

A group of five people, including a man in a khaki uniform and a cap, are standing on a wooden walkway with a metal railing in a dense tropical rainforest. The walkway is elevated and surrounded by lush green foliage, including large ferns and moss-covered tree trunks. The background shows tall, misty trees, creating a sense of a deep jungle environment.

Your invitation to be part of a bold new marketing initiative for Queensland

Tourism and Events Queensland and Tourism Tropical North Queensland invite tourism operators and stakeholders to learn about a new and innovative experience based marketing initiative that will put Queensland at the forefront of consumer expectations and grow our share of the global travel market.

Today's travellers want and expect real, authentic and memorable experiences. Tourism and Events Queensland, in partnership with Tourism Tropical North Queensland, is responding to the expectations of today's guests through a soon to be launched program, which will allow us to implement a consumer driven approach to help deliver our 'Best address on earth' promise to our visitors.

Come along and find out the details of this exciting program with presentations from Tourism and Events Queensland, ReviewPro and social media experts.

Date Wednesday 4th October

Time 10.00am – 1.00pm

Venue Hilton Cairns,
34 Esplanade, Cairns

RSVP To register your attendance [click here](#)

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