

A person is swinging on a rope over a river in a tropical forest. The person is wearing a red and white swimsuit and is in a crouched position. The river is clear and green, with a rocky bank. The forest is dense with various tropical plants and trees. The text "WORKING WITH TTNQ" is overlaid in large white letters.

WORKING WITH TTNQ

2026 – 2027

TOURISM
TROPICAL NORTH
QUEENSLAND

An aerial photograph of a tropical coastline. The top half of the image shows a vast expanse of deep blue ocean meeting a clear sky at the horizon. The bottom right corner shows a sandy beach where a group of about seven people are walking along the water's edge. The water transitions from a deep blue to a lighter turquoise near the shore.

**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 aerial photograph of a tropical coastline. In the foreground, a dense forest of green palm trees covers a sandy beach. To the left, the turquoise ocean meets the shore with gentle waves. In the background, a range of blue mountains stretches across the horizon under a clear sky with a few wispy clouds.

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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 Tropical North Queensland as a united force. We celebrated our 50th year in October 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 put the destination first, showcasing Tropical North Queensland to the world and that supports the growth of all businesses in our region. Knowledge is shared and when times get tough, we pull together as an industry to support each other.

We are very conscious that the uncertainty created from the events in the Middle East and the rising costs of business, especially fuel, but including overheads, insurance and many more costs of operations are impacting margins and cash flow. We are open to working with you to find the best membership model and approach for your organisation.

The power of working collectively is never more apparent than when we face tough times and

come together. With the support of our industry, TTNQ has already delivered \$140 million in advertising value equivalent and \$230 million in campaign generated visitor spend, supporting an estimated 1,250 extra jobs in our community in the first nine months of the 2025-26 financial year. This comes off the back of record growth in international visitors supported by the \$15 million Federal funding that brought an additional 282,000 international visitors making direct bookings for our members and spending \$450 million in our region.

TTNQ is here to lead the marketing of TNQ as a tourism destination, and to bring our industry together so that we can get cut through in this crowded marketplace. We do that by supporting our industry to tackle the challenges of a changing sector, including the changing role of AI, and to advocate for the needs of the industry, as well as running domestic and international campaigns that drive bookings. Members have joined our trade missions to sell TNQ 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, TTNQ has 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 also 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 our corporate website www.tourism.tropicalnorthqueensland.org.au to read more about TTNQ's strategic direction and 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 delivered outstanding results that are driving our international recovery and working hard to hold our domestic market share.

It is a great time to join Team TNQ so that you too can reap the benefits of this extraordinary

marketing success. In doing so you will help us to build a strong regional story so that more travellers choose TNQ in 2026-27 supporting jobs, our communities, and fast-growing sectors of our economy that rely on domestic and international connectivity.

We look forward to working with you in 2026-27.



Mark Olsen
Chief Executive Officer



TTNQ Corporate Governance

As the Regional Tourism Organisation, Tourism Tropical North Queensland (TTNQ) brings together the industry and the community to drive the value of the visitor economy through destination marketing. We are committed to achieving a high standard of corporate governance throughout the organisation, including the executive, the managerial level and the administration of our membership. View TTNQ Constitution and TTNQ Board Charter.

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 looking towards 2045 with the Tropical North Queensland Destination Management Plan aligned to the State Strategy, seeking to double the visitor economy's value by 2045. The Plan aims to add an extra \$1B of visitor spend in the region by the Brisbane Olympic and Paralympic Games in 2032.

DESTINATION VISION

AUSTRALIA'S #1 ECOTOURISM REGION, AND A GLOBAL LEADER IN ADVENTURE & REGENERATIVE TOURISM, DRIVING VISITOR SPEND

DESTINATION GOAL

A THRIVING TROPICAL DESTINATION DELIVERING \$5.4B 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

A person is swinging on a rope from a palm tree on a beach at sunset. The scene is peaceful, with the sun low on the horizon, casting a warm glow over the water and sand. The palm tree is leaning over the beach, and its fronds are silhouetted against the sky. The person is in the middle of a swing, and their shadow is cast on the sand. The overall mood is relaxed and serene.

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 drive conversion into bookings. These include:

- Trade engagement activities and in-market training
- Media and trade familiarisations/educational
- 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 2026 KEY RESULTS

- \$144.7M in Advertising Value Equivalent (AVE) (Target \$78.5M)
- \$214.9M in Overnight Visitor Expenditure (OVE) (Target \$213M)
- \$4.5M in Cooperative marketing activities (Target \$5M)
- \$158.8M in Business Events leads (Target \$104M)
- Driving 1.2M Unique Visitors to our consumer website (Target 1.1M)
- Generating 130,636 direct referrals to Members websites and booking platforms. (Target 110,000)

2025-2026 CAMPAIGN EXAMPLES

THE LIFETIME OF GREATNESS PROJECT

Launched globally on Earth Day in April 2025, the Lifetime of Greatness Project nominated the Great Barrier Reef as the first non-human recipient of the United Nations Environment Programme's Champions of the Earth Lifetime Achievement Award. Supported by scientists, First Nations ambassadors, schools, government agencies, Reef advocates and industry leaders, the initiative reached a **global audience of 5 billion** and **generated 1.3 million supporters**. It reframed the Reef as a living entity worthy of the world's highest environmental honour, highlighting the Reef's ecological, cultural and economic value, while underscoring how tourism and science together drive regenerative outcomes. The Project won Initiative of the Year in the global Regenerative Travel Awards.

More information on TTNQ's marketing activity can be found in the 2024-25 Annual Report.

[👉 View here](#)

LOW SEASON AUTUMN CAMPAIGN

Targeting months with soft visitation this campaign ran from January 2026 to May 2026 reaching high-yield markets in Sydney, Melbourne, south-east Queensland, and Adelaide with various partners including Ignite My Queensland, Luxury Escapes and Expedia Group. The campaign is forecast to achieve \$3.3M in AVE, attract 31K travellers and generate \$16.8M in overnight visitor expenditure.

More information on TTNQ's marketing activity can be found in our Annual Reports.

 [See 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 March 2026, TTNQ has worked alongside our members to engage with 3,032 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 mentoring with trade specialists. 2026-27 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. As of March 2026, TTNQ has hosted 59 journalists and media representatives from Australia and internationally, in the region. Email your information to 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 **Booking.com's 2026 Travel Predictions Put Port Douglas on the Map, Things to Do in Cairns for the Ultimate Tropical Getaway** and **Tropical North Queensland Celebrates Big 2026 Milestones**. They also amplify the PR efforts of local operators through media

partnerships with the likes of Sunrise and Today Show weather crosses, or channel Seven's Weekender, which recently featured Nala Resort, Dunk Island and other operators in Mission Beach and Atherton Tablelands. An additional Weekender segment is being filmed in May and will cover Cairns, Trinity Beach, Palm Cove, Daintree and Cape Tribulation, and another in June covering the Savannah Way.

TRADE AND MEDIA "EDUCATIONAL TOURS" (FAMILS)

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 2025 to March 2026, the team secured 43 future business events worth \$46 million in overnight visitor expenditure as well as assisting with 150 leads worth at least \$168M. The team's biggest win this year was the 2025 Amway Korea visit in November with 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 Business Events members to meet buyers in person. These include annual in-market activities, trade events, targeted familiarisation programs to the region and hosted site inspections. This is supported by marketing activities across owned and paid channels to educate business events planners on the regions unique attributes.

 [See Business Events](#)



2025 Key Results: Representing one in three across all of Queensland, 62 TNQ attractions, tours, accommodation providers or hire companies were awarded with the new Gold-level recognition in the Best of Queensland Experiences Program (BOQE).

CASE STUDY TROPIC TOURS - TRADE ENGAGEMENT

Tropic Tours has had an exciting 2025-26 by taking advantage of the many membership benefits they receive as a Partner of Tourism. This year, Renae and Simon Vivic experienced their first Australian Tourism Exchange as a new seller after joining TTNQ's trade ready program to understand how to work with international markets.

"We promoted our signature Cassowary Coast Goondoi Culture Experience at ATE26. We had 95 appointments, and the response was extremely positive, with strong interest in the Cassowary Coast and our authentic cultural experience. Since then, we have secured contracts with Destination Management Companies and Inbound Tour Operators with many more follow-ups still to action," Renae says.

The cruise market is also growing strongly for Tropic Tours after connecting with a ground handler at the 2024 TTNQ Cruise Conference. "We have an excellent relationship with Inter cruises and have just received our bookings for the year ahead. We are also submitting a proposal with the Bob Wood Cruise Group after they showed strong interest in our product at ATE," Renae says.

"TTNQ's Western Markets Sales & Marketing Manager Kath Cutler has been an incredible

mentor and has organised for us to present to wholesaler ANZCRO. Learning more about the many distribution channels available to us has been extremely valuable in understanding how to move forward in our key markets.

"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.

"Achieving the Gold Tier as a Best of Queensland Experience 2026, after receiving the Teal Tier in 2025 was a wonderful recognition for our team. As we continue to grow, we are now looking for a third guide and have also employed administration support to help manage the increasing demand."



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. Events contribute \$33 million in overnight visitor expenditure annually bringing many first time visitors and assisting in softening the regions seasonal visitation patterns.

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 \$12.8 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.

TTNQ ADVOCACY

- Established a media roundtable with QTIC and TEQ to directly engage the key influencers in the State's major media outlets to ensure accurate reporting on weather events; this group was directly engaged through the summer storm season.
- Ongoing engagement with the Reef Authority, AIMS, and universities through our partnership with AMPTO encouraging more balanced reporting of coral bleaching and recovery.
- Secured the \$10M Federal Government Reef Education Subsidy in the budget – a national first starting in July, a concept developed and driven by TTNQ.
- Delivery of three Strategic Indigenous Tourism Grants for our region supporting operators with mentoring and emerging Indigenous experiences with famil visits.
- Continued advocacy for sustainable funding and industry support through weather events and the continuing fuel crisis.

MARKETING RESOURCES

A full-page background image showing a man standing under a waterfall in a lush forest. The man is shirtless, has a beard, and his arms are raised in a gesture of joy or surprise. He is standing in the pool of water at the base of the waterfall. The waterfall is cascading over dark, mossy rocks. The surrounding area is filled with green foliage, with some leaves in the foreground being out of focus. The overall mood is refreshing and natural.

WEBSITES

DESTINATION

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 is used for campaign activity to direct visitors to the current campaign page.

INTERNATIONAL

JAPAN: 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

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

BUSINESS EVENTS

businesseseventscairns.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

The TTNQ corporate website is designed to assist members with resources, markets insights, our strategies, a corporate event calendar, media releases and much more.



2025 Key Results: Cairns successfully hosted the 2025 Amway Korea incentive program that saw a total of 2800 delegates over a period of 22 days injecting up to \$13 million into the Queensland economy.

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
-  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



2025 Key Results: International visitor data in December 2025 showed numbers grew by 14.6% to 595,000 in the year to September 2025 from the previous year, driving record spend of \$1.1 billion, an 18.5% increase.



MEMBERSHIP

2026-2027



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 | 07 4031 1226

CALENDAR OF LEARNING INITIATIVES

The wide variety of informative activities offered to members by TTNQ and its partners will be listed in the fortnightly PULSE Newsletters sent to all members. We strongly encourage all Members to review those newsletters closely for relevant opportunities as registration is generally required. Below is an outline of some of the key events available to Members in the coming year.

ANNUAL CALENDAR OF EVENTS

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

- **The 2026 My Queensland TNQ Tourism Conference** was the most recent edition of the TNQ Annual Tourism Conference. Held in June every year with a full day program and post-event networking, these events are designed to inform and inspire members with the latest trends in tourism marketing. The next TNQ Tourism Conference will be held in June 2027.
- **Cruise Seminar:** In partnership with Ports North, this annual event invites Cruise Industry professionals to share their outlooks and insights on the Cruise Industry across our region.
- **Business Events Member Updates:** An opportunity for Business Events Members to gain an update on activities and opportunities across business events, these updates are held three times a year.
- **Distribution Essentials Workshop:** Held in September each year, with a focus on the role and functions of the Australian Tourism Data Warehouse (ATDW) and Best of Queensland Experiences Program (BOQE), this session suits early-stage operators in understanding the support available around digital distribution.

“CONNECTING WITH” INTERNATIONAL MARKETS SERIES:

These members-only sessions offer background information and strategies for engaging with some of our key international source markets.

26/27 (SCHEDULED EVENTS)

Jun 26 Connecting with the UK & Europe	Nov 26 Connecting with India
Jul 26 Connecting with Business Events	Feb 27 Connecting with North America
Aug 26 Connecting with China	April 27 Connecting with the UK
Sep 26 Connecting with Japan	May 27 Connecting with Europe

MEMBER NETWORKING EVENTS:

Typically held on Wednesdays, these informal sessions are a great opportunity to enjoy a drink while interacting with TTNQ staff and other members.

29 July - Novotel Oasis Resort

9 September – (Cairns / TBC)

25 November - Kuranda location TBC (with MSC)

9 December - Port Douglas location TBC (with TPDD)

2027 Events TBA – Stay tuned to our Invitations and Pulse Newsletters!

Two Cluster Groups exist to bring together members in two specific areas of interest across our region:

INDIGENOUS CLUSTER

This cluster group exists to support and develop Indigenous operators and workers in our destination. The annual **“Deeper into Dreaming” publication** is a showcase of the regions cultural offerings from the clusters members.

SUSTAINABILITY CLUSTER

Since 2024, this invitation-only group of Eco accredited operators shares knowledge and experience.

The **Sustainability Hub** on our website also hosts information for operators considering the process of accreditation.

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 I am a business that works with the Tourism industry and wish to engage deeper with the regions		TOURISM I am directly involved in the tourism industry, with bookable products or services.			BUSINESS EVENTS 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
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 and support trade missions, famil programs and site visits.
Professional Services, Recruitment and Training, Financial Services, Advertising, Marketing, PR Print and Promotion Photographer / videographer		Activities, Tours and Attraction, Accommodations, Dining and Entertainment, Transport and Vehicle Hire			Tourism Experiences, Event Venues and Catering, Business Event support services
Please contact Rob Dean on 07 4015 1226 or membership@ttnq.org.au 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.



2025 Key Results: March year-end of 2025-26 TTNQ reported on 58 International campaigns and delivered \$132 million in direct campaign generated OVE, 91 thousand pax to region and an average ROI of 109:1.

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.

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.



2025 Key Results: In 2025, TTNQ Celebrated 50 years of operations with a Gala Awards Night at the Cairns Convention Centre.



MEMBERSHIP INCLUSIONS

		CORPORATE SUPPORTER OF TOURISM \$460	AMBASSADOR OF TOURISM \$200	PARTNER OF TOURISM \$1,320	PARTNER OF BUSINESS EVENTS \$4,350	CHAMPION OF TOURISM \$23,100
CONNECT	Receive industry newsletters and communications	✓	✓	✓	✓	✓
	Receive invitations to Industry Events	✓	✓	✓	✓	✓
	RTO Accreditation for 'Best of Queensland Experiences' program		✓	✓	✓	✓
	Update TTNQ Team on new products and submit content for member newsletter			✓	✓	✓
	Votes at TTNQ's AGM and / or nominate for board position	0	0	1	2	4
	Participate in Industry Advisory Groups			✓	✓	✓
PROMOTE	Consumer website product listing and access to media library	1	1	1	2	5
	Access to media and influencer activity	✓	✓	✓	✓	✓
	Advertise on the TTNQ Deals Page and participate in campaign opportunities		\$200 fees apply			
	Listing on Supplier Page and Member Services email	✓				
	Inclusion in relevant destination marketing campaigns and corporate PR activity			✓	✓	✓
	Invitations to capacity building training and mentoring		✓	✓	✓	✓
	Participate in trade activities including missions, educational programs & international trade mentoring			✓	✓	✓
	Inclusion in international recovery activities			(limited)	(limited)	(Inclusion in all relevant activity)
	Participate in business events marketing and bids, trade shows & educational programs				✓	✓
	Preferred venue for industry events and meetings				✓	✓

		CORPORATE SUPPORTER OF TOURISM \$460	AMBASSADOR OF TOURISM \$200	PARTNER OF TOURISM \$1,320	PARTNER OF BUSINESS EVENTS \$4,350	CHAMPION OF TOURISM \$23,100
ENGAGE	Invitations to Business Events member updates				✓	✓
	CEO Monthly Roundtables with support on advocacy issues					✓
	Receive monthly actual and forecast visitation data reports					✓
	Access to exclusive meetings with local, state, federal tourism organisations and Executive Teams					✓
	TWO free tickets to the TNQ Tourism Conference and the TNQ Tourism Industry Excellence Awards					✓
SPECIALIST BUNDLES	Cruise Bundle		\$1000	\$1000	\$1000	\$500 for first product inclusion



CRUISE BUNDLE

2026-2027



CRUISE BUNDLE

\$1,000 INC. GST

(20 SPOTS AVAILABLE)

There are already more than 121 cruise calls scheduled across TNQ ports between July 2026 and June 2027, including some 81 to the Cairns Cruise Liner Terminal and 10 into Yorkeys Knob.

The 2026/26 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 2026 (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



2025 Key Results: TTNQ initiatives, Guardian of the Reef campaign and The Lifetime of Greatness Project designed to draw attention to the value of the Great Barrier Reef were awarded the Initiative of the Year in the global Regenerative Travel Impact Awards 2025.



CASE STUDY MEXICAIRNS BUSINESS EVENTS

Just 18 months after launching, Mexicairns was awarded one of the Top 5 Best Regional Event Venues in the SPICE Magazine Hot 100 Hotels and Venues 2026. With dynamic play spaces perfect for building team spirit, the off-site venue quickly became a favourite for large and intimate groups.

Cairns Crocodiles returned to Mexicairns in 2026 for their farewell party for the second year in a row, and Priceline held a buyout event for 600 for their Welcome and their Gala After Party in 2026. Mexicairns also hosted the welcome event for TTNQ's Connect In Cairns in 2025 which was an ideal ice breaker for the business events showcase.

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

"Joining prior to opening meant TTNQ was an extension of our sales and marketing team – I couldn't have worked with 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 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.”



2025 Key Results: The Lifetime of Greatness Project nominated the Great Barrier Reef as the first non-human recipient of the United Nations Environment Programme’s Champions of the Earth Lifetime Achievement Award. The initiative reached a global audience of 5 billion and generated 1.3 million supporters; reframing the Reef as a living entity worthy of the world’s highest environmental honour.

THE TOURISM INDUSTRY

NATIONAL TOURISM ORGANISATION



STATE TOURISM ORGANISATION



REGIONAL TOURISM ORGANISATIONS

TOURISM
TROPICAL NORTH
QUEENSLAND

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.



2025 Key Results: In financial year 25/26 BE contributed 139 million in delegate spend and contributed the proportion of international delegates grew from 8.7 to 15% showing strong growth in the attractiveness of the destination in international markets.

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
- **CASSOWARY COAST TOURISM**
cassowarycoasttourism.com.au
- **TOURISM ATHERTON TABLELANDS**
tourism.athertontablelands.com.au
- **MAREEBA SHIRE TOURISM**
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
- **TOURISM TRINITY BEACH**
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
- **GULF SAVANNAH DEVELOPEMENT**
gulfsavannahdevelopment.com.au



2026 Key Results: The inaugural “Tasting the Tropics” event was launched to showcase the TNQ Food Story - garnering broad media coverage..

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](#)

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.

MEMBERSHIP FEEDBACK

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

MEMBERS THOUGHTS

"It is an absolute pleasure to work alongside TTNQ, and we truly value the impact of the work you do in elevating Tropical North Queensland as a destination. The continued focus on strategic partnerships, trade engagement, and targeted marketing initiatives has been instrumental in driving awareness and high-value visitation to the region."

"The support provided through roadshows, famils, and industry engagement has been incredibly valuable in strengthening relationships and converting meaningful business. We have a great deal of respect for the dedication and passion your team consistently brings, we are very fortunate to work alongside such a committed and supportive organisation."

"Keep up the great work and continue to continue to explore opportunities everywhere."

"I am happy to be working alongside such a great group of people who have such passion for our region and all their members."

"Thanks - TTNQ is world class."

"Well done TTNQ team!"

"I think TTNQ as a whole have a solid presence in the market and are very proactive with marketing the region which is great for us!"

"TTNQ has been an outstanding strategic partner and a key driver in the continued growth and sustainability of the business events sector in Cairns."



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.



PERINA DRUMMOND
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 VARDANEGA 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 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.



ELENA CORREDERA

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.



REBECCA ROJAS GRENERT

FAMILS & ADMINISTRATION COORDINATOR

Work with me on our educationals and famils program across media and trade.



TANYA SNELLING

INTERNATIONAL PR MANAGER (CONTRACTOR)

Work with me to discuss international PR and media opportunities.



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



07 4031 7676



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