

October 11, 2023

Delegates keen to return to Cannes in Cairns

The highly successful Cannes in Cairns event for the advertising, marketing and media industry is expected to attract 2000 delegates in 2024 after numbers doubled this year from the 650 who attended the inaugural Cairns event in 2022.

Event organiser Dan Uglow from The Misfits said Cairns was the perfect destination for a return event as the city offered exceptional convention spaces including the newly upgraded Cairns Convention Centre and unique offsite venues such as historical oil tanks in lush tropical gardens.

“This enabled Cannes in Cairns to cater to an audience that had been to the region previously and loved getting away from the southern cold,” he said.

“Indigenous themes were central to the 2023 event which coincided with National Reconciliation Week, starting with a spectacular Welcome to Gimuy (Cairns) by local Yidinydji representatives from Indigenous cultural group Minjil.

“Exploring diverse and unique avenues for fun was essential to the event’s overall success with Cairns providing opportunities for our conference sponsors to create out-of-the-box experiences for large and small gatherings of delegates.

“These included a Palm Cove beach dinner at Nu Nu, the exclusive Cannes in Cairns Yacht with Parisienne DJ Safire, a VIP dinner at Hemmingway’s Brewery, cocktail parties at Crystalbrook Riley’s rooftop bar Rocco, days of seafood on the iconic Prawn Star, and a Tik Tok takeover of the Cairns Party Bus.

“The event’s wow moment was bringing delegates together for the Pinterest-sponsored Pinchella Welcome Party at the Tanks Arts Centre, an historical venue featuring three World War II oil tanks within the Cairns Botanic Gardens.

“The evening was transformed into a whimsical neon wonderland featuring Indigenous foods catered by Nu Nu and entertainment by one of Australia’s coolest band’s, King Stingray, who reportedly blew the roof off.”

Tourism Tropical North Queensland (TTNQ) General Manager of Partnerships and Events Rosie Douglas said Cannes in Cairns showcased the diverse event possibilities in Cairns where the two World Heritage Areas were a natural delegate booster.

“Successfully increasing delegates numbers each year in the same destination shows the diversity of our destination’s offsite event venues, world-class catering options, and the professionalism of the business events industry in Cairns and Great Barrier Reef,” she said.

“Nowhere else in the world can offer internationally-renowned tourism infrastructure and two stunning World Heritage Areas in a modern tropical city just 10 minutes from an international airport.

“With increased direct flights from Singapore, Haneda, Tokyo, Osaka and Auckland Cannes in Cairns has the opportunity grow delegate numbers from across the Asia-Pacific region.”

Case study: <https://businesseventscairns.org.au/wp-content/uploads/2023/09/Cannes-In-Cairns-Case-Study-SEP23.pdf>

ENDS

TTNQ Contact: Liz Inglis | liz.inglis@ttnq.org.au | 0419 643 494

MEDIA RELEASE



Who are we

[Business Events Cairns and Great Barrier Reef](#), is the official Convention Bureau for [Tropical North Queensland](#). Our role is to market the destination to conferences and incentive programs to a global audience and provide impartial advice or information to assist meeting and event planners in making informed decisions.