



# CAIRNS DELEGATE ADVANTAGE PROGRAM

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Cairns & Great Barrier Reef conference delegates are eligible for value-adds and special discounts on a range of products and services including restaurants, retail and tours in Cairns, Palm Cove and Port Douglas.

Designed to enhance delegates' stay in the region, the Cairns Delegate Advantage Program is a delegate boosting initiative available to any conference or incentive group visiting our destination and provides organisers with a complimentary and readily accessible program that can be included in the conference welcome pack.

Involving close to 50 local businesses, the program comes in a compact map format, which can be used as a handy reference guide and fits easily into a pocket, handbag or conference badge holder.

Running for over four years, the program has been extremely well received by the business events community and hailed as providing a competitive advantage to Cairns, with conference organisers praising the initiative as a great marketing tool and delegate booster for their events.

Other delegate boosting materials are available free of charge from Business Events Cairns & Great Barrier Reef and include luggage tags, 'Welcome to Cairns' booklets and flyers, postcards and mobile phone covers.

