

December 4, 2024

Cairns secures lucrative international business event

Tourism Tropical North Queensland (TTNQ) has beaten destinations around Australia to secure an international business event that will inject \$11.68 million into the Cairns regional economy.

TTNQ Chief Executive Officer Mark Olsen announced that Amway Korea would bring around 2700 delegates to Cairns in 2025 arriving from across the Asia-Pacific region in six waves from November 17 to December 9.

"This event is an incentive rewarding Amway's top performers with each wave of delegates doing three full days of touring and at least two offsite events as well as opportunities to explore Cairns at leisure," he said.

"International incentive groups are the highest-yielding market in tourism with an average spend of \$1000 per delegate per day compared to \$735 for other international business events.

"As well as spending more, incentive delegates tend to stay longer, and we are confident many will extend their stay with their family to explore the Great Barrier Reef and the world's oldest rainforest.

"The timing of the event is particularly good for Tropical North Queensland as it comes in one of the quieter periods of the year and will be a welcome boost ahead of the festive season.

"This incentive was highly sought after around Australia, but the Cairns business events industry's proven ability with the 6000-strong Amway China incentive in 2018 helped to secure the business on the initial site visit with the team from Business Events Cairns & Great Barrier Reef.

"The world-class business events infrastructure in Cairns, the ease of getting here and moving around the city, stunning off-site locations and our natural World Heritage backdrops ticked many of the boxes for the organisers.

"Winning the bid for Amway Korea will once again cement the reputation of Cairns as a sought-after location for incentives and prove that our regional destination can compete with the capital cities.

"Announcing this so soon after hosting Australia Next in Cairns in September will really resonate with the international incentive organisers who were wowed by our destination and are now planning where to hold their next event.

"Financial incentives are also critical to securing competitive events like these and TTNQ used Cairns Regional Council funding as part of our bid which was also supported by funding from Tourism Australia and Tourism and Events Queensland."

Queensland's Environment and Tourism Minister Andrew Powell said business events like this are important to Queensland's economy because they bring high-value travellers to the state.

"Business events are booming and as one of the highest-yielding sectors in Australia's visitor economy, it's important that we bring more to Queensland," he said.

"We can't wait to welcome Amway Korea to Cairns and for delegates to enjoy our world-class tourism experiences and great lifestyle.

"Business events will help to stabilise visitation throughout the year and we are positioning Queensland as the perfect host destination for work and play."

MEDIA RELEASE



Cairns Mayor Amy Eden said it was a tremendous win for Cairns that would showcase our region's capacity to host world-class events that drive significant economic benefits.

"Welcoming Amway Korea's top performers to our city is a testament to the appeal of our natural wonders, business infrastructure, and vibrant tourism offerings," she said.

"The \$11.68 million economic boost expected from this event will support local businesses and once again highlight Cairns as a premier destination for international incentive groups.

"It's particularly exciting to see this event scheduled during a quieter time of year, providing an uplift for our community as we head into the festive season.

"I'm proud of the collaboration between Council, TTNQ, and our tourism and business sectors. Events like this cement Cairns' reputation as a hub for international business tourism and pave the way for future opportunities."

Tourism Australia's Managing Director Phillipa Harrison congratulated Tourism Tropical North Queensland on successfully securing the bid win.

"Business events such as corporate incentives are incredibly important to Australia's visitor economy, and we are so pleased to be supporting Tourism Tropical North Queensland to secure this latest win through our Bid Fund program," Ms Harrison said.

"Just a few months ago we hosted our signature event – Australia Next – in Cairns and we hope that showcase of the region as a world-class incentive destination will help to secure many more events for Tropical North Queensland.

"Tourism Australia's Business Events Bid Fund has been helping to build a strong pipeline of future international business events over a number of years now and these continue to deliver significant benefits for destinations and businesses across the country."

The 2025 Amway Korea Incentive is supported by the Queensland Government through Tourism and Events Queensland.

ENDS

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