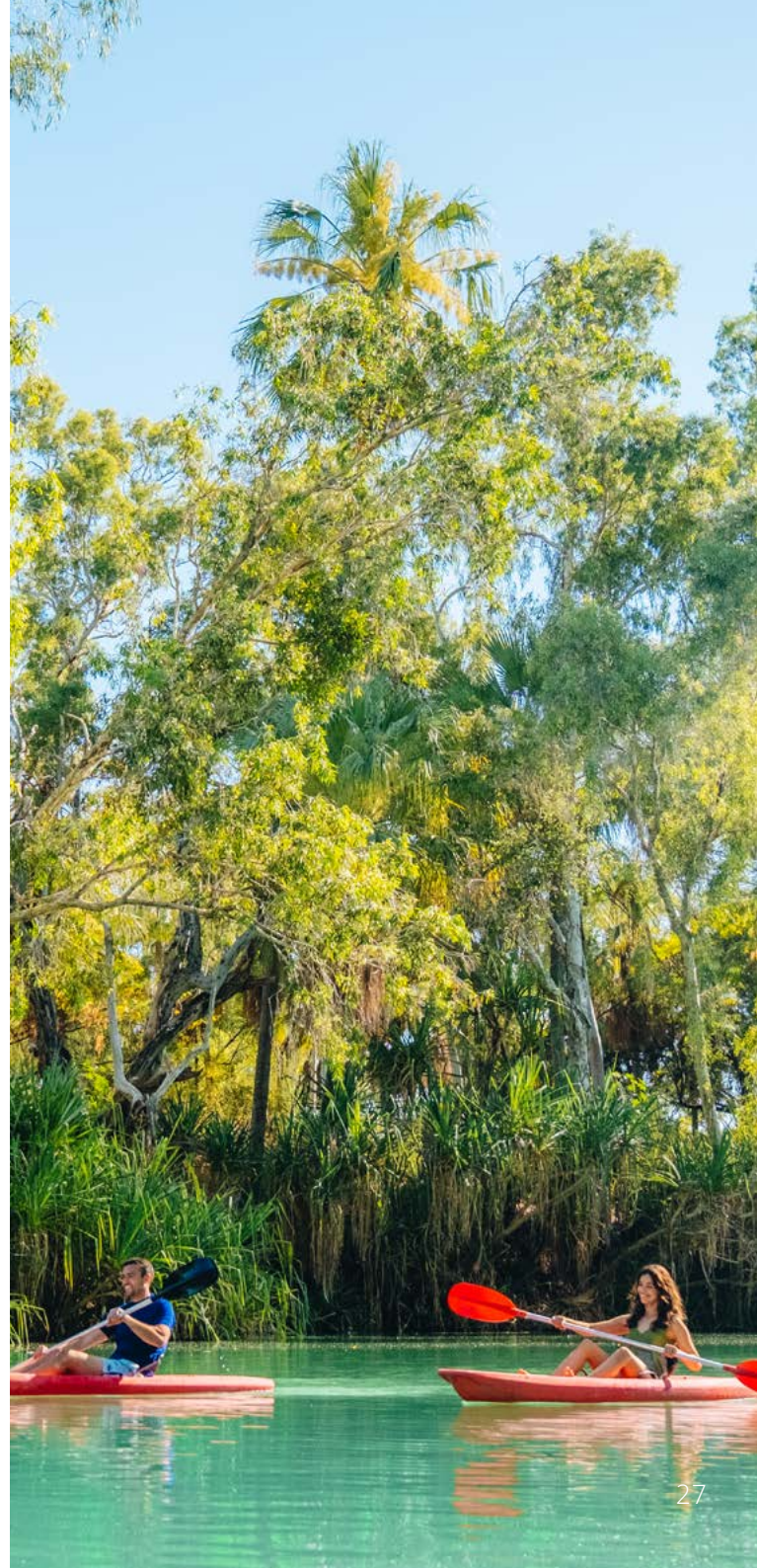
**\$4,350 (INCLUSIVE OF GST)**

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, coordinates leads and bids, and markets the destination to ensure it is top-of-mind.

## LEADER OF BUSINESS EVENTS

**\$7,350 (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 six monthly roundtable meetings with our General Manager and airfare support for an annual Business Events Famil for your clients.





		<b>AMBASSADOR OF TOURISM</b> <b>\$290</b>	<b>CORPORATE SUPPORTER OF TOURISM</b> <b>\$460</b>	<b>PARTNER OF TOURISM</b> <b>\$1,320</b>	<b>PARTNER OF BUSINESS EVENTS</b> <b>\$4,350</b>	<b>LEADER OF BUSINESS EVENTS</b> <b>\$7,350</b>	<b>CHAMPION OF TOURISM</b> <b>\$23,100</b>
<b>CONNECT</b>	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				
<b>PROMOTE</b>	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 \$290	CORPORATE SUPPORTER OF TOURISM \$460	PARTNER OF TOURISM \$1,320	PARTNER OF BUSINESS EVENTS \$4,350	LEADER OF BUSINESS EVENTS \$7,350	CHAMPION OF TOURISM \$23,100
ENGAGE	6-monthly roundtable with General Manager of Partnerships & 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 (twice a year 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	(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)



# CRUISE BUNDLE

2025-2026



## CRUISE BUNDLE

### \$1,000 INC. GST (20 SPOTS AVAILABLE)

There are already more than 150 cruise calls scheduled across TNQ ports between July 2025 and June 2026, including some 90 to the Cairns Cruise Liner Terminal and 18 into Yorkeys Knob.

The 2025/26 Cruise Bundle includes the opportunity to list your business on the Cruise Map which is distributed to visitors arriving at Yorkeys Knob and Cairns by the volunteer team of Welcome Ambassadors.

In addition, Cruise Bundle operators will enjoy direct engagement with leading cruise industry professionals visiting the region each year as part of the TTNQ Cruise Seminar.

Due to lead times required for the map design and printing, a deadline for participation in this limited opportunity is 31 July 2025 (or until all available spaces are filled).

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

## BENEFITS

- One inclusion on the map.
- One editorial on the map.
- Invitation to trade engagement opportunities at the annual TTNQ Cruise Seminar.
- Deliver a product presentation to Cruise Welcome Volunteers.
- Note: Champion Members can purchase their first Cruise Bundle for \$500. Not available to Corporate Supporter of Tourism Members.

For more information on the new bundles, please email [membership@ttnq.org.au](mailto:membership@ttnq.org.au)



**2024 Key Results:** The Guardian of the Reef campaign generated \$13.4 million in sales of Great Barrier Reef products and 32,100 bookings though \$20 million worth of publicity reaching more than 200 million people.





Small Group & Exclusive Tour

**Tropic T**  
*Extraordinary*

## CASE STUDY

“Membership is a partnership. It’s about working together for the same goal. Being a partner with TTNQ puts opportunities in front of your business that help you achieve success. You’ve got to make it happen by reaching out for opportunities, but that’s not just a part of business, it’s a part of life. This week I had the lovely surprise of becoming a Best of Queensland Experience. I’m so glad we have got to where we are. I feel like we are ready to spread our wings.”

– Renae Vicic, Tropic Tours

After their first year in business, Renae and Simon Vicic questioned whether they were achieving anything for their business Tropic Tours with their TTNQ Ambassador of Tourism membership. Their personalised small group tours of Paronella Park and Taste of the Tablelands were attracting domestic bookings and the occasional international guest, but they had no idea how to connect with inbound agents.

Renae called TTNQ to ask what she could do to grow her business and discovered there were many opportunities available by becoming a Partner of Tourism. The first game changer for their business was attending the 2024 TTNQ Cruise Conference where Renae connected with Intercruises. The ground handler was looking for

different experiences catering for small groups.

Tropic Tours created two exclusive tours for Intercruises showcasing Paronella Park at night and a day tour of the Cassowary Coast. They now have bookings for cruise tours through to 2027, have employed a casual contractor as a tour guide, and have the business confidence to advertise for a permanent tour guide.

The next opportunity was joining TTNQ’s trade ready program to understand how to work with international markets and the inbound trade. After completing the first stage of the mentoring process with Pinnacle Marketing, Renae is ready to join industry colleagues in Sydney for her first opportunity to pitch for business with inbound operators.



# THE TOURISM INDUSTRY

NATIONAL TOURISM ORGANISATION



STATE TOURISM ORGANISATION



REGIONAL TOURISM ORGANISATIONS



LOCAL TOURISM ORGANISATIONS

## THE DESTINATION MARKETING LANDSCAPE

Prior to renaming as TTNQ, the 'Far North Queensland Promotion Bureau' was established 50 years ago by a collective of individual businesses agreeing to work together to promote the destination. As similar tourism associations and cooperatives were formed across Australia, the national tourism organisation (NTO) emerged to allow for a multi-layered approach to destination marketing under Tourism Australia, with the State Tourism Organisation (STO) focusing on national and international promotion, the Regional Tourism Organisations (RTOs) focusing on regional development, and the Local Tourism Organisations (LTOs) focusing on local-level initiatives.

### NATIONAL TOURISM ORGANISATION: TOURISM AUSTRALIA (TA)

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia for leisure travel and business events. TA operates in all major markets and activities include consumer promotions, trade shows, PR and media, online communications, consumer research and industry programs.

Tourism Australia's role includes:

- Influencing international visitors to travel to and throughout Australia.
- Increasing the economic benefits to Australia from tourism.
- Helping to foster a sustainable tourism industry in Australia.

### STATE TOURISM ORGANISATION: TOURISM & EVENTS QUEENSLAND (TEQ)

TEQ is Queensland's lead tourism marketing, destination and experience development and major events agency.

The primary functions of TEQ are:

- To attract international and domestic travellers to travel to and within Queensland.
- To identify, attract, develop and promote major events that attract visitors to Queensland and contribute to the economy, while enhancing the destination profile and fostering community pride.
- To work collaboratively with local and state government agencies and the Queensland tourism industry, including the 13 RTOs.
- To conduct research into, and analysis of, tourism in Queensland.



## **REGIONAL TOURISM ORGANISATIONS (RTO) TOURISM TROPICAL NORTH QUEENSLAND**

Queensland's 13 RTOs are the lead tourism organisations for each geographic region. They are operated with varying combinations of private sector membership, local government funding, and Tourism Network Funds (TNF) from Queensland Government (through TEQ), Australian Government grants and other sources.

The primary responsibilities of Queensland's RTOs include:

- Leveraging the regions' tourism products, experiences and events to attract domestic and international visitors to the destination.
- Providing leadership, advocacy, development and the coordination of parties from industry, local government and community to effectively set the vision and direction for tourism in the region.
- Working directly with tourism operators to build capacity and capabilities in line with emerging trends and technologies including the guidelines set by TEQ's Best of Queensland Experiences (BOQE).
- Partnering with TEQ in marketing, experience development and events.
- Administering service agreements with each of their LTOs, outlining roles, responsibilities and financial contributions (where relevant).

## **LOCAL TOURISM ORGANISATIONS (LTO)**

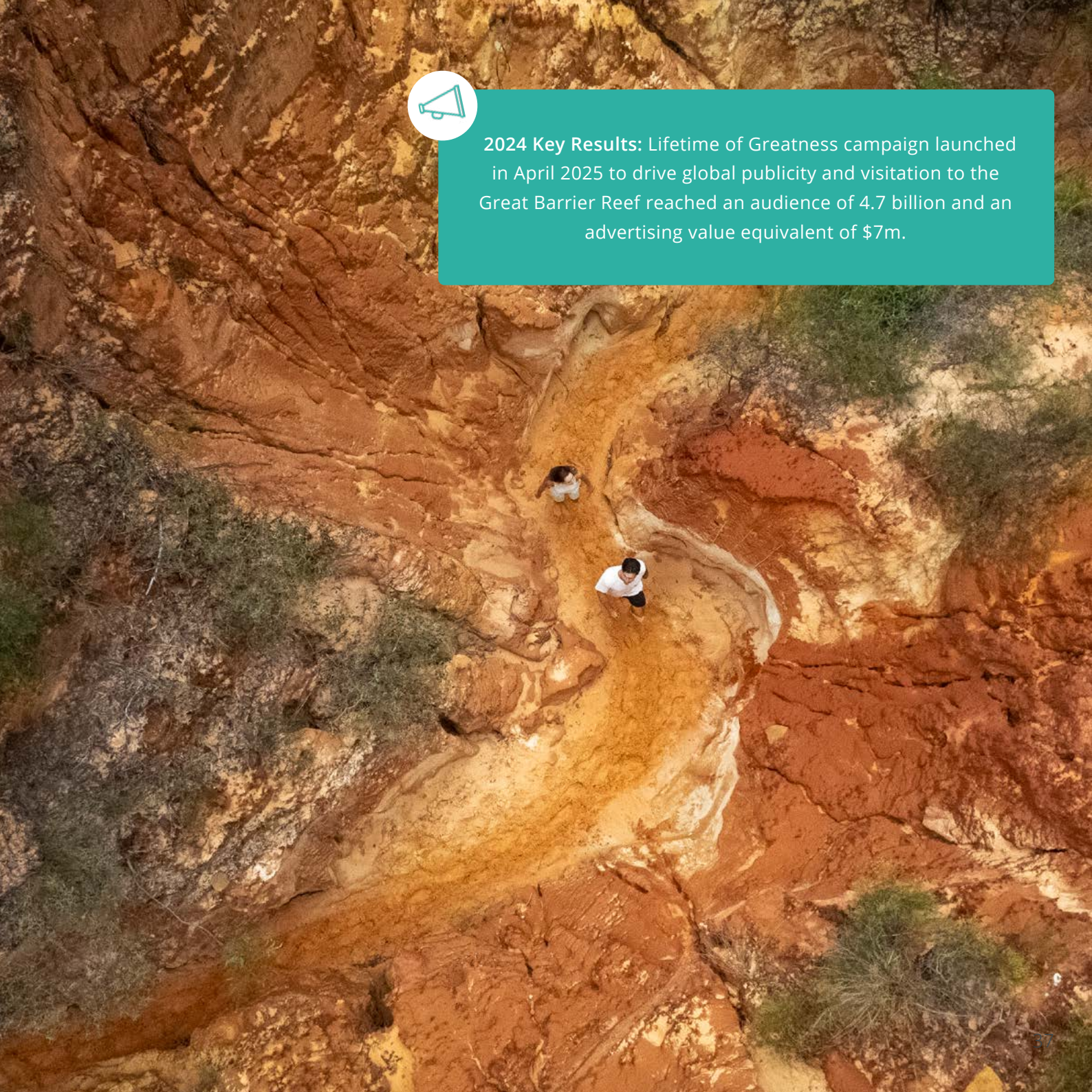
Certain criteria must be met to be an official LTO recognised by the RTO. They are generally membership-based and often funded by local government. Ranging in size and complexity, the LTOs are involved in promotion, marketing, business support and managing events that stimulate tourism and community participation within a specific localised geographic region. Where conditions for an LTO are not yet met, a Local Tourism Association (LTA) creates an equivalent focal point for local tourism operators.

In general, LTO primary responsibilities include:

- Liaising with RTOs on behalf of the community of local tourism businesses.
- Enhancing the visitor experience through the provision of information and advice, including visitor information centre operations.
- Marketing the local area and working with the RTO in destination marketing activities.
- Facilitating and supporting local product development and industry development.



**2024 Key Results:** Lifetime of Greatness campaign launched in April 2025 to drive global publicity and visitation to the Great Barrier Reef reached an audience of 4.7 billion and an advertising value equivalent of \$7m.





## LOCAL TOURISM ORGANISATIONS/ASSOCIATIONS

Local Tourism Organisations and Associations (LTO, LTA) are your immediate link to the tourism funnel and TTNQ encourages all operators to join an LTO or LTA if one exists in their region. A reciprocal membership arrangement exists whereby all fully paid members of their LTO are offered a complimentary TTNQ membership at Ambassador of Tourism level. Operators wishing to join TTNQ at a higher level of membership are welcome to do so directly.

Within the Tropical North Queensland region, we work with four established Local Tourism Organisations (LTO).

- **TOURISM PORT DOUGLAS DAINTREE**  
[visitportdouglasdaintree.com](http://visitportdouglasdaintree.com)
- **CASSOWARY COAST TOURISM**  
[cassowarycoasttourism.com.au](http://cassowarycoasttourism.com.au)
- **TOURISM ATHERTON TABLELANDS**  
[tourism.athertontablelands.com.au](http://tourism.athertontablelands.com.au)
- **MAREEBA SHIRE TOURISM**  
[visitmareebashire.org](http://visitmareebashire.org)

Within the Cairns local government area, TTNQ also provides the LTO services in partnership with the following Local Tourism Associations (LTA):

- **TOURISM PALM COVE**  
[tourismpalmcove.com](http://tourismpalmcove.com)
- **TOURISM TRINITY BEACH**  
[trinitybeachholiday.com](http://trinitybeachholiday.com)

TTNQ also works with a range of councils, economic development bodies and Chambers of Commerce through reciprocal membership arrangements. Potential members from the following regions are encouraged to reach out to these organisations:

- **COOKTOWN CHAMBER OF COMMERCE AND TOURISM INC**  
[cooktownchamber.com.au/tourism](http://cooktownchamber.com.au/tourism)
- **GULF SAVANNAH REGION**  
Gulf Savannah Development:  
[gulfsavannahdevelopment.com.au](http://gulfsavannahdevelopment.com.au)



## THE AUSTRALIAN TOURISM DATA WAREHOUSE

The [Australian Tourism Data Warehouse](#) (ATDW) is an essential part of doing business as a tourism operator. It is Australia's online marketplace for tourism information and is used by operators as a content tool to improve their digital presence.

As a TTNQ member you need an ATDW listing to be included on the [tropicalnorthqueensland.org.au](#) website. It is how your information gets onto other key tourism websites such as [queensland.com](#) and [australia.com](#).

ATDW-online supports more than 50,000 tourism profiles whose content is published by their expanding distributor network to ensure profiles have consistent and quality-assured content.

## BEST OF QUEENSLAND EXPERIENCES PROGRAM

Managed by Tourism and Events Queensland (TEQ), the Best of Queensland Experiences Program (BoQE) guides the State's tourism industry to deliver transformational experiences and create positive word of mouth to attract more visitors.

Operators awarded BoQE will not only enjoy preferred listing on [queensland.com](#) and priority for industry famils and site visits, they will also have the BOQE Logo to include in their marketing materials.

Positive online customer reviews play a large role in the BOQE program with ReviewPro being the platform that undertakes the collation of online data. A number of other factors, including RTO Membership, make up the total assessment.

 [Find out more](#)



**2024 Key Results:** TTNQ and TEQ Singapore hosted 17 Singapore travel agents from the business and leisure sector and four Singapore Airlines representatives on a Singapore Airlines Mega Famil of TNQ in August 2024.

# MEMBERSHIP FEEDBACK

EACH YEAR TTNQ SURVEYS MEMBERS TO FIND OUT  
WHERE WE NEED TO IMPROVE.

## MEMBERS THOUGHTS

"TTNQ is excellent with advocacy, the best we have seen in years – very timely, specific and effective."

"Mark and the TTNQ team create excellent 'value' for members, huge efforts and results from such a small team. You are doing wonderful work for our region, great coverage/support/advocacy."

"Amazing work, keep up the wonderful work you do!"

"Thank you! Brilliant efforts from Mark and the TTNQ team, we are grateful for your overall reach and strategy to promote destination. Love the critical thinking and dynamic approach taken. Many thanks and look forward to you continuing the fabulous work you do!"

"I think the team are very accessible, actively listen and respond proactively and support the development of Queensland tourism very well."



**2024 Key Results:** Fiji Airways launched a three-day a week service between Nadi and Cairns from April 2025 providing a one-stop flight to the US and a reduced flying time of 16 hours.





## 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.



### GEORGE BELL

#### INDIGENOUS EXPERIENCES CLUSTER COORDINATOR (PART-TIME)

Work with me on any matters relating to the Indigenous Experiences Cluster Group.

## 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.



### 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.



### KIRSTY BOASE

#### EVENTS COORDINATOR

Work with me for general business and regional events.



### 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.

# MEET THE TTNQ TEAM

## MARKETING & CONTENT



**LANI COOPER**

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.



**CORRINNE SINGLETON**

MARKETING & CAMPAIGNS SPECIALIST

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



**HARRIET GANFIELD**

SALES & MARKETING MANAGER – CHINA & SUSTAINABILITY

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



**MIKAELA GROGAN**

DIGITAL & CONTENT SPECIALIST

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



**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.





**2024 Key Results:** Amway Korea is confirmed to bring 2,700 delegates to Cairns in November and December 2025 in waves of 650 in November and December 2025 injecting \$11.68 million into the Cairns regional economy.



# 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](mailto:membership@ttnq.org.au) to be featured on [tropicalnorthqueensland.org.au](http://tropicalnorthqueensland.org.au)
- “ Share your hero photos and videos with our content team at [marketing@ttnq.org.au](mailto:marketing@ttnq.org.au).
- “ Send us your stories, updates and media releases to [media@ttnq.org.au](mailto: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](http://businessseventscairns.org.au)
- “ [Send us your exclusive offers](#) and advertise on the [TTNQ Deals Page](#).





07 4031 7676



[TOURISM.TROPICALNORTHQUEENSLAND.ORG.AU](http://TOURISM.TROPICALNORTHQUEENSLAND.ORG.AU)

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