

TOURISM
TROPICAL NORTH
QUEENSLAND

TTNQ UPDATE

LANI STRATHEARN, GENERAL MANAGER - MARKETING

CAIRNS &
GREAT
BARRIER
REEF

SEE GREAT LEAVE GREATER

WHEN YOU EXPERIENCE SOMETHING TRULY GREAT, YOU ARE FOREVER CHANGED.
TRUE GREAT LEAVES WHATEVER IT COMES INTO CONTACT WITH — GREATER.



WHY LEAVE GREATER

Cairns & Great Barrier Reef (Tropical North Queensland) has always delivered more than just a holiday, roadtrip or weekend away. “Leave greater” is not just a tagline, it is a promise to our visitors.

It serves as a reminder to ourselves to **leave our visitors better than we found them**, inspiring them to leave as custodians of the region.

Great is at every turn from the Great Barrier Reef and ancient rainforests to Indigenous cultures and beyond.



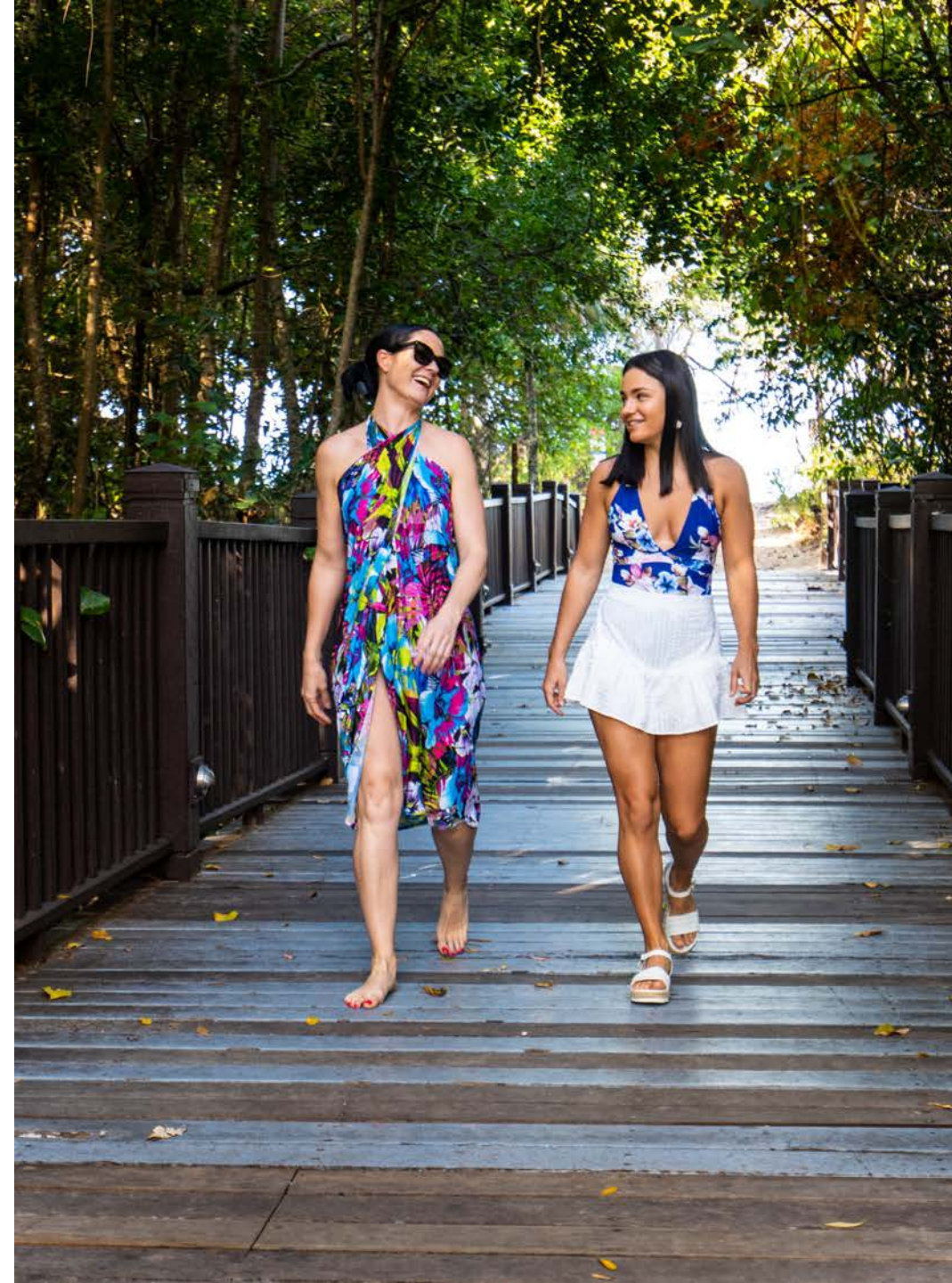
A SEASONAL APPROACH

Tropical North Queensland faces challenges with its seasons, with the region typically viewed as a two-seasonal year (wet and dry).

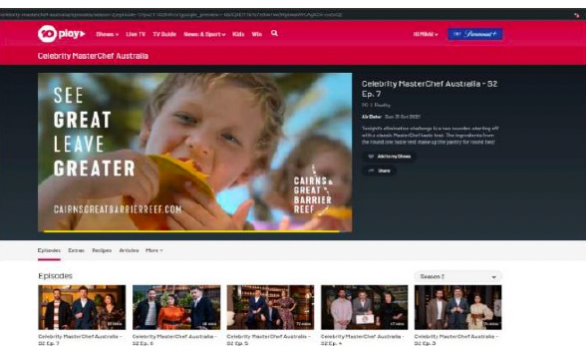
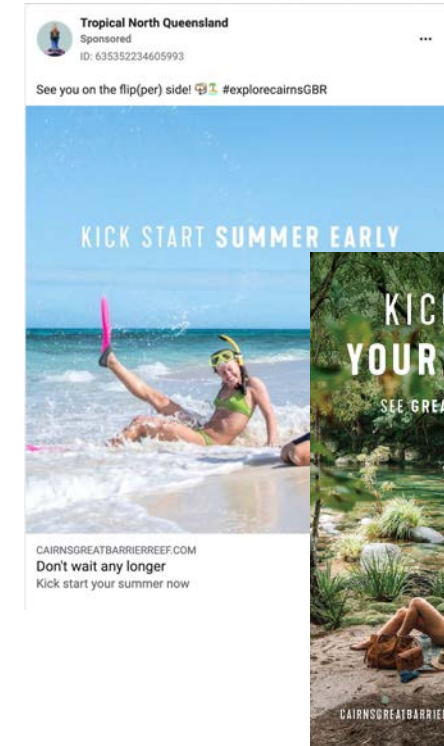
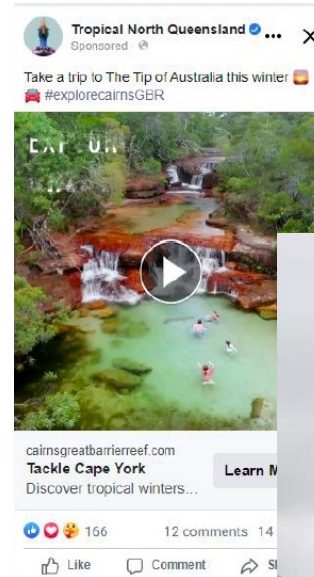
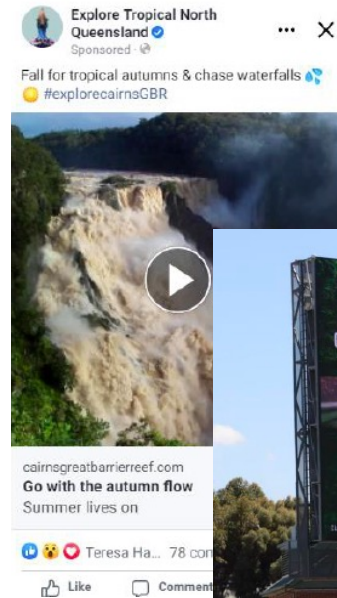
Domestic visitors view our summer as either being too hot or wet to visit so we needed to change the perception around our seasons.

What many potential visitors don't realise, is that each season promises a special experience, completely different to any other time of the year and we need to focus on our marketing and content being reflective of this.

As we re-enter our international markets, we need to continue to educate the trade, media and consumers of our unique year-round offerings.



SEASONAL BRAND EXECUTIONS



WHERE EVERY VISITOR LEAVES AS A CUSTODIAN OF THE REGION AND ITS STORIES



SEE **GREAT LEAVE GREATER** focuses on the transformational moments visitors experience. Our job is to ensure our visitors get the inspiration and information they need, working with the industry to deliver the world's best visitor experience that leaves every visitor feeling connected to the region and its stories.

GLOBAL TRENDS & BRAND ALIGNMENT

LUXURY & WELLNESS

- Disconnect to reconnect
- Rest, rejuvenate and pamper
- Emerging products and experiences
- Luxury & Wellness hub

ACCESSIBILITY

- Inclusivity
- Accessibility hub
- Content creation
- Accessibility widget
- Year of Accessible Tourism

SUSTAINABILITY

- TTNQ toolkit and Our Promise of Greater Good video
- Sustainability hub
- Aligns to the Global Sustainable Tourism Council's 4 sustainable tourism pillars

2022 YEAR IN REVIEW



RECORD LEVELS OF VISITOR SPEND PER TRIP



2022 WAS A RECORD-BREAKING YEAR FOR TNQ

- 2.5M total domestic visitors
- \$4.7B OVE (DEC22 year end)
- \$4.4B domestic / \$278M international
- 5.6 nights ALS
- 1.9M UV and 312K referrals
- TNQ regional expenditure ranked #6 nationally

A couple is seated at a wooden table in an outdoor dining area. The woman, wearing a red sleeveless top, is smiling and holding a glass of water. The man, wearing a blue shirt, is seen from the back. They are surrounded by lush greenery, including many tall palm trees. In the background, the ocean is visible under a soft, hazy sky. String lights are strung across the scene, adding a warm, ambient glow. The overall atmosphere is relaxed and tropical.

2023 AND BEYOND

DOMESTIC PRIORITIES 23-24

- 2023 will be about bridging the gap
- Numbers already dropped in summer with domestic arrivals, but starting to now rebuild: w/c03 Apr at 74K Vs 79K in 2019
- Focus on maintaining HVT
- Push summer/autumn campaign activity to help offset low season and drive year-round visitation
- Retail campaigns in market (now-May)
- Always on approach to marketing across ATL PR efforts and BTL digital to drive conversion



FY22-23 DOMESTIC MARKETING CALENDAR

(Jan – Jun 2023)

RETAIL & TR.

MEDIA/PR ACTIVITY

BRAND CAMPAIGN ACTIVITY

EVENTS

Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23
Summer campaign	Travello autumn campaign with TPDD		My Queensland flash sale campaign		
Always On digital conversion campaign (maintain domestic engagement)					
Rolling Stone & My QLD campaign					
Drive North Queensland (5 x RTOs) Always On					
	Expedia – burst 2	Drive TNQ Campaign			
PR Always On – Pitching and Famils					
	Hot & Steamy Cairns Summer Sounds (TBC) Cairns Tropical Writers Festival	Feast of the Senses	Undara Outback Rock & Blues Easter at Einasleigh	Crankworx Red Hot Summer Tour The Great Wheelbarrow Race Port Douglas Carnivale GBR Masters Games Eco Fiesta	Cairns Airport Adventure Festival Cooktown Discovery Festival Ironman Cairns Cairns to Karumba Bike Ride

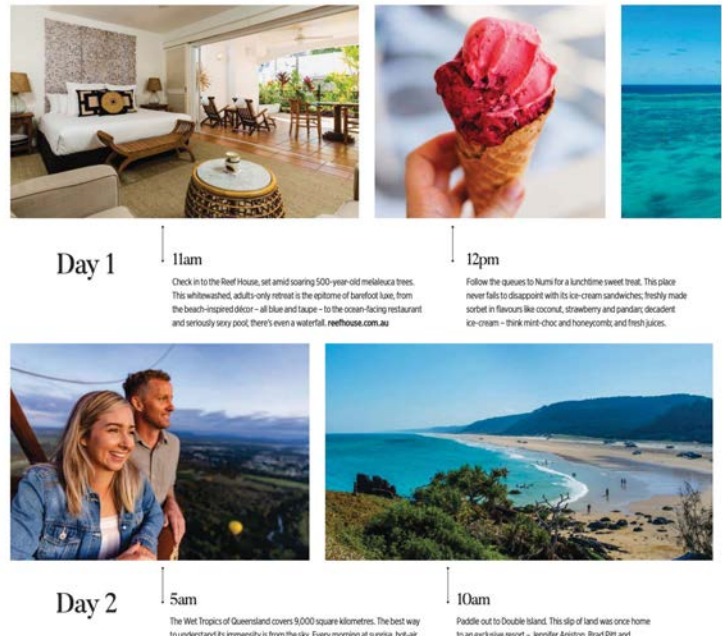
DOMESTIC PUBLICITY – ALWAYS ON

YTD results:

- AVE: \$14M
- Reach/circulation: 171M

Key coverage:

- Coral spawning media activity achieved over 200 pieces of print, online and broadcast coverage including The Guardian, ABC News, and The Canberra Times
- November included final pieces of coverage from the mega famil in GRAZIA, Women's Health & WHO
- Hero December coverage: Kendall Hill's 8-page spread on the Torres Strait Islands in The Australian's Travel + Luxury Magazine



A PERFECT WEEKEND IN... Palm Cove, QLD

INTERNATIONAL PRIORITIES 23-24

- Weekly airport numbers starting to slowly build, but still only at about 35% recovery of international overall: w/c03 Apr at 8.5K Vs 13.6K in 2019
- Federal funding \$15M over 2 years to focus on key areas of recovery and set up the next 5-10 years in our key markets
- Supporting AAIF and Cairns Airport through aviation marketing
 - Direct routes and hubs to focus on sustainable success of the routes inc. UA, SQ, VA/ANA, NZ
 - Driving conversion through airline partners
- Build global brand and destination story to increase destination awareness and consideration and build brand equity
 - PR agencies in UK, EU/GER, USA, JAP, NZ & CHN
 - Media famill program and big PR activations for mass reach
- Reconnect with trade through a trade engagement program
 - In-market events & missions (in addition to TA/TEQ activity)
 - In-region famils, educationals & events (new trade!)
- Trade Conversion (tactical)
 - Once Voice (TEQ/TA)
 - Direct trade campaigns with KDPs



FY2022-23 INTERNATIONAL MARKETING ACTIVITY

(Jan – Jun 2023)

● MEDIA/PR
 ● CONSUMER
 ● TRADE

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23
ALL MARKETS					ATE 2023	ITO Mission
JAPAN				Expedia Campaign		
			HIS - Osaka Campaign			
	Always On - social media management and SEM					
	PR Contractor – Always On					
CHINA	Always On - social media management					
			PR Contractor – Always On			
WESTERN MARKETS				Goway Campaign – USA/CAN		
			Expedia Campaign – USA			
			TTNQ/BEDA Trailfinders Campaign – UK			
				TEQ/TTNQ Swain Campaign – USA		
			TEQ Trade Mission - NZ	TEQ/TTNQ DERTour Campaign – GER		
	PR – Contractors UK/GER/USA/NZ					
	Always On – SEM – UK/GER/US/NZ					

PR	All PR contractors internationally have been confirmed until June 2023. Famil/activation budgets to be confirmed pending funding.
	<ul style="list-style-type: none"> • EU results YTD: AVE \$21.3M, reach/circulation 254M • UK results YTD: AVE \$13M, reach/circulation 1.3B • US results YTD: AVE \$5.6M, reach/circulation 135M • JAPAN results YTD: AVE \$3.4M, reach/circulation 3.6B • CHINA results YTD: AVE \$371K, reach/circulation 24B (commenced March)

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Der erste nachhaltige Projekt aus weltgrößter Kurallende wird nach dem Unternehmen Cairns Premier Great Barrier Reef and Island Tours umfasst. Ziel ist es, gemeinsam mit dem Schiffbauhersteller Volvo Penta einen **24 Meter langen Elektro-Hybrid-Katamaran** zu bauen. Dieser soll dank eines wesentlich effizienteren Motors weltweit weniger Kraftstoff verbrauchen sowie weniger Stickoxide und Schwefeloxide freisetzen. Der erste kommerzielle Katamaran dieser Art am Great Barrier Reef wird sowohl für Tauch- und Schnorchel-Touren als auch für Insel-Ausflüge eingesetzt und Platz für maximal 60 Passagiere bieten. Unterstützung bekommt der Anbieter dabei von der Regierung Queensland, die das spannende Vorhaben mit 200.000 AUD (130.000 Euro) aus dem "Tourism Experience Development Fund" bezuschusst.

Off-Ausgabe zum Great Barrier Reef sollte ab 2024 auch mit hybrid-Elektro-Kraftmaschinen durchgeführt werden. Bild: © Ocean Freedom



A tropical beach scene with numerous palm trees leaning over a sandy path. A person wearing a hat and a striped dress is walking away from the camera on the path. The ocean is visible in the background under a clear blue sky. The text "THANK YOU" is overlaid in the center.

THANK YOU