

The background of the entire page is a high-angle aerial photograph of the Great Barrier Reef, showing the intricate patterns of the coral formations in shades of turquoise, teal, and green against the darker blue of the surrounding ocean.

TOURISM
TROPICAL NORTH
QUEENSLAND

ANNUAL REPORT

2024–25



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Project

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PRESENT AND FUTURE.





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CHAIR'S REPORT

Financial Year 2024-2025 was another busy year for the team at Tourism Tropical North Queensland (TTNQ). During the year, the team worked tirelessly to make the greatest impact in the last year of the \$15 million Federal Government International Tourism Recovery Program (ITRP) grant. Over the past two years the campaigns supported by this funding that TTNQ has led with our industry partners, generated bookings that brought close to 200,000 additional international visitors to the destination, with results still coming in. TTNQ's management has made the best use of the funding to deliver exceptional results that have exceeded targets and elevated Cairns & Great Barrier Reef as an international destination.

Recognising 2024-25 was the final year of this exceptional funding, TTNQ continued its great partnership with Advance Cairns and the Cairns Chamber of Commerce to join a delegation of more than 25 Tropical North Queensland business leaders including Cairns Mayor Amy Eden to Canberra to discuss key priorities for the region with senior representatives from the Australian Government, Opposition and federal crossbench.

While our international marketing strategy was making an impact in the region, our advocacy ensured bipartisan support in the leadup to the May Federal Election resulting in the re-elected Albanese Government announcing a \$10 million Reef Educational Experience Fund to introduce the first federal student subsidy for Australian school students to visit the Great Barrier Reef so they can see it, love it and be part of its protection, which will further add to this legacy. As part of this funding the Federal Government announced \$3 million for TTNQ to support our efforts in the international marketplace over the next 2 years.

TTNQ instigated and led a world-leading initiative to lift awareness and desire to travel to the entire Great Barrier Reef, with the outstanding Lifetime of Greatness campaign. Reaching over 5 billion viewers worldwide, our nomination to have the Reef become the first non-human to win a UNEP (United Nations Environment Programme) Lifetime Achievement Award, has more than 1.3 million supporters.

This year was also the final year of our five-year agreement with Cairns Regional Council, and the signing of a new four-year agreement. Over the past five years the \$16 million investment by Cairns Regional Council was matched by \$22 million in industry investment, and TTNQ's advocacy generated \$41 million of State and Federal grants matching every dollar of Council's investment with four dollars of partner funding. This investment allowed TTNQ to deliver more than \$1.1 billion in advertising value equivalent and \$864 million in leisure and event visitor expenditure from our campaigns and support, delivering a 42:1 return on investment for Council.

TTNQ's advocacy in the wake of Cyclone Jasper also came to fruition in 2024-25 with the industry support strengthened by the three Tourism Recovery Officers achieving extraordinary results. The Officers, whose work was part of the \$35 million secured in direct support for our industry, helped more than 230 operators navigate financial support, resources and mentoring to ensure our region made the most of the Disaster Recovery Funding Arrangements.

The team exceeded their goal in the six months of operation by helping an additional 80 operators with more than 1000 interactions over the phone, email and face-to face.

They were successful in securing financial support for 219 operators, which meant more operators in region received funding, and all funds were expended.

After much work by the TTNQ staff to plan beyond the International Tourism Recovery Program, the TTNQ Board approved the TTNQ 2025-26 Business Plan and TTNQ 2025-28 Strategic Direction. TTNQ CEO Mark Olsen and his team have risen above and beyond to achieve extraordinary marketing results for our region and the Great Barrier Reef, and I thank them for their passion and hard work.

Thank you once again to our government partners. The success of our organisation is underpinned by the strong partnership and commitment of the Cairns Regional Council led by Mayor Amy Eden. We thank them once again for their continued support.

Equally, over the last 3 years, TTNQ has benefited from the generous support of the Federal Government via the ITRP. The recent election announcement of a further \$3 million is also appreciated as is the personal support of the Prime Minister and Minister for

Trade, Tourism and Investment. Lastly, to the Queensland Government we say thank you for your ongoing support via Tourism and Events Queensland.

Finally, I would like to thank my fellow Board members for their strategic insights to help us navigate the challenges and triumphs of the past year and welcome Rachael Hodges who was appointed as a Director in February. Of course, it is our members who are the backbone of our destination marketing organisation, and on behalf of the Board, I thank them for their support, insight and dedication to their industry.



John O'Sullivan
Appointed Director – Chair



CEO'S REPORT

The 2024-25 financial year started with international visitor expenditure to the region at just over \$830 million and finished with international spend on par with 2019 expenditure at \$1.1 billion. Through the effective use of the Federal Government's \$15 million ITRP funding and working with our industry, aviation partners, Tourism Australia and Tourism and Events Queensland, the TTNQ team delivered \$141 million in direct international visitor spend for the destination in this year alone, from 131,038 additional visitors.

The team kept its focus on the all-important domestic market with 14 domestic brand and retail campaigns as well as the 110 international trade campaigns in 2024-25 driving a record \$281 million in direct expenditure for the destination.

We still have results coming in from the two-year international recovery program, but to date our region has received an extra 198,091 international visitors, spending \$226 million in direct bookings. These results were generated through great partnerships delivering \$444 million in advertising value equivalent (AVE) reaching billions of consumers worldwide.

Included in this success was the world-first Guardian of the Reef campaign which delivered more than \$20 million in publicity driven AVE and \$13.4 million in sales right across the Great Barrier Reef and the Lifetime of Greatness Project. This innovative concept to drive global publicity and good will by nominating the Great Barrier Reef for a UNEP Lifetime Achievement Award, has global coverage exceeding 5 billion viewers and more than 1.3 million people giving their support.

Our international market focus and results have supported four new direct international routes in 2024-25. Cathay Pacific started seasonal flights from Hong Kong over Chinese New Year, in April 2025 Fiji Airways arrived from Nadi with links to North America and Jetstar year-round flights from Christchurch, and AirAsia launched flights from Bali in August 2024.

The new Domestic Tourism Statistics (DoTS) survey means the most recent comparable data for Tropical North Queensland is the year ending December 2024. The region held its share of domestic holiday nights at 12.3% (above the target of 11.5%), its share of spend at 14.1% of Queensland's domestic holiday spend and our share of domestic holiday numbers remained above the target at 10.1% (target 9%). This was supported by our domestic campaigns generating \$31 million in advertising value and generating more than \$47 million in direct sales for our industry.

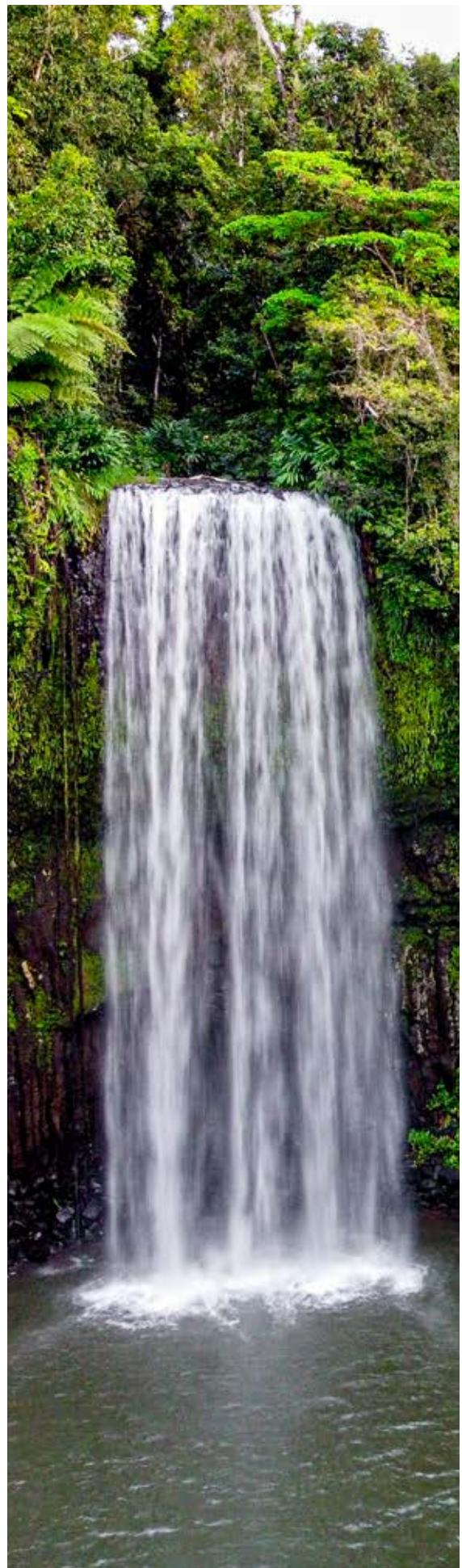
Business Events secured by the industry and supported through Business Events Cairns and Great Barrier Reef brought in \$42 million in expenditure and \$64 million in future business for the destination. TTNQ's subvention support helped secure events like Australia Next, bringing 89 international incentive buyers, 15 media and 105 sellers to Cairns in September 2024 and resulting in \$6.1 million in leads. We were also delighted to announce that Amway Korea would inject \$12 million into the Cairns regional economy in November and December 2025.

Major and regional events, including those supported by the joint flood recovery funding from TTNQ's advocacy, contributed \$26 million in overnight visitor expenditure. The calendar of events has grown to bolster shoulder season travel with May and October featuring a full schedule of sporting, cultural and music events.

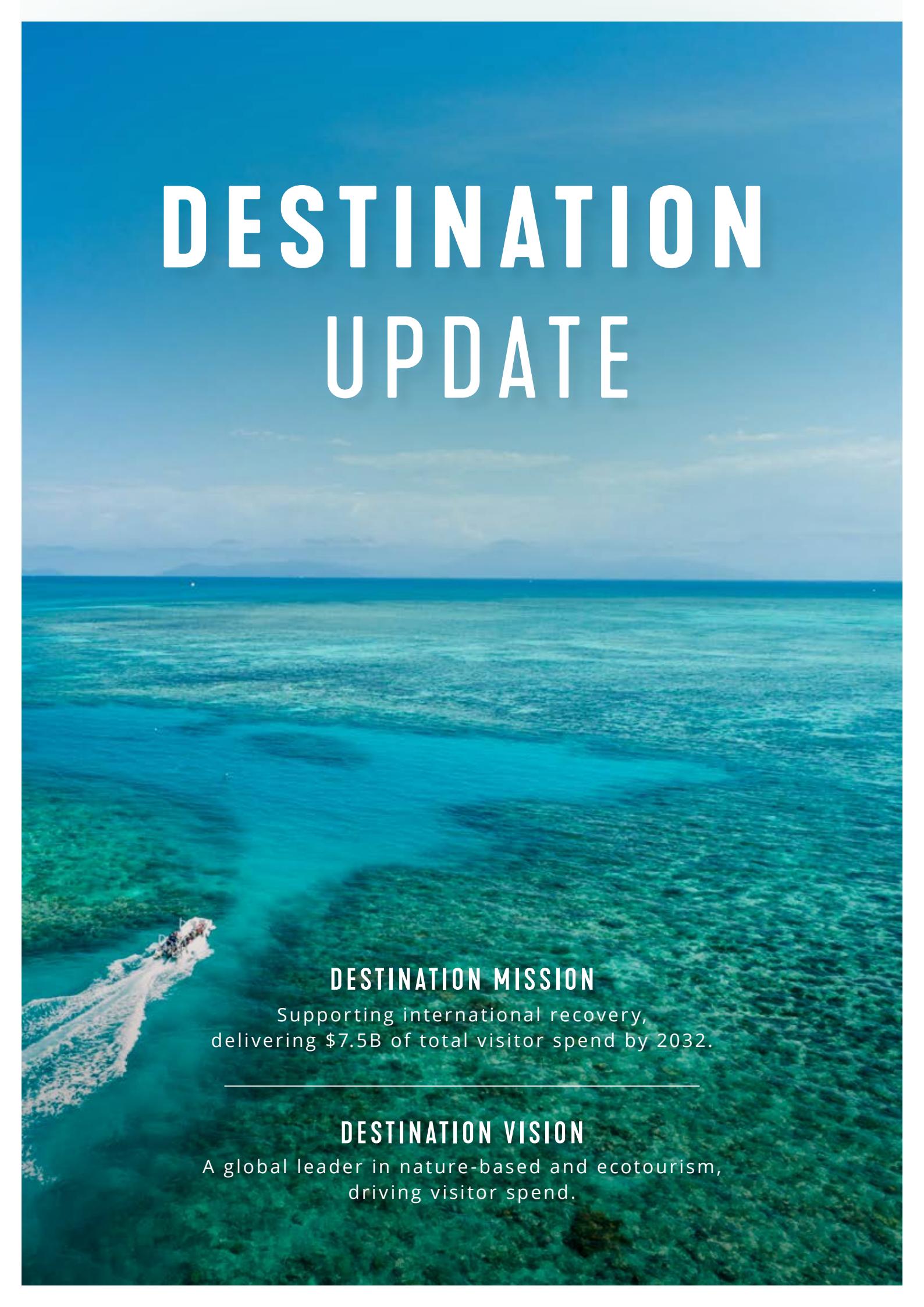
I want to thank our Chair John O'Sullivan and the Board for their insight and commend the TTNQ team on their passion for the destination underpinned by an extraordinary work effort that has seen our organisation capitalise on the funding opportunity of the past year.



Mark Olsen
Chief Executive Officer



DESTINATION UPDATE



DESTINATION MISSION

Supporting international recovery,
delivering \$7.5B of total visitor spend by 2032.

DESTINATION VISION

A global leader in nature-based and ecotourism,
driving visitor spend.

REGIONAL RESULTS 2024-25

THE YEAR IN REVIEW 2024-25

DESTINATION KPI	VALUE	% OF TARGET
OVERNIGHT VISITOR SPEND (MAR 25)	\$4.4B	93%
SHARE OF QUEENSLAND NIGHTS (MAR 25)	12.3%	107%
GOOGLE RANK	#5	80%
ACCOMMODATION OCCUPANCY	69%	99%
VISITOR SATISFACTION	82.5%	103%



DOMESTIC VISITORS

Domestic expenditure is estimated to have grown to \$3.4 billion for the year ending March 2025 using the new survey methodology replacing the National Visitor Survey, called the Domestic Tourism Survey (DoTS).

The March 2025 year-end data from NVS and the new DoTS, showed Tropical North Queensland attracted 2.1 million domestic visitors representing 8% of Queensland's visitors, staying 9.2 million nights (9%) with 1.04 million holiday visitors (9.7%) staying 5.1 million nights (11.9%). The average length of stay was 4.4 nights above the Queensland average of 3.8 and the average spend per night of \$367.50 (Qld \$311).

Of these, 1.4 million visitors were Queenslanders staying 4.9 million nights and 675,000 interstate staying 4.2 million nights.

NVS+DOTS YEAR END MARCH 2025

	EXPENDITURE	\$3.4B
	VISITOR NIGHTS	9.2M
	SPEND PER NIGHT	\$367.50
	AVERAGE STAY	4.4 NIGHTS

INTERNATIONAL VISITORS

International visitor expenditure reached \$1.1 billion growing 13.7% to match the 2019 levels of international spend. The year ending March 2025 data showed Tropical North Queensland attracted 557,000 international visitors (up 13.4%), however, average length of stay dropped by 1.8 nights as the markets shifted. Spend per night for international visitors increased 20.5%, lifting spend per trip to \$1,951, well above the State average showing our region is attracting high spending visitors. Of these visitors, 494,000 (87%) came on holidays, up 14.1%, and we had our strongest growth from Japan up 17% to 98,000, USA up 6% to 88,000 and UK up 4.5% to 74,000. China grew to 38,000 and across Europe we saw an 11.3% increase for a combined total of 129,000 visitors.

AVIATION

Nearly two-thirds of our region's visitors arrive by air, and this year was a big one for our partners at Cairns Airport. Cairns Airport recorded 4.9 million passenger movements in 2024-25 including 335,652 arrivals at the International terminal. Seat utilisation exceeded 80%, up from 68% last year. Four new international routes were introduced with the support of the State Government's Attracting Aviation Investment Fund:

- **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. The route can bring an extra 52,000 US visitors annually injecting more than \$160 million into the region's economy.

INTERNATIONAL VISITOR SURVEY YEAR END MARCH 2025

	EXPENDITURE	\$1.1B
	VISITOR NIGHTS	5.1M
	SPEND PER NIGHT	\$215
	AVERAGE STAY	9.1 NIGHTS

- **Jetstar** launched direct services between Christchurch and Cairns in April 2025 which will generate a \$20 million economic boost in the first year. This is a year-round service and provides the region with a great opportunity to grow NZ traveller numbers as the Pacific Islands reach capacity.
- **Cathay Pacific** started seasonal flights between Hong Kong and Cairns between December and March for the Chinese New Year period and announced that they would operate again in 2025-26.
- **AirAsia** launched Bali to Cairns flights in August 2024 providing greater connectivity for destinations throughout South East Asia. In its first three years, AirAsia is anticipated to bring in 15,000 international visitors, generate up to \$31.1 million in overnight visitor expenditure and create up to 100 direct and indirect jobs.

CAIRNS AIRPORT ROUTE MAP

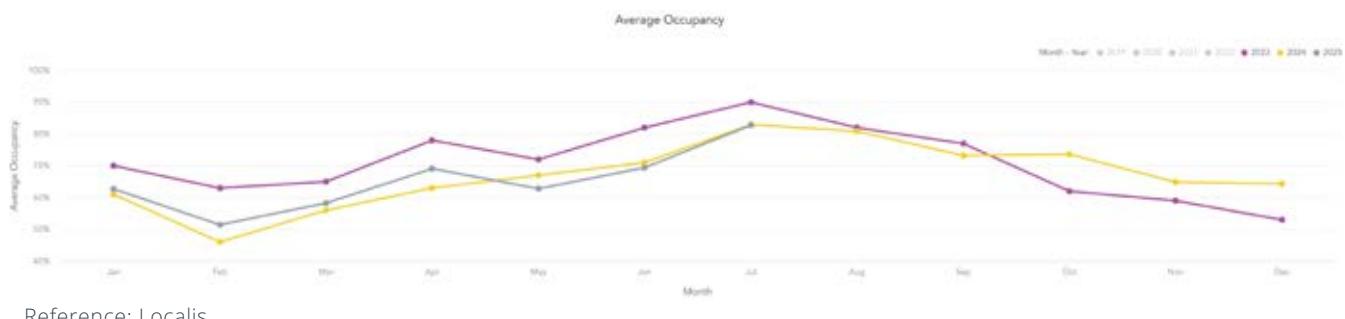




ACCOMMODATION

Occupancy rates across the region at the end of the 2024 calendar year were well above 2023 figures, but 2025 got off to a slow start. The weather once again played a role with wet conditions in February and then TC Alfred in the south-east corner impacting visitation in TNQ in March and April.

Conferences and events in May, including the Cairns Crocodiles and Crankworx helped to lift what was a challenging month. Overall, occupancy rates averaged 69%, just below our 70% target, and average daily rate continued to hold strong.

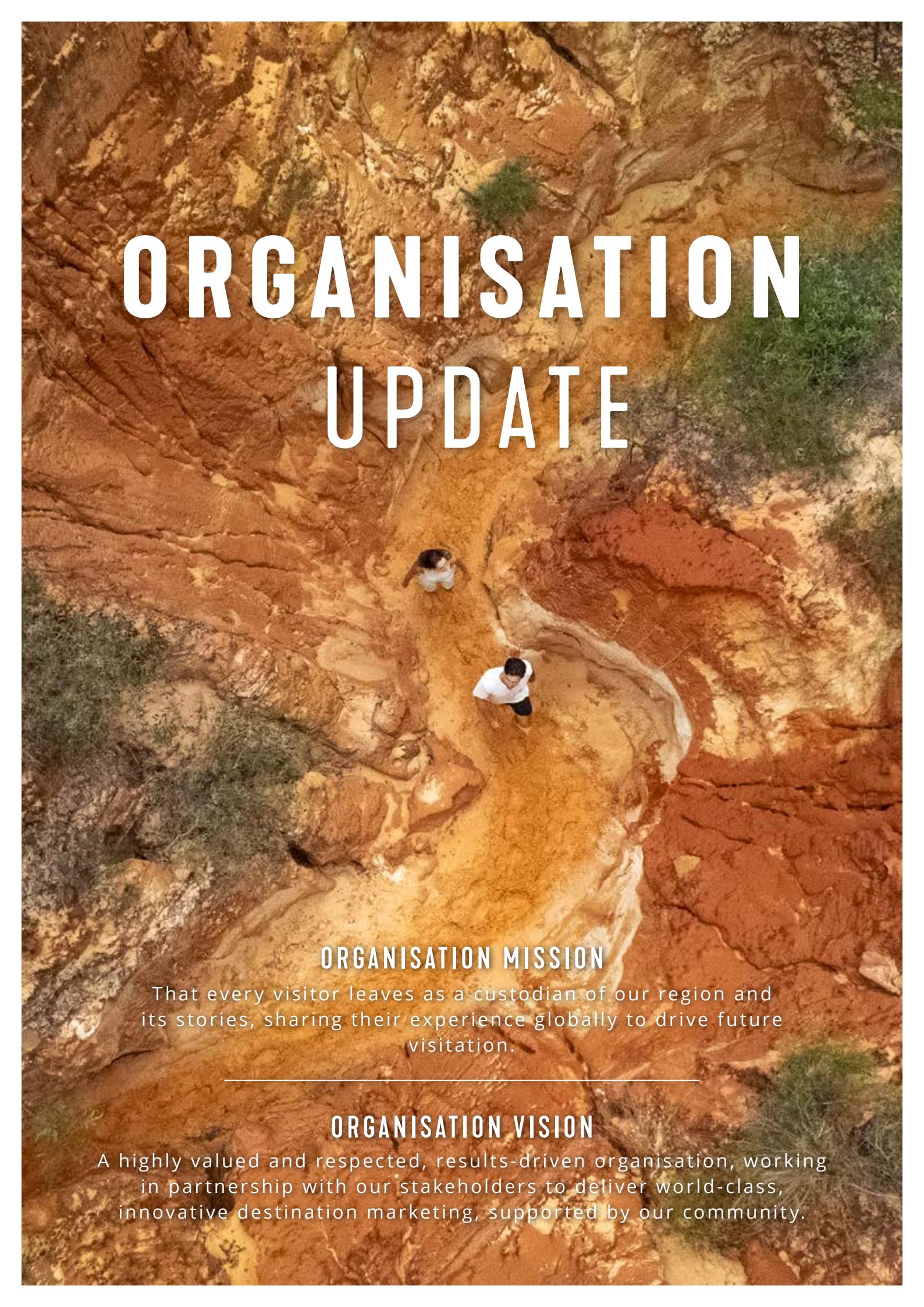


Reference: Localis

VISITOR SATISFACTION

Tropical North Queensland continues to be a leader in delivering high quality visitor experiences, with our global satisfaction rating at 82.5%, above the target of 80%. These results put our region in the top 10% of regions globally. Compared to competitors like Fiji (shown in the graphic) the region has a higher overall sentiment. The region's attractions (90.1% satisfaction) and our food and beverage offering (84.9%) are stand-outs for the visitor experience.





ORGANISATION UPDATE

ORGANISATION MISSION

That every visitor leaves as a custodian of our region and its stories, sharing their experience globally to drive future visitation.

ORGANISATION VISION

A highly valued and respected, results-driven organisation, working in partnership with our stakeholders to deliver world-class, innovative destination marketing, supported by our community.

THE 2024-25 YEAR IN REVIEW FOR TTNQ

ORGANISATION KPI	VALUE	% OF TARGET
TTNQ GENERATED VISITOR SPEND	\$281.2M	159%
ADVERTISING VALUE EQUIVALENT	\$274.5M	183%
BUSINESS EVENTS WINS	\$64M	152%
COOPERATIVE MARKETING CONTRIBUTION	\$9M	225%
MEMBER SATISFACTION	86%	101%



TTNQ RESULTS 2024-25

The organisation met or exceeded 12 of its 14 KPIs, with key metrics including Advertising Value Equivalency at 183% of the annual target, campaign generated visitor spend at 159% of the target and cooperative marketing contributions at 225% of the target. The organisation supported our industry to secure business events worth \$64 million and exceeded our targets for website traffic in a challenging market.

One indicator below target was operator referrals reaching only 92% of the target at 229K. The number of referrals to members is slightly below target due to the change in search behaviour and AI search pushing the consumer directly to the operator. The organisation had strong support from the industry with member satisfaction at 86%.

AS AN ORGANISATION IN THE VISITOR ECONOMY TTNQ CAN INFLUENCE:



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



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



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



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

HIGHLIGHTS

- The organisation achieved a total Advertising Value Equivalent (AVE) of \$274.5M and campaign generated Overnight Visitor Expenditure (OVE) of \$281.2M.
- Our Webjet domestic campaign in October 2024 sold out in just 36 hours and was the strongest campaign since the pandemic with a 2,138% increase in interstate passenger volumes compared to the day prior and a 2,916% intrastate increase. The second burst of activity in February sold out in just 72 hours.
- Australia Next brought 89 international incentive buyers, 15 media and 105 sellers to Cairns in September 2024 to showcase the destination with a 100% satisfaction rating. To date this has secured 18 leads worth \$6.1M.
- Amway Korea was confirmed to bring 2,700 delegates to Cairns in November and December 2025 in waves of 650 delegates, injecting \$11.7M into the Cairns regional economy.
- The Guardian of the Reef campaign launched in September 2024 in North America and United Kingdom, with TEQ extending it into Australia. Partnering with Expedia Group, the campaign generated \$13.4M in sales of Great Barrier Reef products and 32,100 bookings though \$20M worth of publicity reaching more than 200M people.
- The Lifetime of Greatness Project launched in April 2025 to drive global publicity and visitation to the Great Barrier Reef, by nominating the Great Barrier Reef to be the first non-human recipient to win a UNEP Lifetime Achievement Award. The campaign has received more than 1.3M signatures of support, while global coverage for the campaign has exceeded 5B.
- International activity included 110 trade campaigns while domestic activity delivered 14 brand and retail campaigns.
- The first annual TNQ Sustainability Report was published charting the extensive work undertaken in 2024 and identifying priority actions for 2025.



A woman in a red and white swimsuit is swinging on a rope swing over a shallow, turquoise-colored river. She is smiling and looking towards the camera. The background is a dense, lush tropical forest with various trees and palm fronds. The water in the river is clear, revealing rocks and plants at the bottom.

MARKETING

SHARE OF VOICE

TTNQ maintained a strong share of voice by generating a record \$182.5 million worth of global publicity for the region, up 48% from the previous year's record of \$123.3 million. This included \$165.3 million in publicity AVE across international markets and \$17.3 million in the domestic market.

We hosted more than 80 different trade and media famils throughout the region from domestic and international markets. This included 108 individual media (84 international and 24 domestic) who were hosted in region utilising more than 1,200 member products across their itineraries.

Our team engaged with 6,182 international trade, ITO and agents through online training sessions, in-market seminars, roadshows and in-region visits to grow destination awareness and product knowledge of Tropical North Queensland.



DOMESTIC MARKETING



	VALUE	% OF TARGET
MARKETING AVE	\$31.3M	110%
CAMPAIGN OVE	\$47.3M	249%



TTNQ had six major retail campaigns and eight brand campaigns in the domestic market to support year-round visitation and heightened focus on the low season, contributing \$14.1 million to the total marketing AVE of \$31.3 million. The campaigns delivered \$47.3 million in OVE and driving 56,651 visitors to the region. The Cairns Unearthed magazine was published for the fourth year with 100,000 copies distributed in Sydney and Melbourne mastheads and online. PEPR Agency continued to manage domestic PR achieving \$17.3 million in AVE and 510 million in reach.

This was achieved through:

- 24 media famils
- 4 broadcast opportunities with Taste of Australia with Hayden Quinn, Road Less Travelled, My Way and Sunrise
- An average of seven pitches per month with a conversion rate of 65%
- Attending IMM, Australia's largest travel media networking event



INTERNATIONAL MARKETING



	Value	% of Target
Marketing Ave	\$214M	204%
Campaign Ove	\$143.6M	142%

The International Tourism Recovery Program (ITRP) funding enabled TTNQ to have a record 110 campaigns in market internationally in 2024-25, and the destination is starting to reap the benefits with direct campaign generated OVE of \$143.6 million in the financial year and \$225.5 million across the two years of ITRP. These figures will increase with more than 40 campaign reports still to be captured in the next quarter. With \$3.9 million invested in conversion campaigns this financial year, the return on investment is currently sitting at 36:1.

The campaigns included partnerships with Expedia in the USA, Canada, Japan, UK and New Zealand. Trip.com in Japan, China, UK, Hong Kong and Singapore, Singapore Airlines in the UK, Netherlands, Germany, Singapore and India, Fiji Airways in USA, Cathay in China, Hong Kong and UK, HIS and JTB in Japan, Trailfinders in UK, Best of Travel Group in Europe, House of Travel in NZ, and more.

Expedia Group delivered 18,318 pax from USA, NZ, UK, Canada, and Japan, with total direct sales of \$8.3 million and an ROI of 20:1.

Trip.com delivered 7,191 pax from UK, China, Japan, USA, and Hong Kong, with total direct sales of \$11.2 million and an ROI of 25:1.

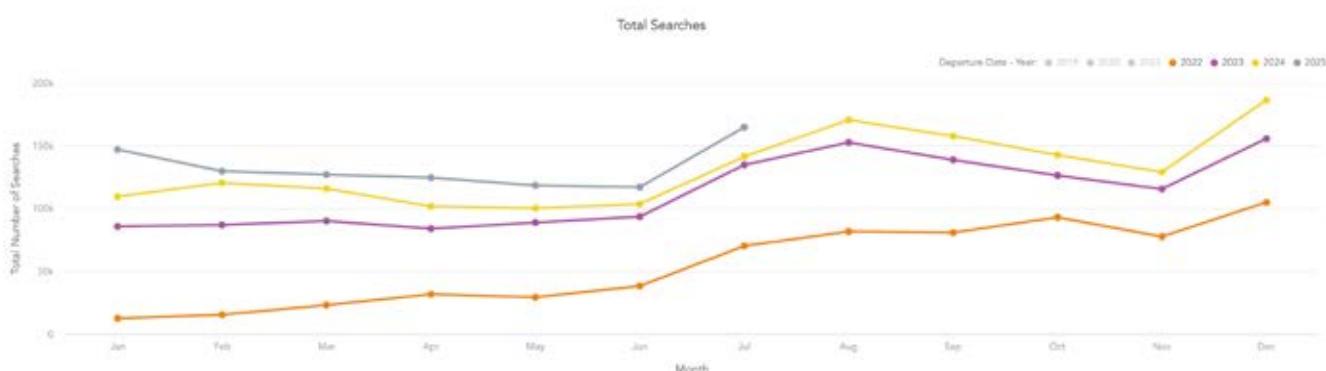
These returns prove how important it is to invest in marketing and validate the Federal Government's strategic investment in our destination through the International Tourism Recovery Program.

TTNQ has negotiated campaign partner contributions to stretch this funding and further amplify the success of the campaigns. For every dollar spent in the past 12 months we have turned it into three dollars by encouraging our campaign partners to add to the spend. This means our investment of \$7.6 million into international trade conversion campaigns across the two years of international tourism recovery funding is forecast to achieve \$22.8 million in campaign value.

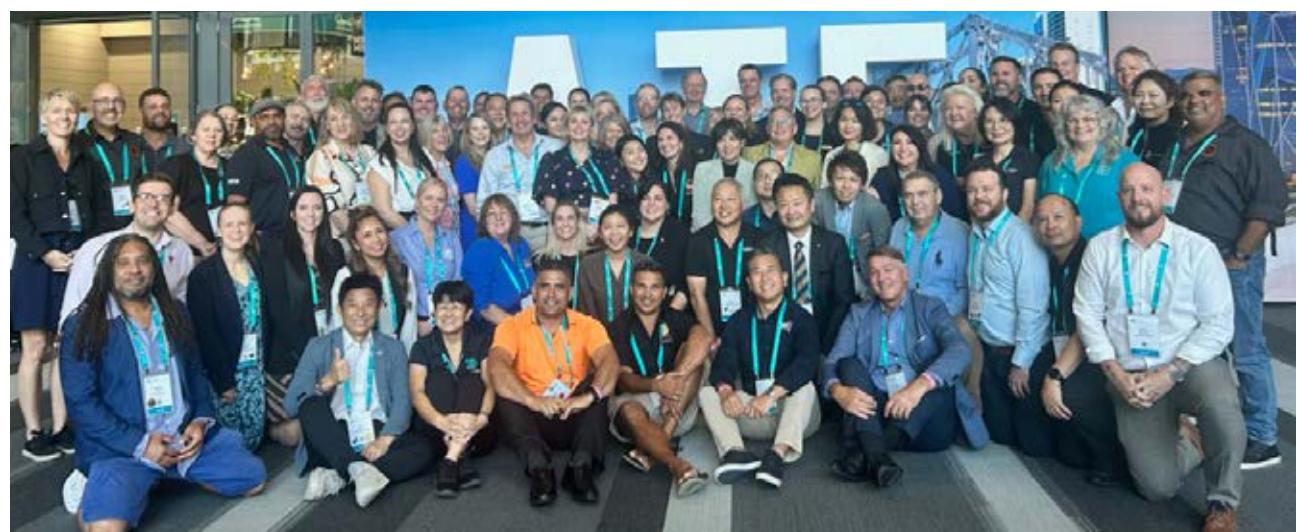
WE HOSTED 735 TRADE AGENTS AND ITOS ON FAMILS IN REGION, INVOLVING MORE THAN 800 OPERATOR ENGAGEMENTS. HIGHLIGHTS INCLUDED:

- Japan: Tobu Top Tours group famil with 11 agents.
- Singapore: Singapore Airlines ITO famil with 20 agents.
- UK: Group key distribution partner famil with 6 agents from Elegant Resorts, First Class Holidays, Audley, Turquoise Holidays, Travel Counsellors and Travel Bag, and Trailfinders Academy famil with 10 agents across 5 days in TNQ.
- North America: Air Canada Vacations famil with 10 travel agents.
- China: Group famil with 15 agents from Beijing's U-Tours.
- Europe: Northern Europe famil with 9 agents from Pacific Island Travel, Campers Down Under, Live to Travel, Masters in Travel-by-Travel Experts, Master Tours, Anders Dan Anders, Best of Travel and Kriski Plus, and a French trade famil with 8 Aussie Specialist Program agents.
- Global: Domestic ITO group famils for a total of 25 agents reaching Europe, UK, Japan, China, USA, India and New Zealand.

LOCAL INTERNATIONAL INBOUND FLIGHT SEARCH 2022-2025



Reference: Localis





TTNQ ALSO PARTICIPATED IN A SERIES OF LEISURE TRADE EVENTS BOTH IN AUSTRALIA AND INTERNATIONALLY. KEY EVENTS INCLUDED:

- ATEC Meeting Place
- ATEC Explore North Queensland
- ATEC Queensland Showcase in Sydney
- G'Day Australia
- Australia Marketplaces in UK and Europe, Japan and South Korea
- Queensland is Calling Roadshows in North America, China and New Zealand
- Experience Queensland in Brisbane for South East Asia and India

- Tokyo Marine Diving Fair
- TTNQ Mission and Roadshows to United Kingdom, Europe, Japan and China
- Australian Tourism Exchange (ATE)

We encouraged more members to work with trade through trade-ready workshops and programs involving 10 operators with accommodation and tours in Cairns, Cassowary Coast, Atherton Tablelands, Kuranda, Port Douglas and Cooktown commencing this journey in the 2025 intake.

WESTERN MARKET HIGHLIGHTS

- 44 trade campaigns, including campaigns in partnership with TA and TEQ
- Generated \$44.4M direct campaign OVE from western markets
- 188 agents in region on familis from US, UK, NZ and Europe
- Training sessions for over 1,794 agents through trade events/workshops
- TTNQ included in or hosted 1,055 agents in training webinars with 21 TTNQ members
- 20 media/influencer familis
- 517 agents trained across 210 trade meetings and sales calls by Global Spot

ASIA MARKET HIGHLIGHTS

- 29 trade campaigns in Japan, India, Indonesia and Singapore
- Generated \$62.9M direct campaign OVE from Japan and South East Asian markets
- 429 agents in region from Japan, India and Singapore, including 13 workshops for TTNQ members
- Training sessions for over 824 agents through trade events/workshops

- TTNQ included in or hosted 289 agents in training webinars
- 22 media/influencer familis to TNQ from Japan, India and Singapore
- Japan social media posts (X, Instagram, Facebook) gained 5,000 followers with a total of 45,192

CHINA MARKET HIGHLIGHTS

- 37 trade campaigns, including campaigns in partnership with TA and TEQ
- Generated \$33.3M direct campaign OVE from Greater China markets
- 114 agents in region from Greater China
- Training sessions for over 925 agents through trade events/workshops
- TTNQ included in or hosted 264 agents in training webinars
- 6 media/influencer familis
- 1,336 agents trained across 192 trade meetings and sales calls by Contineo
- Total organic reach of 7.3M across 3 social platforms
- Total organic reach of 3.7M+ across 3 platforms





CRUISE

TTNQ, in partnership with Ports North, continues to drive growth in the cruise market by working with the cruise industry, local operators and volunteer Welcome Ambassadors to expand the quality and variety of activities available to cruise visitors and ensure the region continues to score well in visitor reviews that are key to our ports' ongoing inclusion in future cruise schedules.

In 2024-25 there were 142 cruise ship arrivals in Cairns, Yorkeys Knob, Port Douglas, Cooktown and Thursday Island. Cairns and Yorkeys Knob welcomed more than 173,000 passengers, more than 65,000 arrived in Port Douglas, almost 7,000 in Cooktown and more than 8,000 on Thursday Island.

One important project within this work is the delivery of the cruise map on which participating TTNQ members highlight their products on a printed map that is distributed to cruise visitors disembarking in Cairns and Yorkeys Knob ports of entry.

With the goal of continually growing engagement between the cruise industry and local operators, TTNQ again facilitated its annual cruise seminar and famil in May 2025 with almost 100 members attending. Hosting representatives of three major cruise lines and four ground handlers to the region allowed TTNQ to showcase a range of experiences in the Cairns and Port Douglas/Daintree region across food and dining, attractions and experiences.

TTNQ is pleased to be continuing our membership with the Australian Cruise Association and attending their annual conference to maintain the region's visibility and familiarity with cruise lines and shore excursion operators.

DIGITAL REACH



\$3.1M DIGITAL AVE



228.8K INDUSTRY
REFERRALS



15 INFLUENCERS
REACHING **35M+**



8 NEW BLOGS
& ITINERARY PAGES



9.5%+ TA SOCIALS
TNQ SOV



27.6%+
TEQ SOCIALS
TNQ SOV



1.3M+ LIFETIME
OF GREATNESS
SUPPORTERS



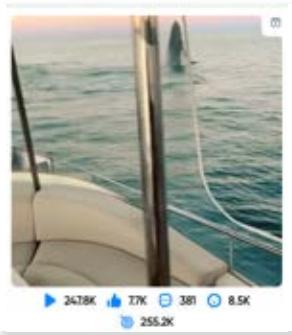
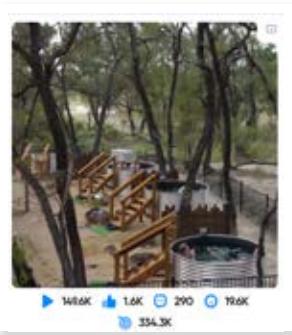
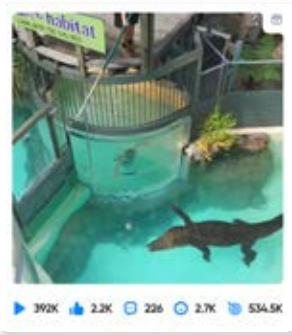
229K OUTBOUND
REFERRALS FROM
WEBSITE

TTNQ achieved almost 2 million unique website users (down 5% YoY), driving 5.3 million page views. While the slight decrease is reflective of the shift in consumer search behaviour and the evolution of AI, the results still exceeded annual targets. The excellent audience quality is evident through the strong volume of page views which resulted in an average of 2.4 page views per user and demonstrates how cairnsgreatbarrierreef.com is still an essential resource for planning trips to the region and choosing operators.

TTNQ's increasing international search visibility continues to generate high levels of organic traffic from key international markets. Activity delivered throughout the two-year ITRP funding has resulted in substantial growth in international traffic to the site, from 7% in 2021-22, to now 32% in 2024-25 with 56,000 operator referrals.

Members benefited from 228,814 operator referrals (outbound link clicks), including 16,000 from the destination deals page. Of the total operator referrals, strong growth in consideration and conversion resulted in 56,000 of these being from international markets.

TOP POSTS



TOTAL DESTINATION WEBSITE OVERVIEW (PAID AND ORGANIC)



1.9M
TOTAL
USERS
-5% YOY



2.2M
TOTAL
SESSIONS
-9% YOY



5.3M
TOTAL
PAGE VIEWS
-9% YOY



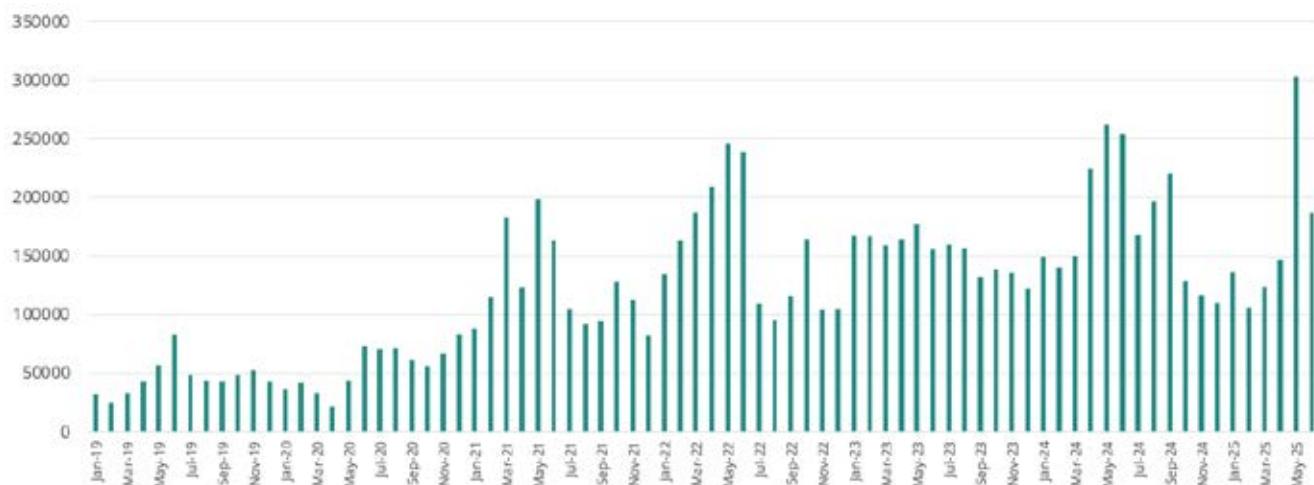
2.4
TOTAL
PAGES/SESSION
+5% YOY



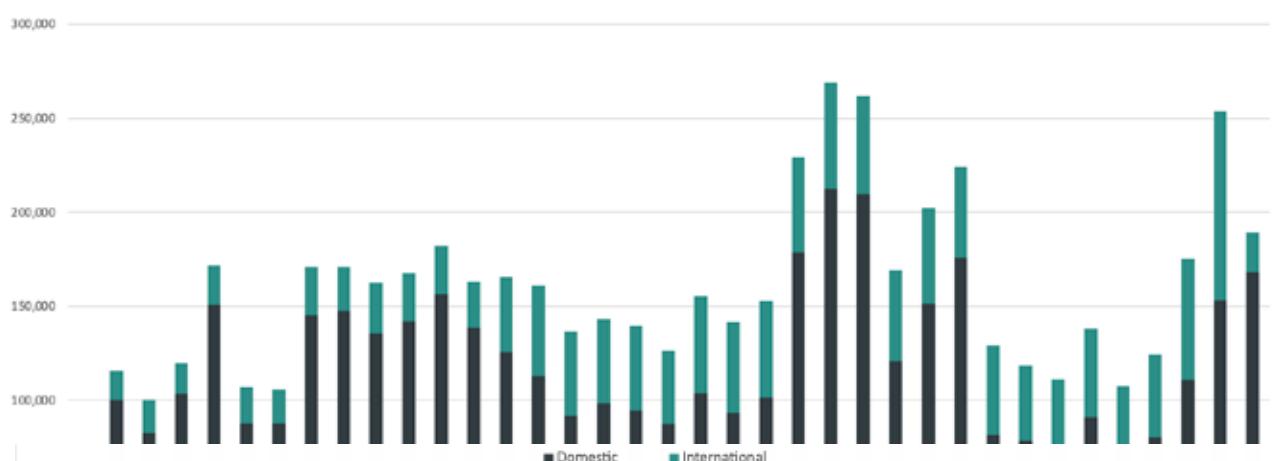
00:52
AVG. SESSION
DURATION
+13% YOY

1.9M WEBSITE VISITORS IN 2024-25

520K in 2020, 1.9M in 2021, 1.7M in 2022, 2.1M in 2023



WEBSITE USERS BY ORIGIN



19 INFLUENCERS REACHING 35M+

@SAM_EYLES SOCIAL AWKWARD YOUTUBER ④ 185K FOLLOWERS	@ELLIESIMMONDS PARALYMPIC CHAMPION ④ 123K FOLLOWERS	@KINGAPHILIPPS JOURNALIST ④ 20K FOLLOWERS	@SAMJBLOOM SPEAKER, MUM TO 3 BOYS, SCI SURVIVOR ④ 74.5K FOLLOWERS	@DRALEXGEORGE HOW TO BUILD YOUR MENTAL FITNESS ④ 2.2M FOLLOWERS
@WEARESHEPPARD MUSICIAN/BAND ④ 110K FOLLOWERS	@ESCAPE.VIDEO REEL CREATOR ④ 310K FOLLOWERS	@ENNAYAMISHIRO (JP) ILLUSTRATOR / PAINTER ④ 22.6K FOLLOWERS	MR SHAWN YUE MAN LOK HONG KONG INFLUENCER ④ 181M FOLLOWERS	@RICHISHAH DIGITAL CREATOR ④ 1.5M FOLLOWERS

EVENTS





BUSINESS EVENTS

Business Events Cairns & Great Barrier Reef (BECGBR) secured 50 future business events worth \$63.8 million in overnight visitor expenditure in 2024-25. 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.

Incentive buyers from around the world were in awe of how much Cairns & Great Barrier has to offer after experiencing the region at Tourism Australia's major incentive showcase, Australia Next 2024. Held at the Cairns Convention Centre's newly expanded facilities in September, the event had 80 business event planners and 15 media meeting with 96 Australian industry representatives, including 18 TTNQ members. The event received 100% satisfaction rating from both buyers and sellers and 18 leads worth \$6.1 million.

Positioning the region as a premium business events destination with a strong sustainability story backed by a professional industry, BECGBR targeted the sales funnel from awareness to conversion with a strategic focus on content development, global marketing, famils, site inspections and use of the subvention fund.

Our marketing activities generated \$9.3 million in value across business events platforms for the financial year.

BECGBR trade famils hosted business events planners from North America, Singapore, New Zealand, China and India in addition to the collaborative member focused approach for domestic planners. Overall, the region hosted over 170 event planners across 18 educational programs in the region. Supporting site inspections to convert business was a big focus for the team with 21 groups hosted in the region, again, in partnership with the business events members.

We offered opportunities throughout the year for members to meet buyers in person including a collective approach for the Asia Pacific Incentives and Meeting Event (AIME). Business event leads from across Australia were secured following the annual Business Events Cairns & Great Barrier Reef Regional Showcase. The team was accompanied by 18 local business events suppliers to a hosted lunch in Brisbane, breakfast in Sydney and afternoon in Melbourne, meeting with 100 association and corporate buyers, professional conference organisers and destination management companies.

CLIENT TESTIMONIAL

"I just wanted to take a moment to personally acknowledge the incredible support the Veritas Team have received from BECGBR during our current event planning.

To put it simply the bureau has been an absolute lifesaver. Their knowledge, responsiveness, calm nature and can-do attitude have not only made a huge difference to the program, but quite frankly, have been integral to us not breaking down in a heap during what has been an intense two weeks! Every challenge and roadblock we've encountered, they bulldozed through with solutions and ideas!

The bureau has gone above and beyond and has been a true partner in helping us navigate every moving part with clarity and confidence."

BUSINESS EVENTS TRADE EVENTS

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

- Business Events Australia (BEA) China Showcase
- BEA China Seminar in 6 cities
- TEQ Taiwan Queensland Showcase
- BEA CEO India Mission
- BEA USA Roadshow and SMU Trade Show
- IMEX USA with a hosted breakfast for 80 USA buyers
- Business Events Expo Auckland

BUSINESS EVENTS HELD 2024-2025 WITH BECGBR SUPPORT

EVENTS	66
DELEGATES	22,514
DELEGATE DAYS	71,460
VALUE	\$58.1M (WITH HALO - \$87.1M)

BUSINESS EVENTS WON 2024-2025 WITH BECGBR SUPPORT

EVENTS WON	57
DELEGATES	21,175
DELEGATE DAYS	121,515
VALUE	\$64.9M





BECCGBR SUPPORTED BUSINESS EVENTS LEADS

LEADS & REFERRALS

133

DELEGATES

40,402

VALUE

\$117M

2024-2025 SUBVENTION FUNDING

EVENTS WON

10

PROJECTED DELEGATES

6,770

PROJECTED DIRECT
ECONOMIC IMPACT

\$29.1M

PROJECTED TOTAL
SUBVENTION INVESTMENT

\$365,000

PROJECTED ROI

80:01



BUSINESS EVENTS MARKETING

INTERNATIONAL

- Media partnerships delivered 26 (21 digital & 5 print) earned and paid content pieces
- Media outlets: Conference Meeting World – CMW, HQ Magazine, TTG Asia, Meeting Newz, CI&T World, Boardroom, Meetings Today, Prevue, Travel Daily, Travel tour World, eTurbo news
- Partnered with BEA through the Advance Program delivering 12 pieces of content between Conference Meeting World, TTG Asia & Headquarters (8 digital and 4 print) to achieve \$1.35M AVE

DOMESTIC

- Domestic media delivered 31 pieces of content (27 digital and 4 print)
- Media outlets: Spice, Micanet, CIM, Travel Weekly, Executive PA, Meeting Newz, Event Organiser, Nibbler, B&T, Travel Weekly, Misfits Media



MAJOR AND REGIONAL EVENTS

TTNQ work in close partnership with Cairns Regional Council and TNQ's local tourism organisation partners to support major and regional events targeting both overnight visitor expenditure and destination profiling. The portfolio of major and regional events supported through these partnerships achieved \$31 million in overnight visitor expenditure and \$12.7 million in AVE.

Masters' events were prominent this year with the Great Barrier Reef Masters Games, UCI Masters Mountain Bike World Championships and the Masters Trans-Tasman Challenge held in May and June 2025.

Savannah Sounds was introduced to Port Douglas Carnivale on the back of the successful Savannah Sounds on the Reef held the previous year. The spin-off from Savannah in the Round added \$1.1 million to the economy through 3,288 visitor nights.



SAVANNAH EVENTS AT A GLANCE

SAVANNAH IN THE ROUND 11-13 OCTOBER 2024



SAVANNAH SOUNDS 23-25 MAY 2025



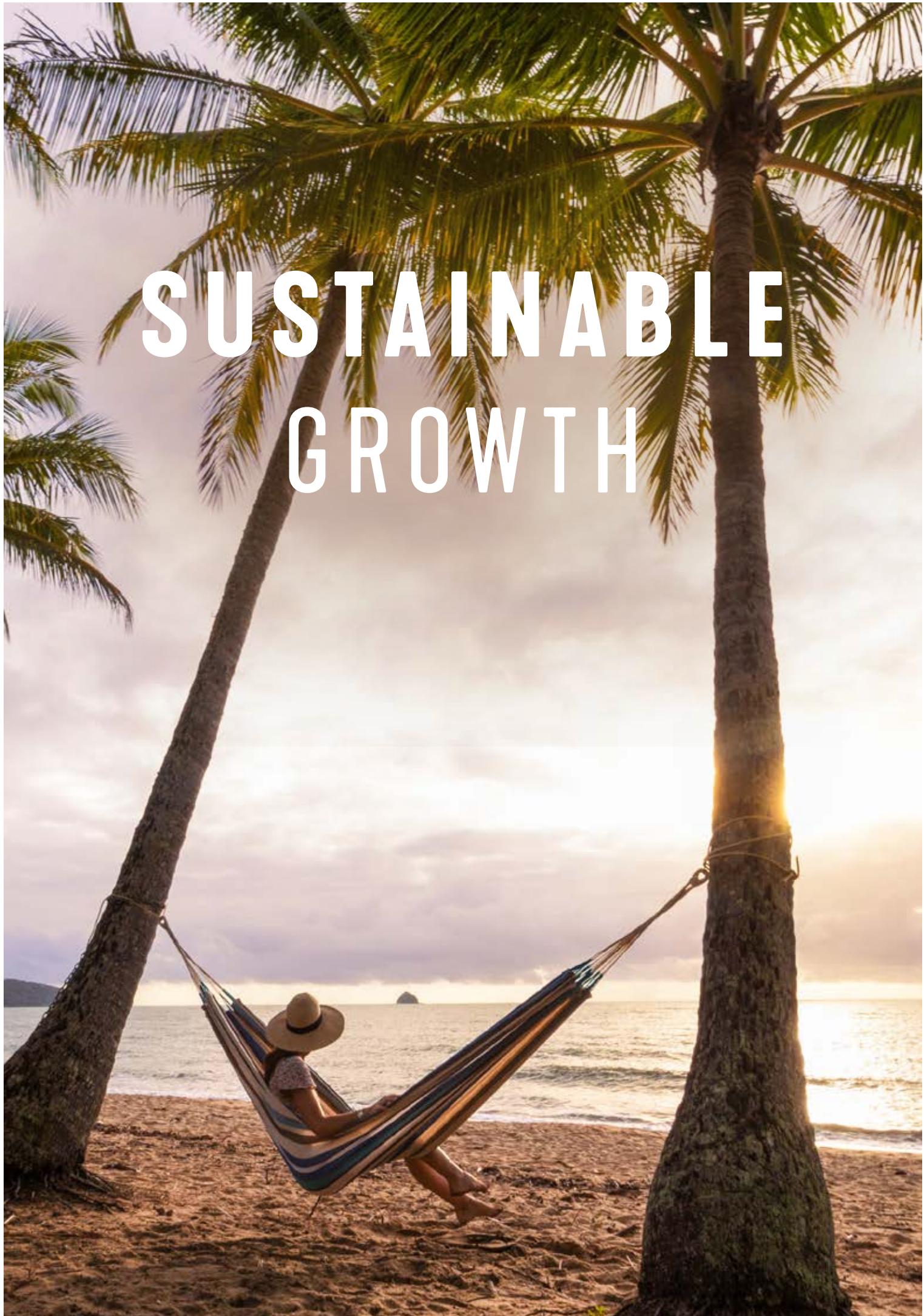
EXPENDITURE	\$10.8M
VISITOR NIGHTS	30,318
VISITORS	9,797
INTRASTATE	78.4%
INTERSTATE	6.6%

EXPENDITURE	\$1.1M
VISITOR NIGHTS	3,288
VISITORS	2,165
INTRASTATE	60.4%
INTERSTATE	7.8%

2024-25 EVENTS CALENDAR

JULY 2024	AUGUST 2024	SEPTEMBER 2024
 <p>CAIRNS INDIGENOUS ART FAIR LAURA QUINKAN DANCE FESTIVAL MAREEBA RODEO FESTIVAL CAIRNS ITALIAN FESTIVAL</p>	 <p>TASTE PORT DOUGLAS CAIRNS FESTIVAL CAIRNS CUP</p>	 <p>CAIRNS AMATEURS PORT DOUGLAS GRAND FONDO OUTBACK BY THE SEA TROPICAL ART DECO FESTIVAL BABINDA HARVEST FESTIVAL</p>
OCTOBER 2024	NOVEMBER 2024	MARCH 2025
 <p>SAVANNAH IN THE ROUND PORTS SHORT FILM FESTIVAL SHINE ON GIMUY YARRABAH MUSIC & CULTURAL FESTIVAL DREAM ALOUD</p>	 <p>CAIRNS FASHION WEEK</p>	 <p>EASTER AT EINASLEIGH FEAST OF THE SENSES</p>
APRIL 2025	MAY 2025	JUNE 2025
 <p>UNDARA ROCK & BLUES FESTIVAL</p>	 <p>CRANKWORX CAIRNS UCI MASTER MOUNTAIN BIKE WORLD CHAMPIONSHIPS PORT DOUGLAS CARNIVAL & SAVANNAH SOUNDS GREAT BARRIER REEF MASTERS GAMES GREAT WHEELBARROW RACE CAIRNS CHILDREN'S FESTIVAL MT GARNET RODEO & RACES</p>	 <p>IRONMAN CAIRNS COOKTOWN DISCOVERY FESTIVAL ECO FIESTA</p>

SUSTAINABLE GROWTH



SUSTAINING TTNQ

TTNQ's advocacy over the past five years has directly injected more than \$100 million in grants and funding support into our industry. State and Federal Government grants, along with our core funding from Cairns Regional Council, matched by our industry led to a record year of expenditure for TTNQ of \$30.5M.

The organisation continued its focus on efficiency and delivering on results, with 90% of all expenditure going into market to drive demand or support our industry, with just 10% for the administration of a record number of domestic and international campaigns and contracts.

The contributions by our Local (11%), State (5%) and Federal Governments (27%) were more than matched with 56% of total income coming from cooperative marketing (\$16M) and membership income. For our local supporter, Cairns Regional Council's investment in TTNQ of \$3.4M was matched by \$16.8M from industry and \$9.6M from the State and Federal Government for a total income of \$29.9M.

Members will note that TTNQ is recording an operating loss of \$676,739 this financial year. This comes from an organisation and Board decision to draw down some of the organisation's retained earnings from the past five years to run additional domestic campaign activity. Recognising the challenges our industry was facing in a slowing domestic market, the organisation allocated \$750,000 to dedicated domestic campaigns and made operational savings of \$73,261.

Over the coming three years the TTNQ budget is forecast to drop to less than one-third of the 2024-25 budget, making the challenge of maintaining market share that much more challenging. Alternative forms of sustainable funding are needed for TTNQ to continue to deliver the record return on investment the organisation has delivered in campaign generated overnight visitor spend at \$283M and Advertising Value Equivalent at \$275M, equating to at least 18:1 ROI.

TTNQ INCOME 2024-25 (VS 2023-24)

	24-25	23-24
MEMBERSHIP AND COOP MARKETING	56%	29%
CAIRNS REGIONAL COUNCIL	11%	20%
STATE GOVERNMENT (INC. TEQ)	5%	14%
FEDERAL GOVERNMENT	27%	37%

TTNQ EXPENDITURE 2024-25 (VS 2023-24)

	24-25	23-24
MARKETING	79%	67%
ADMINISTRATION	10%	15%
PARTNERSHIPS & EVENTS	8%	15%
INDUSTRY SUPPORT	3%	3%

SUSTAINING OUR REGION

TTNQ continues to demonstrate our leadership in sustainable and regenerative tourism by publishing our first annual Sustainability Report charting the extensive work we have undertaken in 2024 and identifying our priority actions for 2025.

Our destination has 240 experiences with Ecotourism, Sustainable Tourism or EarthCheck accreditation.

The Sustainability Leaders Cluster Group increased from 71 to 113 members in 2024-25 with its members benefiting from workshops with Renewables Centre Australia, connections for shared learning and resourcing, and support to measure, record and utilise their sustainability data.

At least 20% of TTNQ members are measuring and offsetting their impacts through local conservation programs that also engage visitors in the 'Leave Greater' story. More than 30 members are partnering with Reforest and TTNQ in our Promise of Greater Good offset program restoring Mabi forest, with the most recent planting of 3,150 trees undertaken in January 2025.

This planting alone will remove 637 tonnes of carbon dioxide over the next 25 years and create a wildlife corridor for the endangered tree kangaroo on the Atherton Tablelands.

The TTNQ First Nations Tourism Action Plan recognises that all tourism is on Country, supporting Indigenous tourism experiences to develop, and encouraging more visitors to connect with culture.

The TTNQ annual Indigenous Experiences Showcase was held on 9 June at The Benson Hotel with 12 Indigenous Experiences showcasing their tours and attractions to 10 distribution and tourism partners including our cruise volunteers, bus companies, tour desks, event partners and marketing partners including the Tourism and Events Queensland team from Brisbane.

With funding from the State Government's Strategic Indigenous Tourism Program, the organisation hosted three operator famils for 20 Indigenous tourism experiences to build the network. This resulted in 10 new experiences becoming a part of the Deeper into Dreaming Trade brochure that now has over 50 Indigenous tourism experiences, art centres, events and accommodation listed as international-ready.

The region also developed a TTNQ First Nations Experience Marketing Plan to guide our activities over the coming years.



MEMBERSHIP

BUILDING COMMUNITY AND CAPACITY ACROSS
TROPICAL NORTH QUEENSLAND TOURISM

THE MEMBERSHIP NETWORK

TTNQ MEMBERS BENEFITTED FROM 12 MONTHS OF TRADE, EDUCATIONAL AND NETWORKING OPPORTUNITIES ACROSS A RANGE OF EVENTS

The 2024-25 membership year closed with a total of 604 members, of which:

- A record 61% of members assessed were awarded with “Best of Queensland Experience”.
- Just over 50% of all members were based outside the Cairns area.
- Just under 30% (172 of 604) were non-financial members, connected via their active membership of their own Local Tourism Organisation (LTO) or Local Tourism Association (LTA).

THE 2024/25 LTO / LTA NETWORK

- Cassowary Coast Tourism (LTO)
- Cooktown Chamber of Commerce (LTA)
- Gulf Savannah Development (LTA) *new in 2024-25*
- Mareeba Shire Tourism (LTO) *new in 2024-25*
- Tourism Atherton Tablelands (LTO)
- Tourism Palm Cove (LTA)
- Tourism Port Douglas Daintree (LTO)
- Trinity Beach Promotion Association (LTA)

MEMBERSHIP IN NUMBERS

- Membership revenue (2024-25) - \$680,484 (exceeded target)
- Member retention – 89%

PERFORMANCE

Member satisfaction with TTNQ's performance increased from the previous year.

- 86% were overall satisfied (84% in 2023)
- 94% found e-comms useful (90% in 2023)
- 86% satisfaction with advocacy (84% in 2023)
- 87% approved the strategic direction (79% in 2023)

NEW MEMBER ORIENTATION SESSIONS

- A total of 77 attendees participated across eight online sessions.





MEMBER EVENTS

MAJOR MEMBER EVENTS

- SEPTEMBER**
 - TTNQ Member Marketing Basics Workshop
- OCTOBER**
 - Expedia TNQ Tourism Industry Excellence Awards
- NOVEMBER**
 - ATDW / BOQE Experts Sessions hosted in both Port Douglas and Mission Beach
- MAY**
 - 10 members complete the International Trade Engagement Program
 - TTNQ Cruise Seminar
- JUNE**
 - My QLD TNQ Tourism Conference

MEMBER NETWORKING EVENTS

- AUGUST**
 - Sunshine Tower Hotel
- SEPTEMBER**
 - Cairns Harbourside Hotel
- NOVEMBER**
 - Ochre Restaurant
- DECEMBER**
 - Niramaya Villas and Spa (Port Douglas)
- FEBRUARY**
 - Cairns Convention Centre
- APRIL**
 - Hilton Cairns - celebrating launch of Fiji Airways connection

TTNQ also supported LTO/LTA Networking Events in Palm Cove, Mareeba and Port Douglas.



TTNQ PERSONNEL

BOARD OF DIRECTORS



JOHN O'SULLIVAN
[FROM 19 OCTOBER 2023]
CHAIR – APPOINTED DIRECTOR
Experience Co, CEO &
Executive Director



JANINE BOWMAKER
GENERAL DIRECTOR
Banora International,
Managing Director



WAYNE RENOLDS
DEPUTY CHAIR –
APPOINTED DIRECTOR
The Reef Hotel Casino, General
Manager Hotel



NIKKI GIUMELLI
GENERAL DIRECTOR
Green Arrow Consultancy,
Tourism Consultant & Project
Manager



JANET HAMILTON
APPOINTED DIRECTOR
Cairns Convention Centre,
General Manager



ALAN WALLISH
GENERAL DIRECTOR
Passions of Paradise,
Managing Director



RICHARD BARKER
APPOINTED DIRECTOR
Cairns and
Mackay Airports, CEO



RACHAEL HODGES
[FROM FEBRUARY 2025]
APPOINTED DIRECTOR
Mossman Gorge Cultural
Centre, General Manager



BEN WOODWARD
GENERAL DIRECTOR
The CaPTA Group,
Director of Sales and Marketing



JEFF GILLIES
[UNTIL OCTOBER 2024]
GENERAL DIRECTOR
Coral Expeditions
Chief Commercial Officer

FINANCE, AUDIT AND RISK MANAGEMENT COMMITTEE

GREG NUCIFORA

CHAIR

Bell Potter Securities,
Branch Manager

JOANNE PARISI

Parisi Foley Law Pty Ltd

RICHARD BARKER

Cairns & Mackay Airports, CEO

WAYNE REYNOLDS

DEPUTY CHAIR

The Reef Hotel Casino,
General Manager Hotel

MARK OLSEN

TTNQ, CEO and Company
Secretary

JEFF GILLIES

[UNTIL OCTOBER 2024]

Coral Expeditions, Chief
Commercial Officer

JOHN O'SULLIVAN

Experience Co, CEO &
Executive Director

KRISTY PAPROTH

TTNQ, Finance & Corporate
Services Manager and
Company Secretary

HUMAN RESOURCES COMMITTEE

JANET HAMILTON

CHAIR

Cairns Convention Centre,
General Manager

MARK OLSEN

TTNQ, CEO and Company
Secretary

JOHN O'SULLIVAN

Experience Co, CEO &
Executive Director

WAYNE REYNOLDS

The Reef Hotel Casino, General
Manager Hotel



MARKETING & CONTENT



LANI COOPER
GENERAL MANAGER – MARKETING



KATHERINE CUTLER
SALES & MARKETING MANAGER
– WESTERN MARKETS



SAM SAKAMOTO
SALES & MARKETING MANAGER
– ASIA & EDUCATION



HARRIET GANFIELD
SALES & MARKETING MANAGER –
GREATER CHINA | SUSTAINABILITY
PROJECT MANAGER



CORRINNE SINGLETON
MARKETING & CAMPAIGNS
SPECIALIST



BRITTANY NASH
DIGITAL & CONTENT SPECIALIST



TANYA SNELLING
SOCIAL MEDIA AND MARKETING
(CONTRACTOR)

PARTNERSHIPS & EVENTS



TARA BENNETT
GENERAL MANAGER –
PARTNERSHIPS & EVENTS



NATALIE JOHNSON
MANAGER – BUSINESS EVENTS



KIRSTY BOASE
EVENTS COORDINATOR



TRACEY KINGSTON-BULL
MARKETING COORDINATOR



ROB DEAN
INDUSTRY RELATIONS MANAGER

CEO OFFICE & ADMINISTRATION



MARK OLSEN
CHIEF EXECUTIVE OFFICER
AND COMPANY SECRETARY



SUE KRASICKI
SENIOR FINANCE OFFICER



KRISTY PAPROTH
FINANCE & CORPORATE SERVICES
MANAGER AND COMPANY
SECRETARY (CASUAL)



GEORGE BELL
INDIGENOUS EXPERIENCES CLUSTER
COORDINATOR (PART-TIME)



JUDY LLOYD
EXECUTIVE ASSISTANT TO THE
CEO / OFFICE MANAGER



LIZ INGLIS
CORPORATE MEDIA
COMMUNICATIONS (CONTRACTOR)



JAMES SCULLEN
BUSINESS SYSTEMS
MANAGER (PART-TIME)



A photograph of a man and a woman sitting on a large, smooth, reddish-brown rock in a river. They are facing each other, engaged in conversation. The river flows through a dense, lush green forest. The water is clear and reflects the surrounding greenery.

VISIT OUR CHANNELS

CONSUMER

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[x @cairnsGBR](https://www.x.com/cairnsGBR)
tropicalnorthqueensland.org.au

#EXPLORETNQ #EXPLORECAIRNSGBR

BUSINESS EVENTS

[in Business Events Cairns & Great Barrier Reef](https://www.businesseventscairns.com.au)
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#MEETINCAIRNSGBR

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