



**CAIRNS TOURISM INDUSTRY ASSOCIATION**

*Cairns, Gateway to the Great Barrier Reef*

8 November 2019

Councillor Bob Manning AM  
Mayor of Cairns  
Spence St  
Cairns Q 4870

Dear Bob

**REQUEST FOR DEPUTATION/MEETING**

I trust this finds you well. Further to my email advice to you on 1 September 2019 giving a brief background as to the establishment of the Cairns Tourism Industry Association following release in the media, and the subsequent distribution of further detail on the 16 September 2019 to a number of addressees, I am writing to bring you up to date with developments thus far.

Our web site is now established and gives detail as to the background behind the establishment of the CTIA, who we are, what we are doing, and our membership activities are well underway. We will be adding to this web site by way of our planned marketing activities as well as establishing the site as a communication portal unashamedly selling the virtues of the City and the destination. It is still very much a work in progress. I have met with the CEO of TTNQ Mark Olsen and our discussions dealt with some of the contemporary challenges facing the industry and how it was our intention to work with TTNQ to compliment many of their activities whilst recognising that our prime focus would be on marketing the Cairns destination and the links to the Great Barrier Reef including a focus on reclaiming the importance of Cairns as an international gateway. We agreed that the existence of the CTIA should in now way be seen as a distraction to the efforts of TTNQ but rather be seen as complimenting their regional marketing focus. Moving forward I am sure that this will prove to be the case.

The Exec Team of myself, Alan Wallish and Gary Low wishes to meet with you and whomever you deem appropriate from the CRC Exec management to discuss in more detail our plans and where we headed with the messaging around the promotion and marketing plan for the city and where we can compliment your efforts in tourism marketing and investment attraction and in particular be updated on your lobbying efforts around the visitor levy and your lobbying efforts in relation to Vision 2050 statement regarding the aviation attraction fund. The CTIA wishes to work with the CRC in growing the visitor numbers and we wish to acquaint you with some issues that we believe are acting as a hand brake on the current marketing and promotional efforts of the city and region. From our perspective we believe that the medium outlook is less than positive and we want to be proactive in turning this around where we can. It would be our intention to provide you with a discussion list once your office confirms meeting details.

We eagerly look forward to your response.

Yours sincerely,

Kevin Byrne  
President