

MEDIA RELEASE



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New Funding Announced to Drive Business Events Growth in Tropical North Queensland

Business Events Cairns & Great Barrier Reef has launched a new funding program to attract and secure business events to the region over the next four years, with the initiative projected to deliver a \$54 million direct economic impact.

Tourism Tropical North Queensland (TTNQ) General Manager of Partnerships and Events, Tara Bennett, said the program will support new business events proposing Tropical North Queensland as a destination, with a minimum of 150 delegates staying in the region for three nights.

"We're thrilled our funding partners have recognised the significant value of the business events sector and have supported this strategic investment to drive visitation and economic growth," Ms Bennett said. "International and National eligible events can apply for funding of \$10,000 or more for events taking place between 1 July 2025 and 30 June 2029."

In addition to the financial support, the Business Events Cairns & Great Barrier Reef team will continue to provide a suite of complementary services through the convention bureau. These include connecting meeting planners with venues and accommodation providers and the broader local events supply network, delegate boosting and marketing support, as well as air and ground support for site inspections.

Both Tourism and Events Queensland and Cairns Regional Council are key partners with Business Events Cairns & Great Barrier Reef in helping to secure events for Tropical North Queensland.

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