

MEDIA RELEASE



September 12, 2025

TTNQ delivers record international marketing figures

Tourism Tropical North Queensland's (TTNQ) record 110 international campaigns in 2024-25 delivered an extra 205,000 visitors to the region supporting more than 1500 additional jobs in our communities.

Releasing TTNQ's 2024-25 Annual Report on the organisation's 50th anniversary today (September 12), Chief Executive Officer Mark Olsen said two-thirds of those visitors were international and one-third domestic with the majority travelling in the shoulder and off-peak seasons, supporting year-round employment.

"Since the borders reopened, international visitor spend in Tropical North Queensland has rebounded to nearly \$1.1 billion, on par with 2019 expenditure, powered by the strong partnership of the tourism industry, TTNQ and Cairns Airport," he said.

"International visitor expenditure now supports nearly one-quarter of the one in six jobs in our community that depend on tourism.

"This excellent result occurred despite TTNQ facing challenging times over the past 12 months from the growth of overseas travel by Australians and the slower recovery of markets like China.

"For every local government dollar invested in marketing Tropical North Queensland, TTNQ secured nearly \$9 of partner funding ensuring ratepayer investment is returned to the community through strong economic results.

"TTNQ-led campaigns delivered \$274 million in advertising value thanks to the organisation achieving an 85:1 return on investment and a record \$281 million in visitor expenditure, bringing an 87:1 return on investment directly into our communities.

"Our international market focus and outstanding results supported new direct international routes in 2024-25 with Cathay Pacific starting seasonal flights from Hong Kong over Chinese New Year, Fiji Airways arriving in April from Nadi with links to North America, and Jetstar flying year-round from Christchurch.

"Campaign highlights include The Guardian of the Reef which generated \$13.4 million in sales of Great Barrier Reef products and 32,100 bookings while global coverage exceeded 5 billion for the launch of The Lifetime of Greatness Project.

"Our Webjet domestic campaign in October 2024 sold out in just 36 hours and was the strongest campaign since the pandemic with a 2138 per cent increase in passenger volumes compared to the day prior.

"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.

"Our business events capability was highlighted in September 2024 when Australia Next brought 89 international incentive buyers, 15 media and 105 sellers to Cairns to showcase the destination with a 100 per cent satisfaction rating.

"Amway Korea was confirmed to bring 2700 delegates to Cairns in November and December 2025 in waves of 650 injecting \$11.7 million into the Cairns regional economy.

"Major and regional events, including those supported by the joint flood recovery funding from TTNQ's advocacy, contributed to \$26 million in overnight visitor expenditure."

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Read the 2024-25 TTNQ Annual Report: <https://tourism.tropicalnorthqueensland.org.au/tools-resources/>

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