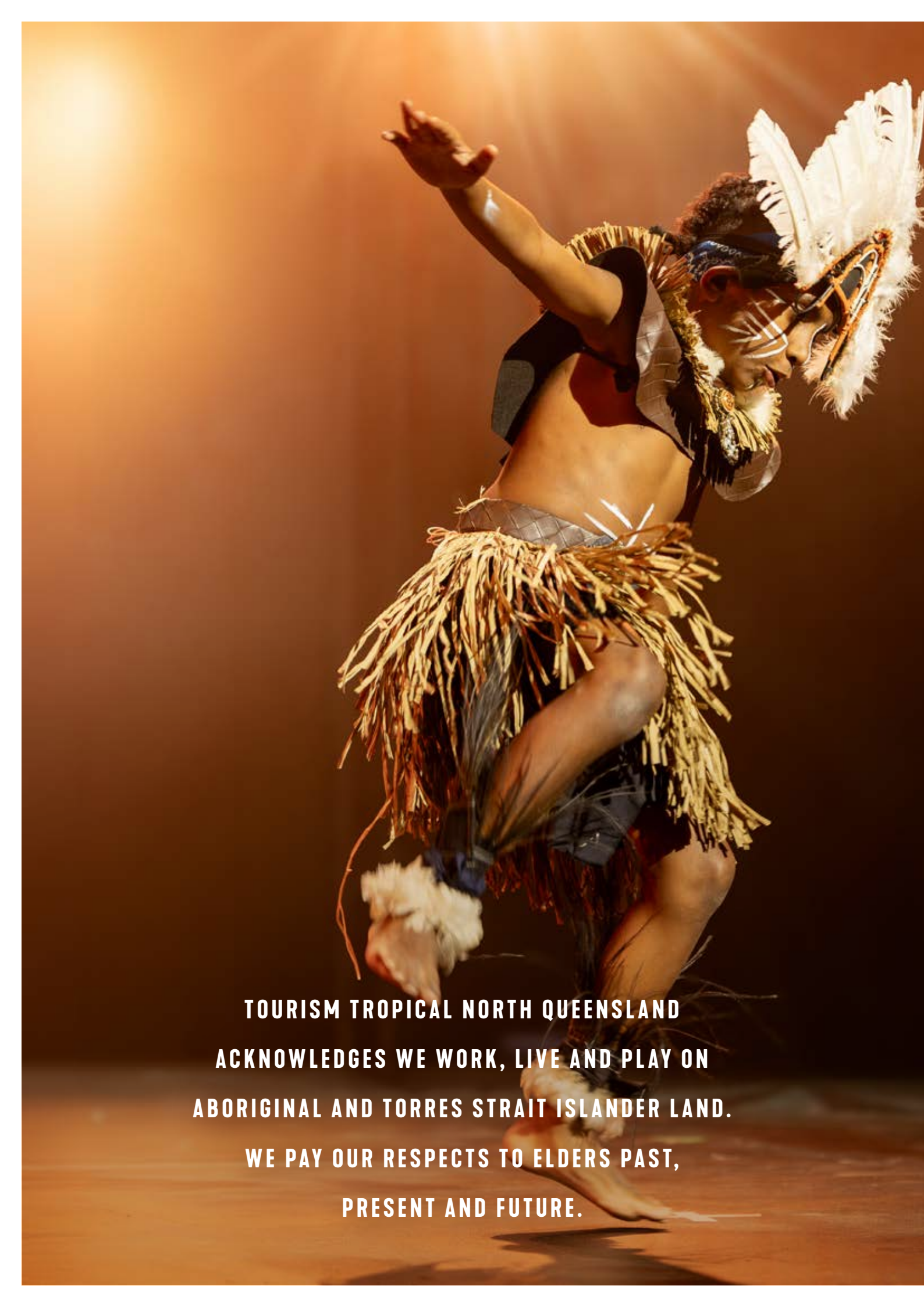


A full-page photograph of a man standing under a waterfall. The man is shirtless, has a beard, and his arms are raised in a 'V' shape. He is positioned in the center of the frame, directly under the main flow of the waterfall. The water is cascading over dark, mossy rocks, creating a misty spray. The background is filled with lush green foliage, some of which is in the foreground, slightly out of focus. The overall scene conveys a sense of natural beauty and outdoor recreation.

**TOURISM
TROPICAL NORTH
QUEENSLAND**

ANNUAL REPORT

2025–26

A person in traditional Indigenous Australian dance attire is captured in a dynamic pose. They are wearing a large, ornate headdress with white feathers and a dark band. Their body is adorned with a dark, patterned top and a skirt made of long, light-colored grass or reeds. They are barefoot, and their right leg is raised in a powerful, expressive movement. The background is a warm, golden-brown gradient, suggesting a sunset or sunrise. The overall mood is one of cultural celebration and respect.

**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.**

CONTENTS

Chair's Report	4
CEO's Report	6
Destination Update	8
Regional Results 2025-26	9
The Year in Review 2025-26	9
Domestic Visitors	9
International Visitors	10
Aviation	10
Accommodation	12
Visitor Satisfaction	12
Organisation Update	13
TTNQ Year in Review 2025-26	14
Highlights	15
Marketing	16
Share of Voice	17
Domestic Marketing	17
International Marketing	18
Market Highlights	19
Trade Famils	20
Leisure Trade Events	20
Western / Asia / China	
Cruise	22
Digital Activity	23
Events	25
Business Events	27
Business Events Trade Events	28
Business Events Marketing	30
Major & Regional Events	31
Sustainable Growth	34
Memberships	37
TTNQ Personnel	40

CHAIR'S REPORT

The first five months of 2025-26 saw a return to strong visitation bolstered by international market growth driven by the results from the Australian Government's \$15 million investment in the International Tourism Recovery Fund. However, December to April were extremely tough for the industry with the weather once again creating uncertainty amplified by the Middle East crisis.

Tourism Tropical North Queensland (TTNQ) responded quickly to the slow start and the uncertainty created through the skyrocketing fuel price, making the most of the TTNQ team's careful management of budgets to reinvest these savings into the industry with an additional winter campaign. The integrated brand and retail campaign included a \$300 incentive program with Ignite - My Queensland and delivered \$3.2M in sales through 1,782 pax booked during the May to June campaign period. TTNQ's advocacy was part of Tourism and Events Queensland's decision to launch the recently announced \$100 regional rewards program as part of the That Holiday Feeling campaign.

TTNQ successfully secured both the State and Federal Government's support to have a Great Barrier Reef student subsidy, and a further \$3 million funding for international marketing of the Reef from the Federal Government. With the support of our partners, we ensured Cairns hosted national and international events including the CAPA Airline Leader Summit, Amway Korea, Helloworld Owner Manager Conference and the Ocean Business Leaders' Summit.

The power of working collectively is never more apparent than when we face tough times and come together, and with the support of our industry TTNQ delivered \$216 million in advertising value equivalent and \$267.5 million in campaign generated visitor spend supporting an estimated 1,450 extra jobs in our community in 2025-26. 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.

The tourism industry threw its weight behind TTNQ's hard work to generate a strong return on investment in 2025-26 resulting in one of highest proportions of co-operative income, despite decreased funding. The industry co-contribution to marketing the destination exceeded \$6.3 million in 2025-26, consistently the highest co-contributions of any region in Queensland.

TTNQ had record investment by 624 members of more than \$700,000 in direct membership contributions which is a good result in tough times. Our member survey results reflected the support of the industry which showed unity in the region not seen since the pandemic. Members' overall satisfaction with TTNQ averaged 90%, the highest since 2022-23.

This support came on the back of TTNQ's 50th anniversary celebrations, a special occasion and commemorative history book looking back at the many people and businesses that have shaped our industry over five decades of highs,

lows and working together as a team.

Competing globally is an expensive ambition for any destination, and it's more competitive than ever with the headwinds of rising costs of travel. We've seen the direct benefits to the region and our industry when a well-funded TTNQ can deliver integrated domestic and international campaigns that drive direct bookings. The challenge ahead for the destination is how we can do more with less as

our Federal grant funding comes to an end.

I congratulate the TTNQ staff on their ability to react quickly to external change and work together to maximise the benefits and minimise the impact to the industry. Thank you to the TTNQ Board for their assistance in navigating the challenges of the past year together to ensure our destination is a key player in the State's Destination 2045.



John O'Sullivan
Appointed Director – Chair



CEO'S REPORT

The TNQ tourism industry is recognised for its leadership, innovation and excellence so it was so great to see the industry recognised at the 40th Queensland Tourism Awards with 23 awards including nine gold, and TTNQ's own Lifetime of Greatness campaign received a gong. At the Australian Tourism Awards in Freemantle, gold went to both Novotel Cairns Oasis and Cape York Peninsula Lodge, silver for the Cairns Convention Centre and Bronze for The Reef House Adults Retreat.

For the TTNQ team the 2025-26 financial year was another action-packed year. It was the first year of the new \$3 million Great Barrier Reef Marketing Program and closed with the launch of our draft Destination Management Plan (DMP). The team continued to deliver an outstanding return on investment through our leisure and business events programs, with campaign-generated visitor spend exceeding \$267.5 million in direct expenditure going to our members and the wider industry.

Looking to our region's bright future, our draft DMP TNQ 2045 positions Tropical North Queensland (TNQ) as a key region in achieving the State's aspirations in 2045 and beyond. Our goal is to reach our stretch target of \$10 billion by driving growth in visitor spend and length of stay, to surpass our 2045 forecast of \$8.6 billion.

The bold strategic aspiration of our DMP is to ensure we regain our share in our key international markets. The results to date are promising with international visitor spend reaching a record \$1.3 billion in the year ending March 2026, increasing by 27.6% from the same period in the previous year.

This year we launched Tasting the Tropics, our month-long celebration of local produce and producers in April, supporting our region's growers as the fuel price spiked. Featuring 17 dedicated foodie events alongside 28 month-long activations it provided a platform to share

our region's incredible food stories, and we hope will be a feature for many years to come.

Our combined campaign activity reached our target consumers nearly 50 billion times through our publicity, digital, campaigns and trade activity. Publicity, digital activity, five domestic campaigns and 67 international trade campaigns, including results coming from the finalisation of the International Tourism Recovery Program generated more than \$193 million in advertising equivalent value. The return on investment this year is one of our best, considering the tiny budget we have in comparison to our competitors who outspend us by at least four times.

Of course, these results are buoyed by the Australian Government's International Tourism Recovery Program investment of the previous two years and the team's hard work in ensuring a legacy from that record \$15 million in funding. Now in its \$3 million second phase, we look forward to seeing the Great Barrier Reef education program launched nationally, a concept initiated by TTNQ to promote stewardship of our World Heritage area and support the operators who care for it.

The first full year of new Domestic Tourism Statistics show 1.7 million visitors spent \$3.2 billion in TNQ in the year ending March 2026 achieving 9% market share of the spend in Queensland. Our holiday expenditure market share was higher at 12% with \$1.8 billion and 915,000 holiday visitors, 8% of the State's market share. TNQ was No.10 in Australia for overnight holiday expenditure and 11th for total expenditure.

We are seeing the power of business events now the Cairns Convention Centre is in full swing with the ability to run concurrent and larger events. It is not just the expenditure of \$140 million annually that it brings, but the influential people who help to promote our destination. Cairns Crocodiles with more than

2,500 marketing people and the Helloworld Travel's Owner Manager Conference achieve publicity that you can't buy. Business Events also show the potential for direct aviation routes, for example Amway Korea which brought waves of charter flights from Seoul to Cairns.

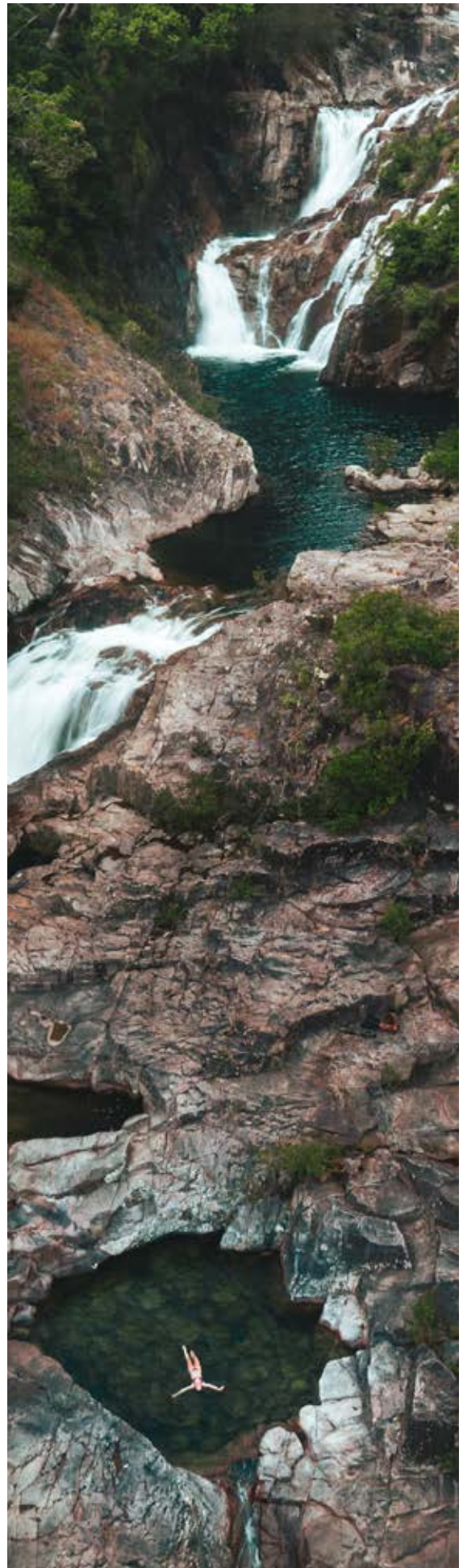
Confidence remains strong in the destination with the most substantial investment in tourism infrastructure since the construction of the Crystalbrook hotels before the pandemic. This includes the \$85 million redevelopment of Skyrail Rainforest Cableway, \$40 million Double Island Lodge and public facilities, \$55 million Skyhaven accommodation at Cairns Airport and 140 room Hilton Palm Cove redevelopment. TTNQ was the only destination to have two projects awarded Tourism Icons Funding and we have the State Government investment in the additional Smithfield Mountain Bike Park trails and the completion of the Wangetti Trail.

TTNQ has delivered our second sustainability report and work continues in elevating Indigenous tourism through the Cluster Group. We are proud to have delivered our first Reconciliation Action Plan.

I thank our Chair John O'Sullivan and the Board for their insight and applaud the TTNQ team on the tireless promotion of our destination which comes from a genuine passion for both our industry and our region.



Mark Olsen
Chief Executive Officer



DESTINATION UPDATE



DESTINATION VISION

Australia's #1 ecotourism region, a global leader in adventure and regenerative tourism, driving visitor spend.

DESTINATION MISSION

A thriving tropical destination delivering \$5.4B of visitor spend by 2032.

REGIONAL RESULTS 2025-26

THE YEAR IN REVIEW 2025-26

DESTINATION KPI	VALUE	% OF TARGET
OVERNIGHT VISITOR SPEND	\$4.1B	89%
SHARE OF QUEENSLAND NIGHTS	11.6%	89%
NON-CAPITAL GOOGLE RANK	#1	100%
ACCOMMODATION OCCUPANCY	60%	85%
VISITOR SATISFACTION	89%	111%



DOMESTIC VISITORS

The first full year of new Domestic Tourism Statistics show 1.7 million visitors spent \$2.84 billion in Tropical North Queensland in the year ending March 2026 achieving 10.4% market share of the spend in Queensland. Our region was No.10 in Australia for overnight holiday expenditure and 11th for total expenditure. The average length of stay was 4 nights with a total of 7.1 million visitor nights and a spend of \$1,629 per visitor, the highest in the State.

Our 915,000 holiday visitors (8% of the State's market share) spent \$1.8 billion (12% market share); business 170,000 (6%), \$272.6 million (9%); VFR 530,000 (5%), \$605.1 million (8%). Interstate visitor spend was \$1.5 billion with Sydney \$529.4 million, NSW \$792 million, Melbourne \$300 million and Victoria \$445.3 million. Intrastate spend was \$1.4 billion, Brisbane \$416.7 million, inter-regional \$424.8 million, regional Queensland \$949.8 million.

NVS+DOTS YEAR END MARCH 2026

	EXPENDITURE	\$2.8B
	VISITOR NIGHTS	7.1M
	SPEND PER NIGHT	\$403
	AVERAGE STAY	4 NIGHTS

INTERNATIONAL VISITORS

International visitor spend in Tropical North Queensland reached a record \$1.3 billion in the year ending March 2026, increasing by 27.6% from the same period in the previous year. The International Visitor Survey showed record international spend in Australia of \$40.9 billion up 20.5% and Queensland, up 35.2% to \$8.2 billion, with figures not yet showing any impact from the Middle East crisis which started the month prior.

Visitation and the average length of stay also increased with international visitors to TNQ jumping by 14.3% to 637,000. They stayed 6.2 million nights, up 23.1%, an average stay of 9.8 nights, up 0.7%, and spent \$1976 per visitor, an increase of 11.6%. There was growth across all segments with 562,000 holiday visitors, up 13.9%, 47,000 VFR, up 3.8%, and 15,000 business, up 33.9%.

China showed the greatest growth with a 54.4% increase to 58,000, followed by New Zealand with 45.6% growth to 39,000. The US was the largest source market with 110,000, up 24.7% and Canada grew by 3.4% to 21,000 with the North American market growing by 20.7% to

131,000, reflecting the additional seats and time efficiency from the Fiji Airways route. Japan was the second largest source market up 0.7% to 99,000, followed by the UK up 10.3% to 82,000.

Continental Europe grew by 1.9% to 132,000 with the growth helped by a 20.7% increase to 14,000 from the Netherlands. Germany fell by 13.5% to 28,000, Scandinavia by 16.2% to 14,000 and France by 16.3% to 14,000.

INTERNATIONAL VISITOR SURVEY YEAR END MARCH 2026

	EXPENDITURE	\$1.3B
	VISITOR NIGHTS	6.2M
	SPEND PER NIGHT	\$202
	AVERAGE STAY	9.8 NIGHTS

AVIATION

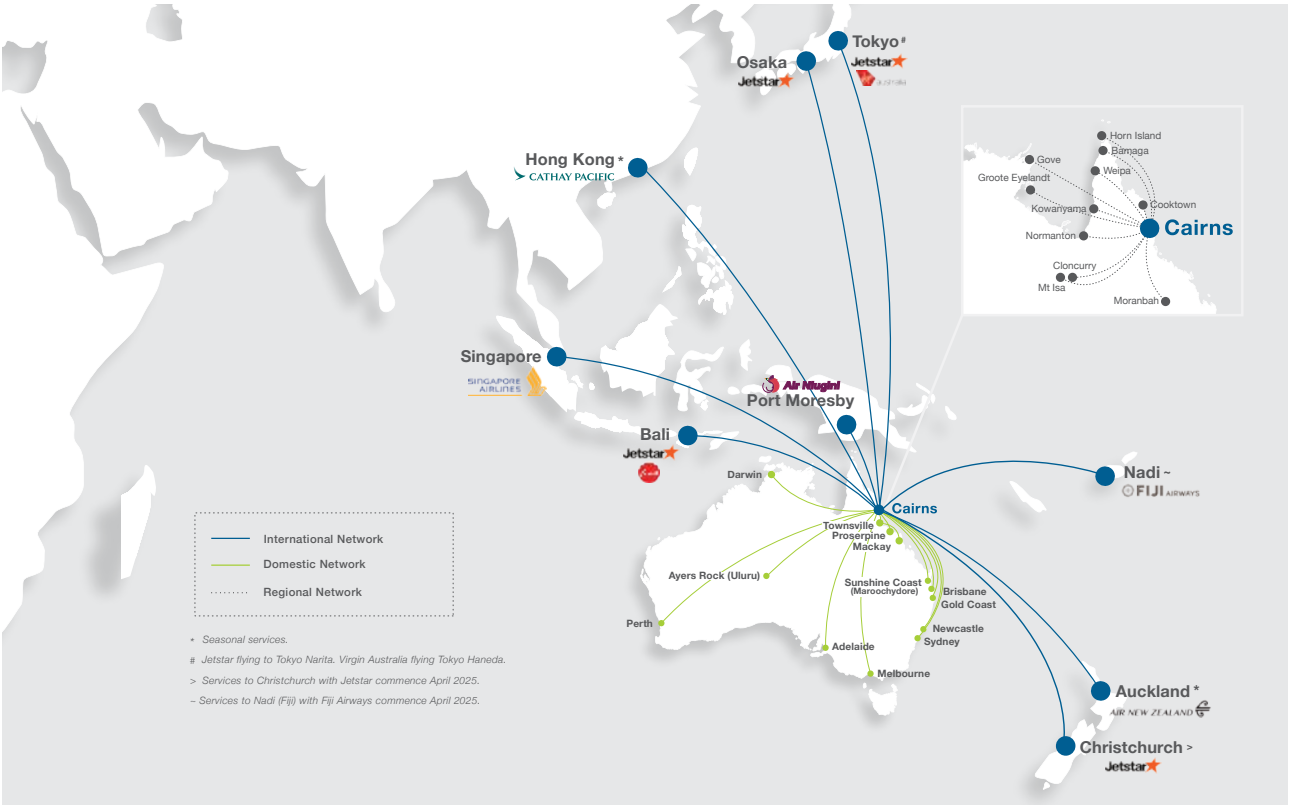
Cairns Airport recorded 4.9 million passenger movements in 2025-26 including 332,460 arrivals at the International Terminal and 2.02 million at the domestic. AirAsia ceased direct flights to Bali in September and Jetstar announced the cessation of its Christchurch service from October 2026.

Air Niugini increased capacity to Cairns with the introduction of its new A220 aircraft, supporting additional travel demand linked to Papua New Guinea's entry into the NRL in 2028. The introduction of this modern aircraft will inject close to 65,000 seats into the Cairns market each year.

Air New Zealand again added frequencies and capacity, supporting not only additional New Zealand visitation but also North American markets visiting both countries. While Cathay Pacific reduced its season over the Luna New Year period, shorter season load factors and yield surpassed the previous year.

Singapore Airlines announced they would be including a fifth weekly service from July – September 2026 and daily flights from December 2026, supporting increased Singaporean and Indian visitors as well as our traditional European traffic.

CAIRNS AIRPORT ROUTE MAP



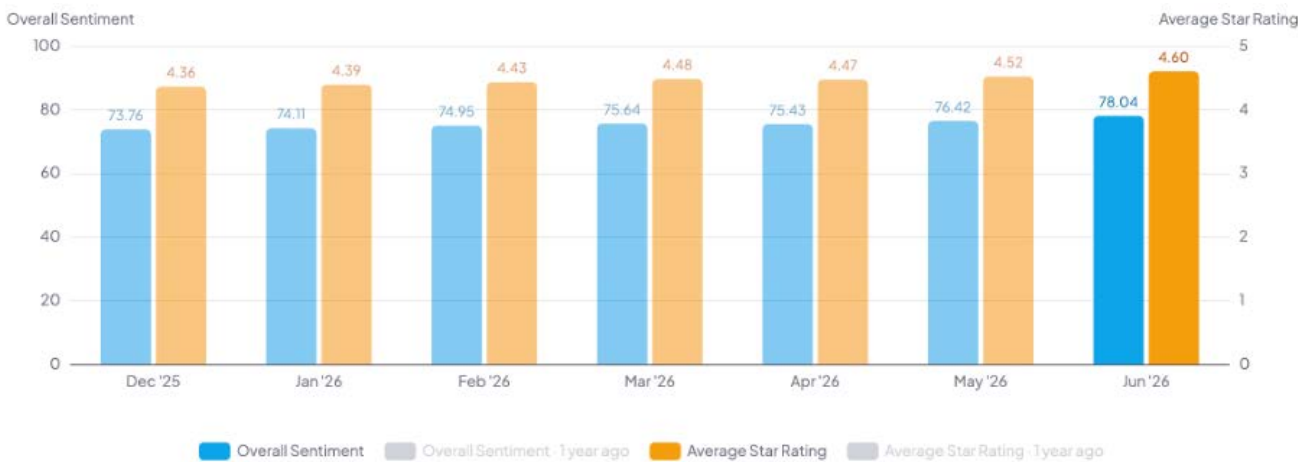
ACCOMMODATION

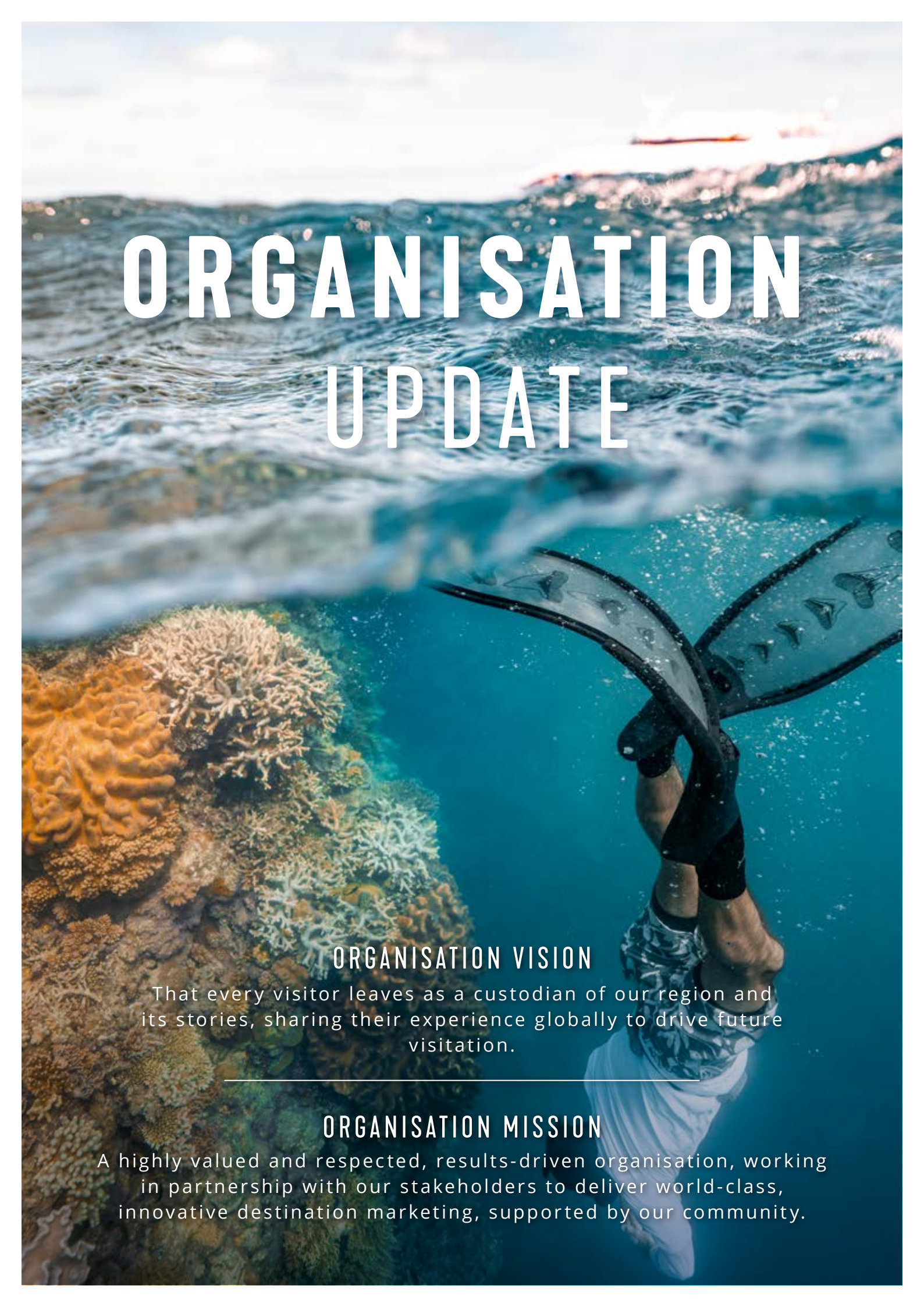
Occupancy rates across the region suffered with the effects of the weather, amplified by negative media coverage, and the fuel crisis pushing occupancy rates down on average 10-15% from November right through until May. Conferences and events in May, including the Cairns Crocodiles once again helped to lift what was a challenging month. Overall, occupancy rates averaged just 60%, below our 70% target, with average daily rate down 2% per annum.



VISITOR SATISFACTION

Tropical North Queensland continues to be a leader in delivering high-quality visitor experiences, with net sentiment score at 78% (up from 76% last year) and average satisfaction rating at 92% (up from 90% last year). Suitability for families and staff friendliness top the rankings, with room to improve in transport waiting and queues.



A full-page background image showing a diver in clear blue water, swimming over a vibrant coral reef. The diver's fins and legs are visible in the foreground. In the background, the surface of the water is slightly choppy, and a white boat is visible on the horizon under a bright sky.

ORGANISATION UPDATE

ORGANISATION VISION

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

ORGANISATION MISSION

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 2025-26 YEAR IN REVIEW FOR TTNQ

ORGANISATION KPI	VALUE	% OF TARGET
TTNQ GENERATED VISITOR SPEND	\$267.5M	126%
ADVERTISING VALUE EQUIVALENT	\$216M	275%
BUSINESS EVENTS WINS	\$53M	106%
COOPERATIVE MARKETING CONTRIBUTION	\$6.1M	123%
MEMBER SATISFACTION	90%	106%



TTNQ RESULTS 2025-26

The organisation exceeded 10 of its 12 KPIs, with social share and Queensland holiday market share falling just shy of target in the 93% and 92%, respectively. Key metrics included AVE at 212% of the annual target, Campaign Generated Visitor Spend at 121% of the target and Cooperative Marketing Contributions at 127% of the target. The organisation supported our industry to secure business events worth \$53 million and exceeded our targets for website traffic in a challenging market. After appointing a new digital agency and refining our website SEO, content and AI strategy, we have seen this year hold our website visitors and operator referrals relative to the changing environment, and exceeded our referral target of 120,000 with 181,099 (151%). The organisation had strong support from the industry with member satisfaction at 90%.

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

- **AMWAY KOREA INCENTIVE PROGRAM** brought 2800 delegates over 22 days in November and December 2025 injecting up to \$13M into the economy.
- **UNBUDGETED WINTER INCENTIVE CAMPAIGN** was developed and generated \$3.2M million in domestic visitor expenditure.
- **TASTING THE TROPICS** delivered more than 50 activations and events highlighting the TNQ food story to help drive visitation in April 2026.
- **REFRESHED BUSINESS EVENTS WEBSITE** launched at Asia Pacific Incentives and Meetings Event (AIME).
- **CONSUMER WEBSITE REFRESH** with improved capacity information, search and AI functionality, plus new itineraries integrating sustainability and themes aligned to ESG goals.
- **THE GUARDIAN OF THE REEF CAMPAIGN AND THE LIFETIME OF GREATNESS PROJECT** earned TTNQ the Initiative of the Year in the global Regenerative Travel Impact Awards 2025.
- **THE LIFETIME OF GREATNESS PROJECT** became one of the most successful destination advocacy campaigns undertaken by TTNQ. Over one million people internationally pledged their support for the Great Barrier Reef to receive a Lifetime Achievement Award, generating global coverage exceeding five billion and strengthening support for reef stewardship, education and long-term conservation outcomes.
- **THE LIFETIME OF GREATNESS PROJECT WON GOLD** for Destination Marketing at the Queensland Tourism Awards 2025.
- **TNQ'S DRAFT DESTINATION MANAGEMENT PLAN**, TNQ 2045, which is aligned to the State Strategy, was launched at the TNQ Tourism Conference. The Plan outlines our region's bold vision to be a \$10 billion visitor economy in 2045, more than double the current value through a focus on ecotourism, adventure and key international markets.
- **INTERNATIONAL VISITOR SPEND IN TROPICAL NORTH QUEENSLAND REACHED A RECORD \$1.3 BILLION** in the year ending March 2026, increasing by 27.6% from the same period in the previous year.
- **FIJI AIRWAYS FIRST YEAR OF DIRECT FLIGHTS** to Cairns helped to boost TNQ's US and Canada visitor numbers by 29,000 to 131,000, worth an estimated \$56 million to our regional economy.
- **CAIRNS REGIONAL COUNCIL AND TTNQ JOINED FORCES** with local hotels and resorts to launch a new Water Wise Accord, pledging collective action to reduce pressure on the region's water supply.
- **BUSINESS EVENTS CAIRNS & GREAT BARRIER REEF HOSTED THEIR FIRST IN-REGION TRADE PROGRAM** for conference organisers since before the pandemic. Connect in Cairns and the touring extension, Delve into Port Douglas, included 24 event organisers, three media and TEQ undertaking a four-night program.
- **TTNQ'S RECONCILIATION ACTION PLAN** was officially accredited by Reconciliation Australia, marking another milestone in our organisation's work to elevate First Nations tourism.
- **TTNQ'S 50TH ANNIVERSARY CELEBRATION** commemorated the people and businesses who have shaped the TNQ tourism industry.

A man and a woman are jumping over a large, smooth, grey rock into a calm pond. The woman is on the left, wearing a light pink leotard, and the man is on the right, shirtless and wearing blue shorts. They are both in mid-air with their arms raised. The background is a dense, lush green jungle with many trees and vines. The water in the pond is still, reflecting the rock and the people. The word "MARKETING" is written in large, white, bold, sans-serif capital letters across the middle of the image, partially overlapping the rock and the water.

MARKETING

SHARE OF VOICE

TTNQ maintained a strong share of voice, even with a pause to international PR contractors (recommenced March 2026), by generating \$85.3 million worth of global publicity for the region. This included \$65.8 million in publicity AVE across international markets and \$19.5 million in the domestic market, inclusive of major and regional event publicity.

We hosted more than 50 different group trade and media famils throughout the region from domestic and international markets. This included 98 individual media (63 international and 35 domestic) who were hosted in region utilising more than 1,100 member products across their itineraries.

Our team engaged with 4,102 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.


\$85M
VALUE IN
GLOBAL PUBLICITY


\$191M
GLOBAL MARKETING
CAMPAIGN GENERATED
SPEND


\$193M
GLOBAL MARKETING
ADVERTISING VALUE
EQUIVALENT


133K
VISITORS TO REGION
DIRECT FROM GLOBAL
CAMPAIGNS

DOMESTIC MARKETING

TTNQ had five major retail campaigns and five brand campaigns in the domestic market to support year-round visitation and heightened focus on the low season, contributing \$22.3 million to the total marketing AVE of \$193.4 million. The campaigns delivered \$190.8 million in OVE and driving 133,206 tourists to the region. The Cairns Unearthed magazine was published for the fifth year with 100,000 copies distributed in Sydney and Melbourne mastheads and into National News Mastheads online and print strip ads in Adelaide and Brisbane.

TTNQ appointed a new domestic PR agency, Dentsu Creative PR, who achieved \$19.5 million in AVE and 1.2 billion in reach, covering destination and events.

This was achieved through:

- 35 individual media famils
- 4 broadcast opportunities with Fishing Australia TV, 11 x segments on Seven's Weekender, Channel 10 live crosses, and Pat Callinan's 4x4 Adventures
- An average of five pitches per month with a conversion rate of 70%
- Attending IMM, Australia's largest travel media networking event

	VALUE	% OF TARGET
MARKETING AVE	\$22.3M	172%
CAMPAIGN OVE	\$25.5M	318%
DIRECT PAX TO REGION FROM CAMPAIGNS	28K	175%
MEDIA FAMILS	35	



INTERNATIONAL MARKETING



	VALUE	% OF TARGET
MARKETING AVE	\$168.3M	373%
CAMPAIGN OVE	\$165.4M	121%
DIRECT PAX TO REGION FROM CAMPAIGNS	105,255	121%
INDIVIDUAL TRADE AND MEDIA FAMILS	110+	

The completion of the International Tourism Recovery Program (ITRP) funding and the commencement of the Reef Educational Experiences Fund (REEF) enabled TTNQ to report on 67 campaigns in market internationally in 2025-26 with direct campaign generated OVE of \$165.4 million delivering an average return of investment of 72:1. These figures will increase with a further 22 campaign reports still to be captured in the next quarter.

These returns prove how important it is to invest in marketing and validate the Federal Government's continued strategic investment in our destination through the Reef Educational Experiences Fund.

The campaigns included partnerships in North America with Expedia, Travel Answers Group, Avanti, About Australia, Fiji Airways and Goway. In United Kingdom with Expedia, If Only, First Class Holidays, Prestige, and in Europe with Go Australia, Booking.com, Australia Tours and Singapore Airlines. In Japan partnerships

included HIS, JTB, Hot Holiday, Veltra, and in China with Trip.com, Go Fun, ZuZu Che, PTC. New Zealand saw partnerships with Helloworld and YOU Travel and in India, TTNQ partnered with SOTC and Thomas Cook.

TTNQ has negotiated campaign partner contributions to stretch this funding and further amplify the success of the campaigns. For every \$1 spent in the past 12 months we have turned it into \$2.50 by encouraging our campaign partners to add to the spend.

TTNQ undertook an extensive international trade engagement program across key global markets including North America, the United Kingdom, Europe, Japan, China, Singapore and New Zealand. Through roadshows, trade missions, famil programs and hosted events, the organisation strengthened trade relationships, increased product knowledge and positioned Tropical North Queensland to capture future visitor growth.

WESTERN MARKET HIGHLIGHTS

- 16 trade conversion campaigns contracted in 2025-26, including campaigns in partnership with TA/TEQ
- Generated \$32.3M direct campaign OVE from western markets
- 318 agents in region on famils from US, Canada, UK, NZ and Europe
- Training sessions for more than 1,000 agents through in-market and in-region trade events, workshops and training webinars
- 16 media/influencer famils to TNQ from western markets

ASIA MARKET HIGHLIGHTS

- 9 trade conversion campaigns contracted in 2025-26 in Japan and India
- Generated \$63M direct campaign OVE from Japan and South East Asian markets
- 328 agents in region from Japan, India and Singapore, including 13 workshops/seminars for TTNQ members
- Training sessions for more than 1,224 agents through trade events and webinars

- 23 media/influencer famils to TNQ from Japan, India and Singapore
- Japan social media posts (X, Instagram, Facebook) continued with year-on-year growth to a total of 46,572.

CHINA MARKET HIGHLIGHTS

- 6 trade conversion campaigns contracted in 2025-26
- Generated \$62.4M direct campaign OVE from Greater China markets
- 28 agents in region from Greater China
- Training sessions for more than 1,196 agents through trade events, workshops and webinars
- 24 media/influencer famils to TNQ from China
- Total organic reach across 3 social platforms of 3.6M+
- More than 40 members attended China-market workshops
- Chinese market readiness programs expanded



WE HOSTED 674 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.
- JTB Group Famil with 16 agents
- JTB FIT Seminar with 15 agents
- Hot Holiday Senior Famil Workshop in region
- GZL Famil in Cairns and Port Douglas with 18 agents
- Golden Wattle Holiday Famil with 2 agents
- CITS Shenzhen Famil with 20 Agents
- Prestige Travel UK Famil with 6 agents
- Jetstar NZ Famil with11 agents
- GOWAY USA Famil with 11 agents
- DivePlanit USA Famil with 6 agents
- My Dream Adventures USA Summit with 8 agents
- ANZCRO North America famil with 1 VIP agent

LOCAL INTERNATIONAL INBOUND FLIGHT SEARCH 2022-2026



Reference: Localis





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

- ITO Queensland Showcase in Sydney
- TTNQ China Domestic Roadshow
- Experience Queensland – Japan and South Korea
- House of Travel and Cairns Airport New Zealand Roadshow
- TTNQ Mission and Roadshows in China and Japan
- Australia Marketplaces in USA, China, South East Asia and India
- Queensland is Calling Roadshows in UK and Europe
- Experience Queensland in Brisbane for Southeast Asia and India
- Tokyo Marine Diving Fair
- ATE

We continue to encourage members to engage with trade. From the cohort of over 20 operators that have benefitted from our trade-ready programs over the past three years, we were pleased to have aligned five operators to subsidies available through Tourism and Events Queensland (TEQ) to support them attending Australian Tourism Exchange (ATE26) for the first time in 2025-26. New product to showcase our region included ocean, rainforest and outback adventure touring and accommodation options.



CRUISE

TTNQ continued its partnership with Ports North in 2025-26 to deliver exceptional cruise arrival experiences that will maintain the destination's appeal and secure a strong pipeline of future calls. The period saw 99 calls into Cairns or Yorkeys Knob with many also travelling to Port Douglas, Cooktown or Thursday Island. This is slightly up on the previous period, boosted by the regular departures of seven-day itineraries by Carnival Cruise Lines which are now home-porting at the Brisbane International Cruise Terminal.

TTNQ continued working with operators on the design and print of the Cruise Map distributed by Welcome Volunteers at all Cairns Cruise Terminal and Yorkeys Knob calls. This map will be refreshed and relaunched each cruise season.

TTNQ has maintained its Australian Cruise Association (ACA) membership, keeping the region visible and approachable. With ACA hosting its annual conference in Brisbane in September 2026, TTNQ looks forward to showcasing the region to international cruise dignitaries visiting for that event.

In June 2026, TTNQ hosted its annual Cruise Industry Update, again joined by representatives from Australia's largest ground handlers. As small group money-can't-buy experiences become increasingly attractive to cruise line clients, TTNQ also showcased some existing and developing operators through a bespoke famil program.

Recognising the region's potential for expansion in Expedition Cruise, TTNQ supported a push to explore potential in the of the Gulf of Carpentaria. Alongside the ACA, TEQ, Shorex Australia, local councils and maritime operators, a full-day session was held in Karumba in November 2025 exploring the potential expansion of land and sea itineraries in the region.

Ongoing projects include discussions on an alternative tendering solution for Cairns Marlin Marina arrivals to supersede Yorkeys Knob tender calls. TTNQ is also continuing to support the potential for Mourilyan Harbour to welcome small to mid-sized cruise calls.

DIGITAL REACH



\$2.6M DIGITAL AVE



1.75M UNIQUE
USERS TO WEBSITE



182K OPERATOR
LEADS



14 GLOBAL
INFLUENCERS
REACHING **4.3M**



4.6% TA SOCIALS
TNQ SOV



27% •
TEQ SOCIALS
TNQ SOV



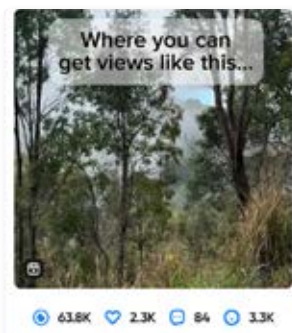
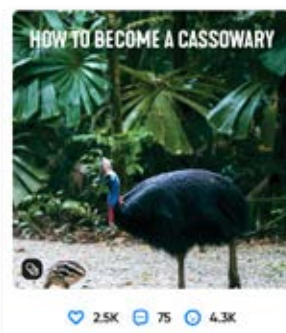
9 NEW BLOGS
& ITINERARY PAGES

TTNQ achieved 1.7 million unique website users (down 15% YoY), driving 4.6 million page views. While the 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 the lowest bounce rate on record of only 6.2%. These results demonstrate how cairnsgreatbarrierreef.com is still an essential resource for planning trips to the region and choosing operators.

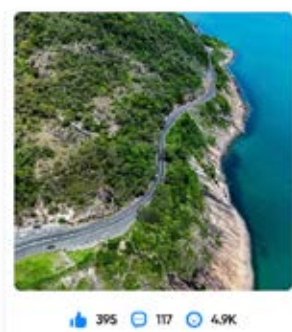
TTNQ's increasing website and AI strategy enables consumers to easily source destination information direct to site or via AI (LLM) platforms due to the high authority ranking of the site. This enables cairnsgreatbarrierreef.com to maintain the direct organic users, paid user traffic and reach broader audiences globally who are leaning to LLMs for their trip inspiration and planning.

Members benefited from 181,999 operator referrals (outbound link clicks), including 17,295 from the destination deals page. Of the total operator referrals, strong growth in consideration and conversion resulted in 36,973 of these being from international markets.

TOP POSTS INSTAGRAM



TOP POSTS FACEBOOK

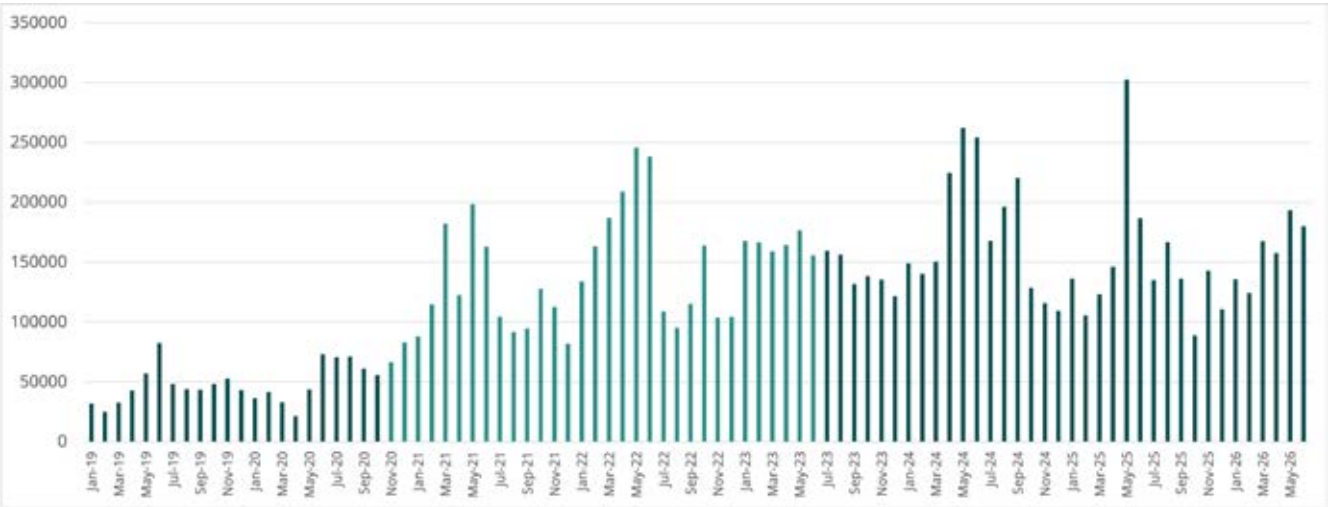


TOTAL DESTINATION WEBSITE OVERVIEW (PAID AND ORGANIC)

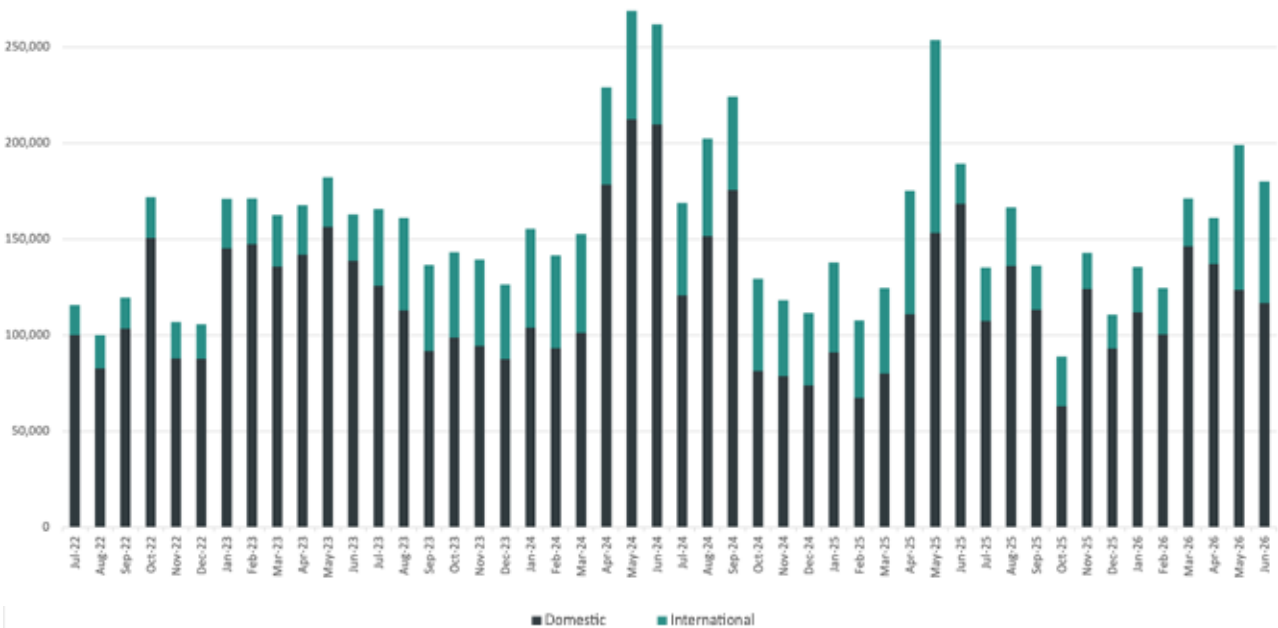


1.75M WEBSITE VISITORS IN 2025-26

520K in 2020, 1.9M in 2021, 1.7M in 2022, 2.1M in 2023, 1.9M in 2024-25



WEBSITE USERS BY ORIGIN



14 INFLUENCERS REACHING 35M+

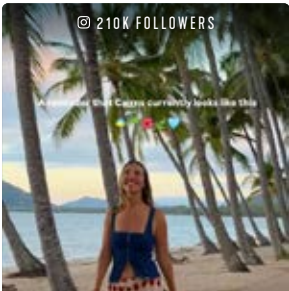
@ 29.4K FOLLOWERS



@ELLEHALLIWELL
JOURNALIST

@ 210K FOLLOWERS

Aussie and that Cairns currency looks like this



@HAZ_AND_LOZ
CONTENT CREATOR

@ 47.5K FOLLOWERS



@FRUITAQUARIAN
CONTENT CREATOR

@ 131K FOLLOWERS

Must visit spots in Tropical North

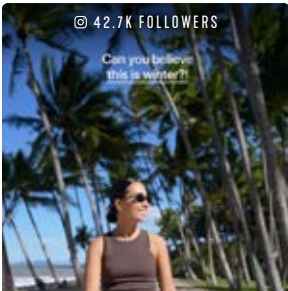
Queensland



@BRISBANEFOODADVENTURE
CONTENT CREATOR

@ 42.7K FOLLOWERS

Can you believe this is winter?



@DANEANDSTACEY
CONTENT CREATOR

@ 310K FOLLOWERS

5 DAYS IN TROPICAL NORTH QUEENSLAND



@VIEWWILDERNESS
PHOTOGRAPHER & CONTENT CREATOR

@ 63.6K FOLLOWERS

this is TROPIC NORTH QUEENSLAND Australia



@WORLD_MAPPERS
CONTENT CREATORS

@45.9K FOLLOWERS

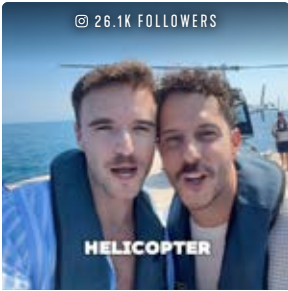
are you book a private tour to go find real life dinosaurs...



@THEBUCKETLIST.TRAVELLERS
CONTENT CREATORS

@ 26.1K FOLLOWERS

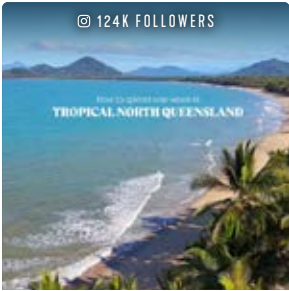
HELICOPTER



@LOGANANDJORDY
CONTENT CREATORS

@ 124K FOLLOWERS

How to spend your week in TROPICAL NORTH QUEENSLAND



@THECAPTURINGCOUPLE
CONTENT CREATORS

@ 223K FOLLOWERS

The perfect 5 days in Tropical North Queensland
Cairns, Daintree & Port Douglas



@THEWHOLEOFUS
CONTENT CREATORS

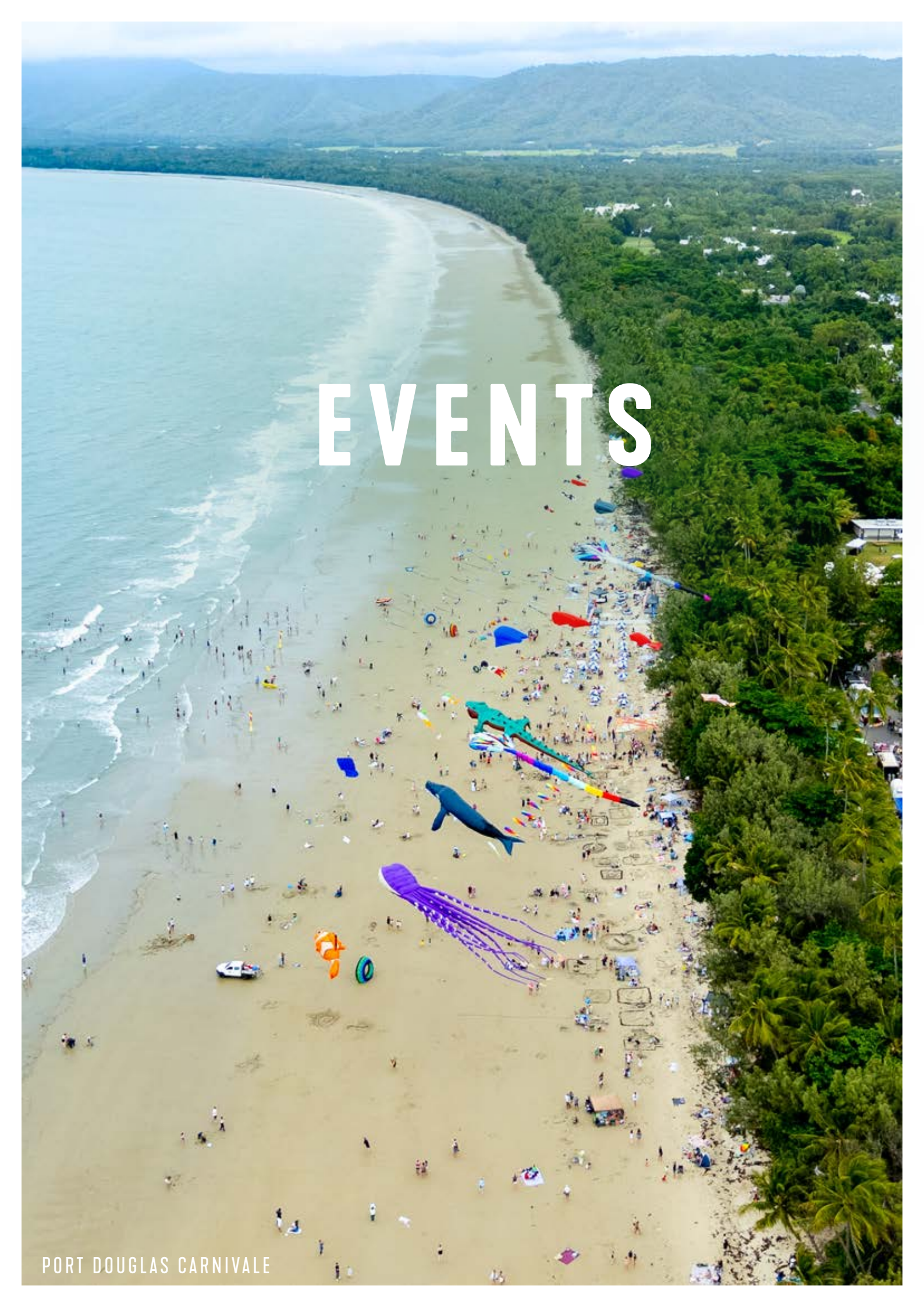
1.2M FOLLOWERS

ALL-INCLUSIVE TRIP To The Great Barrier Reef



@PADITY
WIN A TRIP TO GREAT BARRIER REEF



An aerial photograph of a crowded beach during a carnival event. The beach is filled with people and large inflatable animals, including a blue whale, a purple octopus, a green dinosaur, and an orange clownfish. The beach is bordered by a dense line of tropical trees and palm trees on the right, and a body of water on the left. In the background, there are rolling hills under a cloudy sky.

EVENTS

PORT DOUGLAS CARNIVALE

BUSINESS EVENTS

Business Events Cairns & Great Barrier Reef (BECGBR) secured 51 future business events worth \$53.2 million in overnight visitor expenditure in 2025-26. The team's biggest destination success in 2025 was the hosting of Amway Korea with 2,400 delegates visiting the region from 16 November to 10 December, bringing an estimated \$13 million in overnight visitor expenditure.

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.

The BECGBR team offered opportunities throughout the year for members to meet buyers to educate and attract new business for the destination. These included:

AUG 2025 Tropical Showcase. BECGBR was joined by 24 members, the largest contingent yet, for hosted events in Sydney and Melbourne. The annual event targets PCO's, association planners, destination marketing companies and corporates to raise the profile of the destination and encourage dialogue

direct with our members. Jointly the events attracted more than 100 business planners with \$8 million in potential new business and an additional \$12 million in existing events recorded by the members.

NOV 2025 Connect in Cairns. The newly imagined event held in Cairns with post touring to Port Douglas combined a business-to-business trade session with offsite events, site inspections and touring. Attended by 24 business events professionals and three media, the format showcased the destination and its diverse business events offering.

FEB 2026 AIME. The 2026 Asia Pacific Incentive and Meetings Event in Melbourne saw BECGBR facilitate a destination stand built by local partners NQ Exhibitions to be zero waste and bring to life the destination's vibrancy, food story and natural assets. The team was joined by 13 members with the destination securing approximately \$33 million in new business leads for the destination and attending members.

JUN 2026 New Zealand Showcase. Another first for the bureau saw five members join the team in Auckland and Christchurch to promote the region and reconnect with 24 planners and media who visited in recent years on famils.

MEMBER TESTIMONIAL

"TTNQ has been an outstanding strategic partner and a key driver in the continued growth and sustainability of the business events sector in Cairns. The team consistently demonstrates extensive industry expertise, professionalism and a truly collaborative approach.

Through their guidance, market intelligence, bid support and valuable networking opportunities, they empower local operators to secure and successfully deliver high-value events.

Their proactive leadership not only benefits individual businesses but also strengthens connections and collaboration across the entire regional industry. We are incredibly fortunate to have such a passionate and forward-thinking organisation championing our region and contributing to its long-term success."



BUSINESS EVENTS TRADE EVENTS

BECGBR expanded its international footprint through targeted international trade activity, re-engaging representation in China, and a range of hosted buyer programs that strengthened awareness of Tropical North Queensland as a premium incentive and conference destination. 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

BECGBR hosted trade famils for business events planners from North America and the UK post Australia Next in addition to the collaborative member focused approach for domestic planners. Overall, the region hosted more than 130 event planners across 14 educational programs in the region. Supporting site inspections to convert business was a big focus for the team with 23 groups hosted in the region, again, in partnership with the business events members. Trade activity saw more than 800 planners and MICE agents trained throughout the year.

BUSINESS EVENTS HELD 2025-2026 WITH BECGBR SUPPORT

EVENTS	53
DELEGATES	17,912
DELEGATE DAYS	77,149
VALUE	\$66.7M (WITH HALO \$100M)

The figures represented less events and delegates but more delegate days and higher yielding than 2024-25.

BUSINESS EVENTS WON 2025-2026 WITH BECGBR SUPPORT

EVENTS WON	51 (39 WAS THE TARGET)
DELEGATES	13,616
DELEGATE DAYS	51,365
VALUE	\$53.2M

The conversion rate for the year on RFP was 35% which is 10% higher than what is considered top tier/excellent for convention bureaux.



BECGBR SUPPORTED BUSINESS EVENTS LEADS

LEADS & REFERRALS	171
DELEGATES	59,368
VALUE	\$198M

Trend of smaller numbers throughout the year saw overall delegate numbers to events lower.

2025-2026 SUBVENTION FUNDING

EVENTS WON	21
PROJECTED DELEGATES	7,680
PROJECTED DIRECT ECONOMIC IMPACT	\$28.1M
PROJECTED TOTAL SUBVENTION INVESTMENT	\$479,000
PROJECTED ROI	58:01



BUSINESS EVENTS MARKETING

The Business Events Marketing program delivered strong, measurable outcomes this period, driven by the successful launch of the refreshed business events website and a targeted mix of paid and earned media activity. In its first five months, the website saw a 21% increase in page views, 171% growth in direct users and page views grew to 3.57, reflecting solid market engagement and increased visibility across key audiences.

INTERNATIONAL

- Media partnerships delivered 17 (6 print and 11 digital) earned and paid content pieces
- Paid media outlets: Conference Meeting World – Conference Meeting World (CMW), HQ Magazine, TTG Asia, Meeting Newz
- Partnered with BEA through their Advance Program delivering two pieces of content with TTG Asia (1 print & 1 digital)
- Earned media outlets: Meetings Newz, TTG Asia, CMW, HQ Magazine, TTG Mice

DOMESTIC

- Paid activity delivered 30 pieces of content for all Domestic (27 digital and 3 print)
- Paid media outlets: Spice, Micenet, CIM, Travel Weekly,
- Earned media outlets: B&T, Spice, Travel Weekly, CIM, Micenet, E-Turbo News, The Conference Shop, Event Organisers, Executive PA.



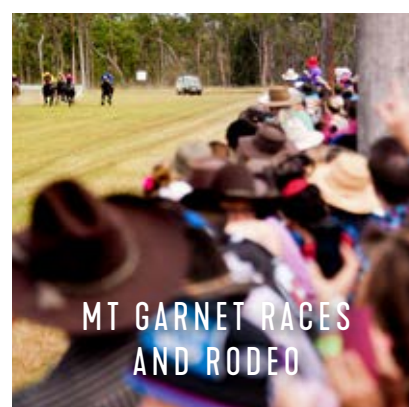
**To note the reporting metrics for earned and paid AVE was revised and adjusted down from the previous year's to better reflect the industry value.*



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. In 2025-26 the partnership saw the adoption of the Cairns & Great Barrier Reef Major Events Strategy 2026-2035. The portfolio of major and regional events supported through these partnerships achieved \$51 million in overnight visitor expenditure and \$14.5 million in AVE.

The inaugural Cairns Rainforest Rumble, encompassing the 2026 Oceania Continental Series Finale, was held at the Smithfield Mountain Bike Park on 16-19 April. Supported by TEQ, TTNQ and Cairns Regional Council, the AusCycling event featured the downhill and cross-country Olympic finals in the series to continue TNQ's reputation for sporting events and elevate the regions mountain biking.



2025-26 EVENTS CALENDAR

JULY 2025



CAIRNS INDIGENOUS ART FAIR
CAIRNS MARATHON
MAREEBA RODEO FESTIVAL
CAIRNS ITALIAN FESTIVAL

AUGUST 2025



TASTE PORT DOUGLAS
CAIRNS FESTIVAL
CAIRNS SUPER CARNIVAL

SEPTEMBER 2025



SEPTEMBER 2025
PORT DOUGLAS GRAND FONDO
RUN PORT DOUGLAS
OUTBACK BY THE SEA
TROPICAL ART DECO FESTIVAL
BABINDA HARVEST FESTIVAL

OCTOBER 2025



SAVANNAH IN THE ROUND
PORTS SHORT FILM FESTIVAL
SHINE ON GIMUY
YARRABAH MUSIC & CULTURAL
FESTIVAL
DREAM ALOUD
BE SOCIAL

NOVEMBER 2025



CAIRNS FASHION WEEK

MARCH 2026



EASTER AT EINASLEIGH
FEAST OF THE SENSES

APRIL 2026



CAIRNS RAINFOREST RUMBLE
UNDARA ROCK & BLUES FESTIVAL

MAY 2026



PORT DOUGLAS CARNIVALE &
SAVANNAH SOUNDS
GREAT WHEELBARROW RACE
CAIRNS CHILDREN'S FESTIVAL
MT GARNET RODEO & RACES

JUNE 2026



IRONMAN CAIRNS
COOKTOWN DISCOVERY FESTIVAL
ECO FIESTA

TASTING THE TROPICS

TTNQ developed and launched the region wide Tasting the Tropics initiative in April to celebrate Tropical North Queensland's food, beverage and agritourism experiences. Designed as an annual legacy program, the initiative connected producers, restaurants, accommodation providers and event organisers to strengthen the region's food tourism proposition and grow visitation through culinary experiences.

SUSTAINABLE GROWTH



SUSTAINING TTNQ

TTNQ’s advocacy over the past five years has directly injected more than \$100 million in grants and funding support to our industry. An extension of our Federal Government grant for International Recovery of \$3M over two years started in 2025-26 which, along with our core funding from Cairns Regional Council and matched by our industry, contributed to expenditure of \$14 million, around half that of the previous year.

The organisation therefore focussed on efficiency and delivering the best results from each investment, ensure close to 80% of all expenditure was going into marketing and events to drive demand or support our industry, with just 19% for the administration, well below the State average for Regional Tourism Organisations.

The contributions by our Local (26%), State (14%) and Federal Governments (8%) and these were more than matched with 51% of total income coming from Cooperative Marketing (\$7.2 million) and Membership income. For our local supporter, Cairns Regional Council’s investment in TTNQ of \$3.75 million, which included funds held over from the previous

financial year, million was matched by a total of \$7.2 million from industry and \$3.2 million from the State and Federal Government for a total income of \$14.2 million.

Members will note that TTNQ is recording an Operating Profit of \$181,092 this financial year, this comes as a result of retained earnings to invest in future Business Event in 2026-27. The team have already secured \$22.8M in future Business Events for the coming year.

Following the 2026-27 financial year the organisation’s base budget is forecast to reduce further as this is the final year of the Federal Government International Recovery Program (\$3M over 2 years). Base funding from Cairns Regional Council (\$3.5M) and the State Government via TEQ (\$1.3M) will be matched with membership and cooperative marketing income, with a forecast income of ~\$7M per annum, 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 return on investment the organisation has delivered over the past five years.

TTNQ INCOME 2025-26 (VS 2024-25)

	25-26	24-25
MEMBERSHIP AND COOP MARKETING	51%	57%
CAIRNS REGIONAL COUNCIL	26%	11%
STATE GOVERNMENT (INC. TEQ)	14%	5%
FEDERAL GOVERNMENT	8%	27%

TTNQ EXPENDITURE 2025-26 (VS 2024-25)

	25-26	24-25
MARKETING	62%	79%
ADMINISTRATION	19%	10%
PARTNERSHIPS & EVENTS	15%	9%
INDUSTRY SUPPORT	4%	2%

SUSTAINING OUR REGION

TTNQ continues to demonstrate our leadership in sustainable and regenerative tourism by publishing our second annual Sustainability Report charting the extensive work we have undertaken in 2025 and identifying our priority actions for 2026.

Of Tropical North Queensland operators, 31% hold a certification or accreditation with Ecotourism, Sustainable Tourism or EarthCheck accredited organisations. During the year, four additional TNQ tourism businesses entered the Ecotourism Hall of Fame in recognition of more than 20 years of continuous certification

The Sustainability Leaders Cluster Group maintained its 113 members in 2025-26 with its members benefitting from workshops with Cairns Regional Council, connections for shared learning and resourcing, and support to measure, record and utilise their sustainability data.

At least 24% of TTNQ members are measuring and offsetting their environmental footprint through local conservation initiatives that also engage visitors in the Leave Greater story. Across the region, 20 members have planted more than 6,100 trees as part of restoration projects, 38 businesses have contributed to local conservation initiatives, and 43 businesses supported community projects through volunteer projects.

The TNQ 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.

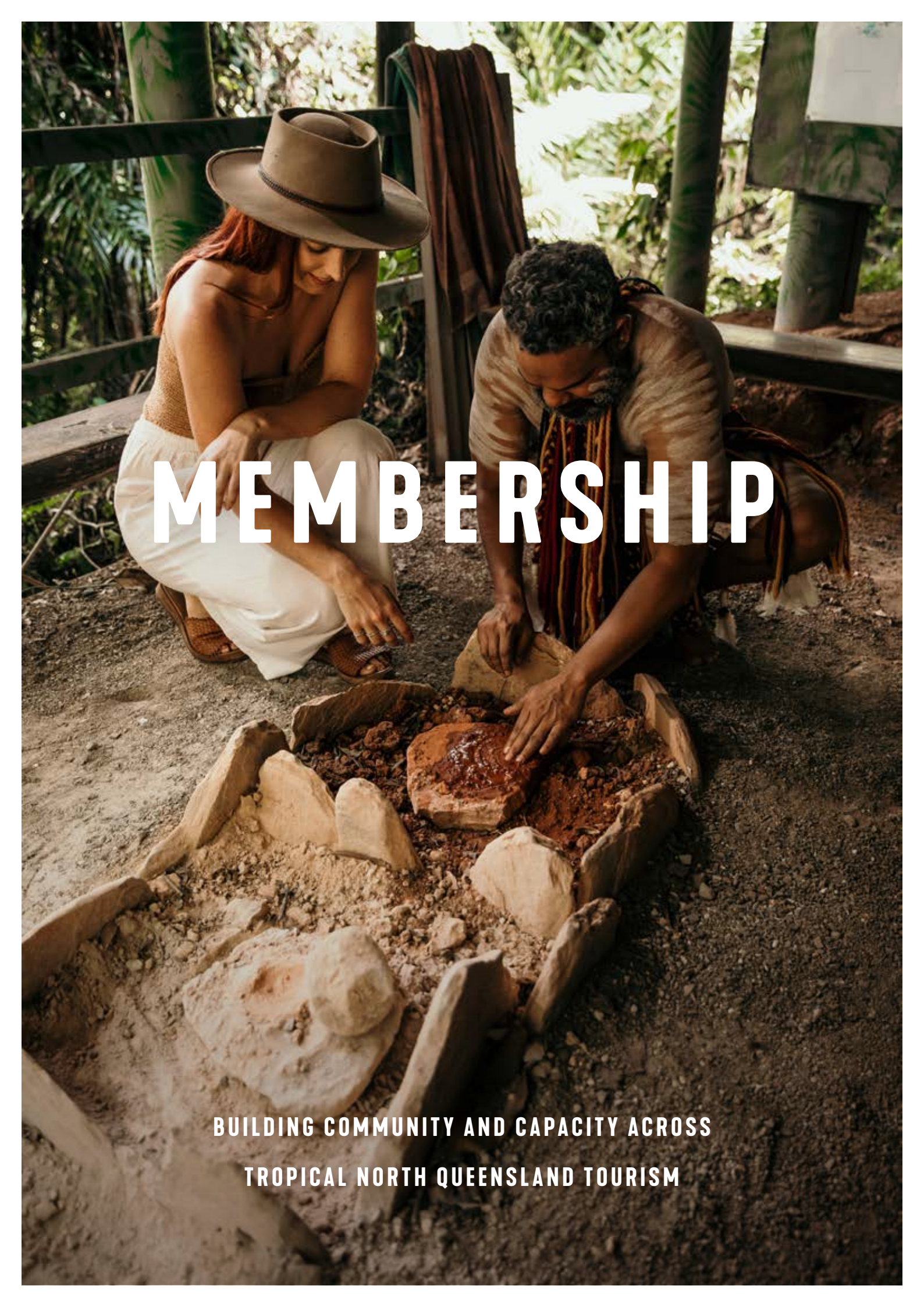
The fifth year of the annual TNQ Indigenous Experience Showcase attracted more than 50 attendees including 19 operators during National Reconciliation Week at The Benson Hotel. The mini trade show helped the region's Indigenous operators to connect with key industry people including agents, tour desks, hotels and potential partners and they met TEQ's new Aboriginal and Partnerships Director Gael Duff.

With funding from the State Government's Strategic Indigenous Tourism Program, the organisation hosted an operator famil in North West Queensland and supported 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 implemented the first phase of its TNQ First Nations Experience Marketing Plan to guide our activities over the coming years, resulting in the higher number of visitors to our region having an Indigenous Experience ever recorded, including a record 100,000 domestic visitors.



A woman with red hair wearing a wide-brimmed hat and a man with a beard wearing traditional Indigenous clothing are crouching on the ground, working on a stone fire pit. The woman is on the left, looking down at the pit, and the man is on the right, using a tool to work on the stones. The fire pit is made of large, flat stones arranged in a circle, with a large, flat stone in the center. The ground is dirt and gravel. In the background, there are wooden posts and lush tropical vegetation.

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 2025-26 membership year closed with a total of 628 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 2025/26 LTO / LTA NETWORK

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

MEMBERSHIP IN NUMBERS

- Membership revenue (2025-26) - \$700,682 (exceeded target)
- Member retention – 89%

PERFORMANCE

Satisfaction with TTNQ’s performance increased from the previous year.

- 88% were overall satisfied (86% in 2024-25)
- 96% found e-comms useful (94% in 2024-25)
- 89% satisfaction with advocacy (86% in 2024-25)
- 88% approved the strategic direction (87% in 2024-25)

NEW MEMBER ORIENTATION SESSIONS

- A total of 63 attendees participated across four online sessions in July, October, January and May.





MEMBER EVENTS

MAJOR MEMBER EVENTS

- SEPTEMBER**
 - TTNQ Distribution Essentials Workshop - Rydges Esplanade Resort
- OCTOBER**
 - Qantas & Jetstar TNQ Tourism Industry Excellence Awards
- NOVEMBER**
 - ATDW / BOQE Experts Sessions hosted in both Port Douglas and Mission Beach
- MAY**
 - TTNQ Cruise Essentials Workshop - Pullman Cairns International
- JUNE**
 - My Queensland TNQ Tourism Conference - Shangri-La, the Marina Cairns
 - Hilton Cairns Hotel
 - Cruise industry update

MEMBER NETWORKING EVENTS

- JULY**
 - Mexicairns
- SEPTEMBER**
 - James Cook University
- NOVEMBER**
 - Crystalbrook Flynn, Whiskey & Wine
- DECEMBER**
 - Sheraton Grand Mirage Resort Port Douglas
- FEBRUARY**
 - The Benson Hotel
- APRIL**
 - Salt House
- JUNE**
 - Shangri-La, the Marina Cairns

TTNQ also supported LTO/LTA Networking Events in Atherton, Mareeba, Cooktown and Port Douglas.



TTNQ PERSONNEL

BOARD OF DIRECTORS



JOHN O'SULLIVAN
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
TAFE Queensland North,
Director of Client and
Commercial Operations



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
APPOINTED DIRECTOR
Mossman Gorge Cultural
Centre, General Manager



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

FINANCE, AUDIT AND RISK MANAGEMENT COMMITTEE

GREG NUCIFORA

CHAIR

Bell Potter Securities,
Branch Manager

RICHARD BARKER

Cairns & Mackay
Airports, CEO

JOANNE PARISI

[UNTIL NOVEMBER 2025]

Parisi Foley Law Pty Ltd

WAYNE REYNOLDS

DEPUTY CHAIR

The Reef Hotel Casino,
General Manager Hotel

JANINE BOWMAKER

[FROM NOVEMBER 2025]

Banora International,
Managing Director

MARK OLSEN

TTNQ, CEO and
Company Secretary

JOHN O'SULLIVAN

Experience Co, CEO &
Executive Director

KEUNA MCINERNEY

[FROM NOVEMBER 2025]

MacDonnells Law, Associate

KRISTY VARDANEGA

TTNQ, Finance & Corporate
Services Manager

HUMAN RESOURCES COMMITTEE

NIKKI GIUMELLI

[FROM MARCH 2026]

CHAIR

TAFE Queensland North,
Director of Client and
Commercial Operations

JOHN O'SULLIVAN

Experience Co, CEO &
Executive Director

MARK OLSEN

TTNQ, CEO and Company
Secretary

JANET HAMILTON

[UNTIL NOVEMBER 2025]

CHAIR

Cairns Convention Centre,
General Manager

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



ELENA CORREDERA
DIGITAL & CONTENT SPECIALIST



REBECCA ROJAS GRENERT
FAMILS & ADMINISTRATION
COORDINATOR



TANYA SNELLING
INTERNATIONAL PR MANAGER
(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 VARDANEGA

FINANCE & CORPORATE SERVICES
MANAGER AND COMPANY
SECRETARY (CASUAL)



PERINA DRUMMOND

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)



An underwater photograph showing a diver swimming over a coral reef. The water is clear and blue, with sunlight filtering through the surface. The diver is wearing a black wetsuit and fins, and is positioned in the center of the frame. The coral reef is visible in the foreground and background, with various types of coral and rocks.

VISIT OUR CHANNELS

CONSUMER

 @tropicalnorthqueensland
 @tropicalnorthqueensland
 @tropicalnorthqueensland
 tropicalnorthqueensland.org.au
#EXPLORETNQ #EXPLORECAIRNSGBR

BUSINESS EVENTS

 Business Events Cairns & Great Barrier Reef
 businesseventscairns.org.au
#MEETINCAIRNSGBR

CORPORATE

 @ttnq-industry
 tourism.tropicalnorthqueensland.org.au
 Tourism Tropical North Queensland (TTNQ)