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Australian franchise conferences choose Cairns

Six franchise conferences are being held in Cairns in 2026 attracting 3450 delegates to Tropical North Queensland, including the Body Fit Conference which has returned for the second year in a row.

Tourism Tropical North Queensland (TTNQ) Partnerships and Events General Manager Tara Bennett said multiple franchises were choosing Cairns for their annual conference allowing busy franchise owners to combine Tropical North Queensland holiday with their business commitments.

"Since the National Franchise Convention for 360 was held at the Cairns Convention Centre in May 2024, attention has turned to our destination for its ability to deliver a world-class business event in an international destination," she said.

"Cairns has attracted 13 franchise conferences bringing more than 6000 delegates who injected \$27 million into the region.

"Food outlets, pool shops, pharmacies, builders and gyms are among the diverse franchises to combine business with pleasure at conferences held at the Cairns Convention Centre and CBD hotels.

"The ease of getting to Cairns from any Australian destination, New Zealand and Southeast Asia, and then travelling just 10 minutes from the airport to your city accommodation is attractive to busy franchise owners.

"Delegates enjoy bringing their families to enjoy a pre- or post-conference getaway in the only place where two World Heritage areas are side by side.

"More than 20 per cent of delegates extend their stay and meeting organisers tell us that the destination's appeal is a significant factor in their marketing as it generates delegate interest.

"The mix of conferences choosing Cairns shows the versatility of the destination with events ranging from 75 delegates to 1000 and diverse offsite functions in unique venues including repurposed World War II fuel tanks and a timber mill."

The 2026 Carpet Court Australia Conference for 600 delegates mixed education and an exhibition with networking across venues including the Cairns Convention Centre, Crystalbrook Flynn, Hemingway's Brewery, and The Tanks Art Centre.

Event organiser Rebecca Sullivan from Impact said delegates were given a day off in the middle of the conference to give members time to absorb the content.

"This was one of the most repeated positives in the event's feedback with delegates heading to the Great Barrier Reef, joining a coach trip for a day out in Port Douglas, or golfing at Yorkey's Knob," she said.

Ms Bennett said the ability for a brand to take over a compact city like Cairns was also a drawcard.

"The 2024 Hungry Jack's National Convention was among the larger franchise conferences with 950 delegates walking along the Esplanade each day in their brand shirts and heading to offsite events in a 'Still fired Up!' custom-branded bus," she said.

The Hungry Jack's brand was highly visible with a new Hungry Jack's opening on Sheridan St, custom-

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branded LED welcome signage at Cairns airport, and custom-made lager at Hemingway's Brewery called Thirsty Jack's."

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Image: The 2024 Hungry Jack's National Convention was among the larger franchise conferences with 950 delegates at the Cairns Convention Centre.

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