

# DELEGATE ADVANTAGE PROGRAM

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## EXCLUSIVE TO YOUR DELEGATES

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 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 available in soft or hard copies, which can be used as a handy reference guide as a downloadable PDF on phones or fits easily into the pocket, handbag or conference badge holder.

Running for over five successful 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 postcards.

