

Friday 4 June 2021

Dear Member,

COVID-19 has had a devastating impact on tourism businesses in our region, but has also presented an opportunity in the domestic market. Both the opportunity and the challenge need to be approached as a destination partnership, and that is the value created by being a member of TTNQ. A true destination partnership that delivers direct operator value and ensures our region remains front of mind for consumers and for all levels of Government.

Highlights of 2020-21

- The Cairns & Great Barrier Reef brand generated \$130 million in Advertising Value Equivalent (AVE)
- Cairns became the most Googled tropical holiday destination in Australia.
- Our consumer website has cracked 1 million users, up 137% from FY19-20 and 205% from FY18-19 (pre-COVID).
- Our campaigns delivered more than 140,000 referrals to member businesses, resulting in at least \$25 million in leads and \$10 million worth of direct business.
- Our team engaged with members over 4000 times, that's 80% of members engaged every month

Advocacy on behalf of our members became a focus during COVID lockdown in 2020. Lobbying State and Federal politicians for industry support, pushing crucial information out to members in a variety of formats including webinars and being the support at the end of a phone line when members were doing it tough were all part of our plan for industry survival.

The Year Ahead

2021/22 will be the organisations biggest year on record, with a marketing budget of \$10M+, an events budget of \$3.6M and an industry support program exceeding \$1M through the support of the Federal Government's Recovery for the Regions program (\$8.4M) and ongoing support from the Queensland Government and Cairns Regional Council.

We have adapted our marketing approach to make the best of the markets available to us. TTNQ is maintaining relationships with our international markets and focusing 90% of our budget towards domestic marketing. We are diversifying our base of markets through events, culture and niche travel.

Members are the centre of all TTNQ activities, and we are asking you to renew your membership and contribute to ensuring our region stays top of mind for Australian and international travellers as restrictions begin to ease.

Best regards,



Mark Olsen
Chief Executive Officer
Tourism Tropical North Queensland