

NEW EVENT SPACES KEEP CAIRNS FRESH



Cannes in Cairns returns for third year

FAST FACTS

Event: Cannes in Cairns 2024

Destination: Cairns

Professional Conference Organiser:
The Misfits Media

Duration: 4 days

Number of Delegates: 1,657

Event Type: Conference

Returning for its third year in Tropical North Queensland, Cannes in Cairns continued to grow in strength with an additional 430 delegates from the previous year. The number of international delegates increased from 2% to 15.25% for the creativity festival which was first held in Cairns in 2022 with just 650 Australian delegates.

Utilising the new event spaces in the [Cairns Convention Centre](#) was a highlight for the organisers with an arrival area perfect for activations including a 10 metre replica gold crocodile to welcome delegates. Pinterest set up a tattoo parlour on the terrace, Snapchat was welding gold and silver bracelets together for delegates, and the Convention Centre's team added a food truck façade as an innovative food and beverage idea.

The Pinterest Welcome Party was held at [The Mill](#), a new offsite venue just 10 minutes from the city centre, still owned by the Rankine family, Tropical North Queensland's original timber supplier. The former timber mill was transformed by **Two Tribes** into a fairground for the event with dodgem cars, slides, an aerialist and stilt walkers adding to the atmosphere. Coaches arrived at the top-secret venue and drove through the timber mill between machinery and a helicopter with the guests who were

told to put on their festival party best and wear closed-in shoes.

Events were held throughout the city over the three days utilising various offsite venues to showcase the versatility of Cairns for business events. Samsung Ads Haus used the waterfront **Wharf One Café** for its uber-exclusive opening party, TripAdvisor took over **Rocco**, the rooftop bar at **Crystalbrook Riley**, for networking drinks, and the Boomtown Party was held at the **Wolf Lane Distillery** down a city alleyway.

GumGum Happy Hour was held on days one and two at **Hemingway's Brewery** on the heritage-listed wharves, now home to the **Cairns Cruise Liner Terminal**. The new platform Kokai was launched at The Trade Desk Cocktail Party at **Whiskey & Wine** by **Crystalbrook Flynn** and Uber Advertising held an exclusive beachfront dinner at **Nu Nu** Restaurant in Palm Cove, while Snapchat hosted their Supper Club at Rocco.

The day two dinner was at **Salt House**, a short walk along the Cairns Marlin Marina boardwalk, and on day three the Salt House was taken over for the News Corp closing party with guests given leis and flower garlands as they walked in to watch the sun set behind the rainforest mountain backdrop of Cairns.

The Crocodile Awards for the best ads and campaigns from the Australia and the Asia-Pacific region drew entries from Singapore, Japan, the Philippines, Vietnam, South Korea and Thailand. Special guests included media personality Lisa Wilkinson, actor Richard Roxburgh, influencers Steph Claire Smith and Laura Henshaw, and social commentator Jane Caro at the event in the Cairns Convention Centre.

The fourth iteration of Cannes in Cairns will be held on 13-15 May 2025 at the Cairns Convention Centre with the new name Cairns Crocodiles.

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