

MEDIA RELEASE

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## Investment in Cairns attracts incentives

New direct international aviation routes, the \$240 million redevelopment of the Cairns Airport, and the \$176 million expansion of the Cairns Convention Centre ensure 'Cairns & Great Barrier Reef' is well positioned for international business events.

Business Events Cairns & Great Barrier Reef General Manager Tara Bennett said there had been substantial investment into business event infrastructure which was attracting global interest from the incentives market.

"A\$55 million upgrade of the Cairns Airport International Terminal is well underway with exciting new features such as state-of-the-art glass air bridges to give passengers a panoramic view of our dual World Heritage areas as soon as they land," she said.

"This follows the completion of the \$55 million Domestic Terminal upgrade, \$70 million runway overlay, and the announcement that work is starting on a \$60 million Eastern Aviation Precinct for General Aviation.

"Increased demand for international access to Cairns has seen Singapore Airlines increase the volume of inbound seats with wide-bodied jets and AirAsia Indonesia flying direct from Denpasar. Jetstar is launching the inaugural Christchurch to Cairns route in April 2025 and Cathay Pacific and China Eastern have seasonal services to Cairns.

"We have just enjoyed the first full year of the newly expanded Cairns Convention Centre being open bringing additional business events to the region including a wave of Chinese incentive groups.

"The Hilton Cairns, Doubletree by Hilton and Pullman Cairns International have completed refurbishments further enhancing the quality of room stock in the city, while many operators are upgrading to appeal to the business events market.

"Tropic Wings has invested \$12 million into the addition of 12 Battery Electric Vehicles to their fleet of coaches which include 56 seaters and intimate touring vehicles, Sailaway Port Douglas has unveiled the Great Barrier Reef's first electric glass-bottom boat and Pure Snorkelling Adventures, a new half-day Great Barrier Reef boat has launched.

"This new investment adds to the destination's appeal to incentive groups wanting to be rewarded in a place that values sustainability, to be inspired in a naturally beautiful location, and to connect in a city where everything is just 10 minutes away.

"The Cairns Airport is a 10-minute drive from the city, the Cairns Convention Centre and the city's five-star hotels are a 10-minute walk from each other, and stunning offsite venues just a 10-minute drive away."

For more information visit [businesseventscairns.org.au](https://businesseventscairns.org.au)

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Images:

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