Cairns is a vibrant, sophisticated tropical city with unparalleled natural beauty. As the international gateway to the Great Barrier Reef and Wet Tropics Rainforests, we are one of Australia’s most popular holiday destinations. We are a premier location for national and international meetings and conferences, and a world-class adventure centre for international sporting events.
CAIRNS AIRPORT ADVENTURE FESTIVAL (featuring IRONMAN)

- In just its fourth year, the festival attracted 6520 competitors (55% from across Australia and overseas, 45% local) and 15,000 patrons (49% from across Australia and overseas).
- Events are telecast nationally and internationally.
- IRONMAN attracts cumulative audience of over 15 million with live stream viewing all day.

UCI MOUNTAIN BIKE WORLD CUP EVENTS 2014, 2016 & 2017

- Cairns offers a unique mountain biking experience amongst pristine tropical rainforest.
- Smithfield Mountain Bike Park has 39ha of downhill, cross country and mountain cross tracks from green to double black diamond, including World Cup level XC trails.
- Cairns will host the 2016 UCI MTB World Cup and 2017 UCI MTB World Championships.

CULTURAL & LIFESTYLE EVENTS: some recent examples

REEF FEAST, PALM COVE

- 12-day gourmet food event celebrating Palm Cove, the Great Barrier Reef and Tropical North Queensland lifestyle.
- Definitive showcase of TNQ’s local seafood and abundant tropical and native produce.
- Events include food tours, master classes, cooking demonstrations, exclusive dinners, beachside markets and live entertainment.

CAIRNS INDIGENOUS ART FAIR

- Established in 2009, CIAF has grown to become Australia’s premier Indigenous Art Fair.
- It is a unique, sophisticated and ethical marketplace for sale of Queensland Indigenous and Torres Strait artworks.
- Event has attracted over 83,000 visitors and generated $5.6 million in tourism expenditure (2009-2014).

BUSINESS EVENTS: some recent examples

AUSTRALIAN TOURISM EXCHANGE

- Southern hemisphere’s largest international travel “business to business” trade show.
- Attracted delegates from over 38 countries, 600 international buyers and media plus 1017 sellers from across Australia.
- Cairns event was the first time in ATE’s 35-year history that it was held in a regional centre.
- Delegates’ highlights included ease of getting around Cairns and laid-back atmosphere (conducive to doing business and building relationships).

G20 FINANCE MINISTERS AND CENTRAL BANK GOVERNORS MEETING

- Event attended by 2000+ delegates, support staff and international media.
- Delegates praised the region’s hospitality, food, entertainment and postcard scenery.
- Federal Treasurer Joe Hockey said the meeting’s success augured well for future large-scale events in Cairns, and wrote that “Cairns is an ideal location for international events and a showcase for Australia’s favourite natural and cultural qualities.”

CONTACT US FOR YOUR NEXT EVENT:

Ms Andrea Jeynes,
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Cairns Regional Council
PO Box 359, Cairns QLD 4870
Phone: (07) 4044 3520
Email: a.jeynes@cairns.qld.gov.au
Web: www.cairns.qld.gov.au

SPORTING EVENTS: some recent examples

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