

May 5, 2026

Discounted deals to lure visitors to Tropical North Queensland

The first 400 bookings for a Tropical North Queensland holiday with My Queensland from today (May 5) will receive a \$300 bonus on package deals for travel during May and June, as part of a destination brand campaign to drive immediate visitation to the region.

The My Queensland deals include:

- Seven nights at Crystalbrook Riley from \$1799 per person twin share. This includes flights with checked luggage, return private airport transfers, a room upgrade, daily breakfast and up to \$2000 in bonus value including a \$500 dining credit plus \$300 off for travel before June 30.
<https://www.myqldholiday.com.au/package/crystalbrook-riley-a-cairns-luxury-resort-7-nights-resort-room-flights-incl/>
- Five nights at Pullman Port Douglas Sea Temple Resort and Spa from \$1699 per person twin share. This includes flights with checked luggage, return airport coach transfers, daily breakfast and up to \$2000 in bonus value including a choice of reef or rainforest experiences and dining vouchers plus \$300 off for travel before June 30. <https://www.myqldholiday.com.au/package/pullman-port-douglas-sea-temple-resort-spa-5nights-studio-spa-room-flights/>

Tourism Tropical North Queensland (TTNQ) Chief Executive Officer Mark Olsen said the integrated Winter Campaign including the My Queensland deals targeted key southern markets with the goal of bringing some 1000 people to the region before June 30.

"TTNQ has immediately responded to the slow start to the shoulder season and unpredictability about the upcoming peak season by investing in this unbudgeted campaign to target last-minute holiday bookings," he said.

"There is a lot of uncertainty from travellers about what to do with their holiday time with some changing their plans and looking for reassurance before they choose a destination.

"This Winter Campaign is about getting in front of the customer, particularly those who had overseas trips planned, and encouraging them to holiday in Australia's international destination – Tropical North Queensland.

"We also want to encourage visitors to book experiences, and the \$300 bonus will help people to add another tour option to their holiday package.

"Through tactical brand digital activity in Sydney, Melbourne, Adelaide and South East Queensland we aim to generate 54,000 clicks that will drive direct referrals through the Tropical North Queensland consumer website ([CairnsGreatBarrierReef.com](http:// CairnsGreatBarrierReef.com)) to operators.

"My Queensland will provide additional exposure for Tropical North Queensland through a multi-channel campaign across newspapers, digital, including video distribution via Flight Centre and ALDI Holidays, and an e-newsletter to their extensive database."

My Queensland General Manager Paul Yui said partnerships such as this played an important role in keeping momentum for destinations like Tropical North Queensland, particularly as travellers become more intentional about when and how they book.

MEDIA RELEASE



"My Queensland consistently sees strong appetite for Tropical North Queensland driven by its accessibility, climate and breadth of experiences," he said.

"Value-led experiences give travellers the extra nudge to book that winter getaway. Importantly, it's not just about driving visitors, but about supporting local hotspots and ensuring the benefits of increased visitation are felt across the region.

"By working closely with Tourism Tropical North Queensland, we're able to bring incredible offers to life in a way that resonates with travellers."

Check out the My Queensland deals: <https://www.myqldholiday.com.au/ttnq-300-off/>

ENDS

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