

MEDIA RELEASE



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Planning underway for Sell TNQ 2021

Plans are underway for Cairns & Great Barrier Reef's educational program, Sell TNQ to be held in 2021, welcoming industry partners back to the region.

Business Events Cairns & Great Barrier Reef had great expectations for Sell TNQ 2020 after a record year in 2019 that saw the event oversubscribed by 3 to 1. But the shift in dates allows the event to aptly celebrate its 21st birthday in 2021.

The peak event for showcasing the region's capabilities to Australian and New Zealand meeting planners, Sell TNQ features a workshop day of one-on-one appointments with Cairns & Great Barrier Reef's best business events suppliers and an educational program experiencing the region's touring, food and beverage offerings, and attractions. The program highlights why Cairns & Great Barrier Reef is the natural place to meet.

Business Events Cairns & Great Barrier Reef General Manager Rosie Douglas said the team was committed to holding Sell TNQ in 2021 as soon as it is safe and practical to do so. Traditionally the event is held in November each year, but with industry eager to return to the region, dates for early 2021 are being considered. Participants will have the opportunity to see the region at a different time of the year - the tropical landscape will be rejuvenated after Summer rains.

"There will be so much good news to share in 2021 including a new business events brand platform for the destination and the reopening of the renewed Cairns Convention Centre," she said.

"The food and beverage scene is growing in Cairns city with a second rooftop bar at the newly opened Oaks Cairns Hotel on The Esplanade, and Boardwalk Social offering vibrant dining options overlooking The Esplanade at Flynn, A Crystalbrook Collection Hotel.

"Work has been fast-tracked on the \$28 million Esplanade dining precinct to expand and beautify it into a pedestrian-friendly dining area - more options for delegates on their free nights, or for event planners selecting venues for offsite events.

"The program will feature some exciting changes providing our participants with a great opportunity to immerse themselves in Cairns & Great Barrier Reef. We're so proud to be able to continue the tradition of Sell TNQ for the last 20 years and like any good 21st birthday, the celebrations are going to be big. Until then event planners can check out our [virtual tours online](#) using 360-degree virtual technology.

"The tours allow planners to feel like they are on a real site inspection incorporating key venue specifications that we know event planners need – everything from coach parking, where the toilets are, food and beverage service areas and data projector locations. The tours are a good placeholder for those event planners that can't undertake site inspections at present.

Sell TNQ is a much-loved educational program and we can't wait to see it back on the industry's to-do list.

ENDS

Watch video: <https://youtu.be/vp8Z6oCPDG0>

Images & video to use: <https://bit.ly/32ZK7kB>

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