

WHAT'S NEW 2020



WHAT'S NEW IN 2020

Investor confidence is soaring in the Cairns & Great Barrier Reef on the back of record visitor numbers and infrastructure, resulting in a magnitude of multi-million dollar investments being injected into the destination from now until 2022.

Including official opening of Cairns' third new 5-star hotel to be added to the skyline in two-years, an newly constructed arts precinct and parklands, expanded marina and dredged inlet, plus the redevelopment of the Cairns Convention Centre and Cairns Domestic Airport Terminal, this surge of investment alongside the regions strong dedication to sustainability is expected to bring a boost to the business events industry for future years to come.



NURTURING OUR NATURE CAMPAIGN

In 2020, Business Events Cairns & Great Barrier Reef is spearheading the decade of leadership for sustainable events with a targeted campaign that gives conference organisers the opportunity to ensure their events held in the region are guaranteed to contribute back to the preservation of our world-class, unique nature. For all events booked and held during 2020, five of Cairns city's leading class hotels will contribute \$5 per delegate to one of four local wildlife and environmental conservation charities.

businesseventscairns.org.au/resources/nurturing-nature



ADAPTING THE NEW REGIONAL BRAND

The regional tourism organisation for Cairns & Great Barrier Reef, Tourism Tropical North Queensland, has spent the past 12 months working alongside brand agency Nick Did This and will soon unveil the new regional brand, along with key market messages that will be adapted in the Business Events Cairns & Great Barrier Reef identity. Designed to pay homage to the diverse and unique natural environment, rich cultural heritage and captivating tropical lifestyle, the regional will adapt the tagline *Where Our Story, Becomes Yours*.

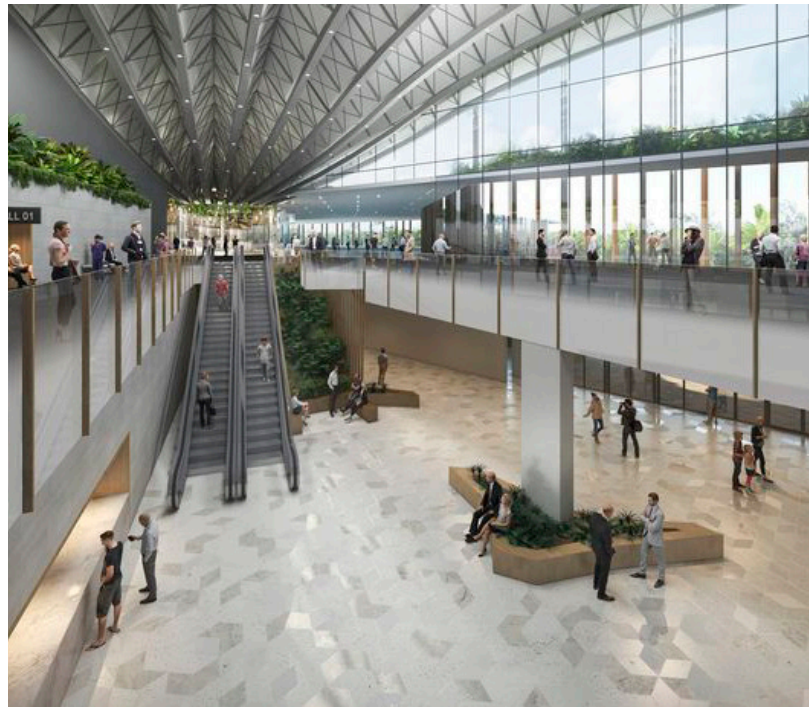
tourism.tropicalnorthqueensland.org.au



CAIRNS CONVENTION CENTRE EXPANSION

The Cairns Convention Centre will undergo a massive redevelopment and expansion with construction beginning in May 2020. The project will inject AUD \$176 million into a planned refurbishment of the existing centre, plus the addition of new exhibition and function spaces and a total redesign of the exterior look. The Centre will be closed for operations from May until November 2020, at which point sections of the Centre will be completed and business will run as usual. The entire project is predicted to be finalised by early 2022.

cairnsconvention.com.au



CAIRNS DOMESTIC AIRPORT RENOVATIONS

Following on from 2019, the Cairns Airport commenced an AUD \$55 million renovation to the Cairns Airport Domestic T2 Terminal that is predicted to be finalised by late 2020. The large scale refresh includes a total restructure to the departure and arrivals lounge area where a line-up of local products and businesses will be added, including Ochre Restaurant, Rattle'n'Hum, The Pier Bar and Cafe China.

cairnsairport.com.au



NOVA CITY CAIRNS

The AUD \$550 million Nova City is a luxurious residential and commercial development spanning more than 24,000sqm adjacent to the Cairns Convention Centre, which will add a further 1,158 apartments to the city's accommodation inventory. Designed to inject a fresh cosmopolitan lifestyle experience into the heart of Cairns, Nova City includes vibrant public spaces, a dynamic business hub and new international retail offerings. The first stage of construction is already underway on the Nova Light Tower, the first of seven towers.

novacity.com.au



CAIRNS' NEWEST 5-STAR PROPERTIES

Crystalbrook Collection by the Ghassan About Group has joined the Cairns city skyline with three new 5-star properties, totalling over AUD \$550 million worth of investment since 2018. The first of the three CBD properties, Riley, was opened in November 2018 followed 12-months later by it's sister, Bailey, that was opened in November 2019. The final property, Flynn, is planned to open in April 2020, completing the Cairns city trio. The total development has added over 500 new accommodation rooms to the city's inventory and a handful of new versatile meeting and function spaces.

crystalbrookcollection.com.au

NOVOTEL OASIS REFURBISHMENT

The Novotel Cairns Oasis Resort will be a showcase of modern sophistication as their multi-million dollar refurbishment nears completion in 2020. The design transformation spans across the lobby, guest rooms, alfresco restaurant, poolside beach club and a new tropic-chic indoor/outdoor bar. Thoughtfully designed and equipped, the five revamped meeting spaces can cater for up to 200 guests. The vast resort grounds and lagoon-style pool allows for unique outdoor events and team building activities.

novotelcairnsresort.com.au



CAIRNS WHARF DEVELOPMENT

The wharf at the Port of Cairns is set to get a AUD \$20 million major makeover that will allow the facility to cater for much larger cruise ships up spanning up to 300 metres to dock. This increase in shipping capabilities was partnered with the the 2019 dredging project of the Trinity Inlet. The wharf developments are scheduled to be completed mid-2020.

portsnorth.com.au



CAIRNS ARTS PRECINCT & CBD UPGRADE

Cairns CBD received a major infrastructure makeover with the development of an arts and culture precinct in the city centre. The AUD \$66.5 million project funded the purpose-built Cairns Performing Arts Centre and an adjacent lush, tropical parkland with performance stage and amphitheatre, the Munro Martin Parklands. The Cairns CBD is also getting an upgrade with the activation of an AUD \$17.4 million City Centre Alive transformation featuring public art and feature lighting.

cairns.qld.gov.au



SHANGRI-LA REFURBISHMENT

Shangri-La Hotel, The Marina, Cairns has completed their tropical renovation of 184 guest rooms, a transformation costing a total of AUD \$13 million. A Sydney-based design firm, Stack Studio's, have delivered a new look standard that focuses on modern simplicity with nautical accents to embrace the hotel's stunning surrounds on the Marlin Marina and the views of the azure sea and sky.

shangri-la.com/cairns/shangri-la



SILKY OAKS LODGE REFURBISHMENT

Silky Oaks Lodge, a luxury accommodation and conference venue located in the heart of the Daintree Rainforest, has been undergoing an AUD \$10 million refurbishment since mid-2019. Owned by Baillie Lodges, this iconic property is going through a refresh of the reception and guest area, suites, onsite restaurant and event spaces, a project that is set to completely redesign the look and feel of the property to compete with some of the world's leading luxury lodges while reflecting the essence of the region.

silkyoakslodge.com.au

