

Source: <https://www.cairnspost.com.au/news/cairns/cairns-coronavirus-tourism-gets-40m-international-campaign-boost/news-story/626e23992ae0f8098f55c1d7c17487b8>

## Coronavirus: Cairns tourism to benefit from \$40m international campaign boost

**The Federal Government has just announced a huge tourism package to drive travellers to places like Cairns – but the industry is still in for a rough ride.**

Chris Calcino, The Cairns Post  
Subscriber only

February 27, 2020 9:24am

CAIRNS will be a major recipient of a new \$40 million campaign to reignite international tourism as the Federal Government opens up bushfire tourism recovery funds to destinations peering over a coronavirus travel cliff.

The Morrison Government will invest \$25 million into a marketing effort with a significant focus on Far North Queensland – money directed from a \$76 million crisis package already announced for areas struggling in the wake of bushfires.

Tourism Australia has used the boost to leverage a further \$15 million in private investment from Qantas, Singapore Airlines, Scoot, Air Asia X, Malaysian Airlines, Trailfinders, Flight Centre, Thomas Cook India and Chan Brothers.

Major digital and social media advertising campaigns will be rolled out in Singapore, Malaysia, Indonesia, India and the United Kingdom, as well as print and magazine coverage, and strategically placed billboards across the UK.

Chinese tourists leave the Cairns Marlin Marina after spending the day travelling on tourism boats to the Great Barrier Reef. PICTURE: BRENDAN RADKE

The goal is to spread the message that Australia is safe, welcoming, and still has all the experiences that international travellers love.

Far North icons including the Great Barrier Reef, the rainforest and Cape York will feature heavily in the campaign, as well as promotion of travel packages to the state.

Leichhardt MP Warren Entsch said the Federal Government had committed to invest more funds as marketing activity ramped up and more markets were targeted.

He lashed out at Far North Labor MPs for attacks on the Federal Government for previously not matching the State Government's \$3.8 million to support Cairns organisations affected by coronavirus.

"We have listened and we have acted," he said.

“This international marketing campaign will highlight what is great about our nation – lifestyle, character and our natural assets such as the Great Barrier Reef, Daintree Rainforest and the wilderness of Cape York.”

The CEO of Tourism Tropical North Queensland, Mark Olsen, speaks at the Cairns Post Future Tourism lunch at the Cairns Convention Centre. PICTURE: BRENDAN RADKE

Tourism Tropical North Queensland CEO Mark Olsen welcomed the move.

“Timing is going to be key,” he said. “The other one we need is dedicated additional funding to re-enter the China market. Not only is every destination on earth looking to get back into China once this humanitarian crisis is over, but every brand in the world is trying to get back in as well.

“It’s going to be a very crowded marketplace.”