

MEDIA RELEASE



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Transformational experiences showcased on Cairns & Great Barrier Reef website

Business Events Cairns & Great Barrier Reef has launched a refreshed website to inspire meeting planners to discover transformational experiences for their next event.

Tourism Tropical North Queensland (TTNQ) General Manager of Partnerships and Events Tara Bennett said the website would be introduced at the Asia Pacific Incentives and Meetings Event (AIME) 2026 as part of the Business Events Cairns & Great Barrier Reef update on the destination.

“Our business events team and 12 members will be representing Cairns & Great Barrier Reef at stand C20, a zero-waste destination stand designed with local partner NQ Exhibitions,” she said.

“The new website will reinforce the Cairns & Great Barrier Reef promise to Connect Great and Leave Greater that ensures business events in Tropical North Queensland have a far-reaching impact on delegates.

“Transformational experiences take delegates deeper into the Great Barrier Reef and the world’s oldest rainforest with World Heritage values closely connected to the destination’s First Nations people.

“Multi-sensory journeys exploring and contributing to our World Heritage areas are perfect for team building, Corporate Social Responsibility, off-site events and post-event adventures and this is captured in the new Business Events Cairns & Great Barrier Reef website.

“We have new images from recent events and blogs to assist with event marketing and to help to boost delegate numbers.

“Business Events Cairns & Great Barrier Reef also has a new funding program to attract and secure business events with a minimum of 150 delegates staying for three nights to the region over the next four years.

“International and national eligible events can apply for funding of \$10,000 or more for events taking place before 30 June 2029.

“In addition to the financial support, the Business Events Cairns & Great Barrier Reef team will continue to provide a suite of complimentary 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.”

The funding initiative is supported by key partners Tourism and Events Queensland and Cairns Regional Council, who work alongside Business Events Cairns & Great Barrier Reef to secure major business events for the region.

Go to: businesseventscairns.org.au

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