

A yellow outline of a spotlight hangs from the top center of the page. A soft, purple-toned light cone emanates from the bottom of the spotlight, illuminating the text below. The background is a solid, deep purple.

# CITY SPOTLIGHTS CAIRNS

Get to know some of Australia's top regional cities



**14 OF 19  
MAJOR CITIES  
IN AUSTRALIA  
ARE IN  
BOOMTOWN.**

WELCOME TO  
**CAIRNS**  
AND THE TROPICAL FAR NORTH

Gateway to the  
Great Barrier Reef  
*... and so much more*

*"The most extraordinary place on Earth"*  
- Sir David Attenborough

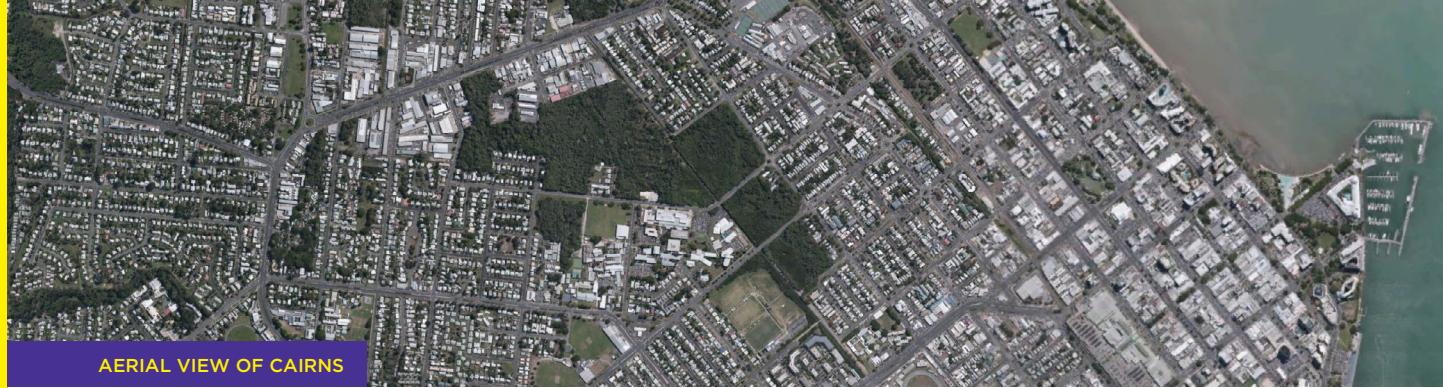




Pretty much every Australian has been to Cairns at some point in their life for a holiday - with a trip to the Great Barrier Reef almost mandatory. But what they might not see through their snorkeling goggles is the diverse population that calls this thriving region home year-round.

Although gold mining and sugar cane production were the early industries, the city's key seven industries of focus are now healthcare, tourism, construction, education, aviation, marine and arts and culture.

In addition, since it's the only place in the world where two natural wonders collide (the Reef and the Wet Tropics Rainforest - which is 80 million years older than the Amazon), Cairns residents aim to protect the environment so a strong sustainability industry has also been developed.



AERIAL VIEW OF CAIRNS

## ECONOMIC FOCUS

### GROSS REGIONAL PRODUCT

\$19.81 billion (\$11.46 Billion from Cairns City).

### KEY ECONOMIC CONTRIBUTORS

**Tourism:** Over 4 million people visited Cairns in FY23, and visitors spent \$33.2 Billion for the same period.

**Healthcare** is the largest employer, accounting for 19% of all jobs.

**Major development:** In 2023, Screen Queensland along with Village Roadshow are opening a 6,500 square metre studio to allow more filming in Far North Queensland.



Cairns airport figures show domestic visitation has surpassed pre-pandemic levels.

Bright start-up scene: Cairns has one of the highest per capita for start-up businesses: 1 startup for every 5,300 people!



ART WORK SPACES - COWORKING HUB



CITY SPOTLIGHTS  
**CAIRNS**

Having quickly bounced back from Covid, Cairns is returning to normal productivity and growing beyond pre-Covid levels.





BLACKBIRD LANEWAY CAFE

THE ICONIC CAIRNS CENTRAL



# CONSUMER OPPORTUNITY



## CURRENT POPULATION

289,993 in Far North QLD, with 175,398 in Cairns City.

## AFFORDABLE LIFESTYLE

Housing costs are 50% cheaper than the Australian average, making Cairns attractive thanks to the cost of living increases and inflation.

## AVERAGE COMMUTE TIMES

- Australia 65.9
- Sydney 71.1
- Melbourne 65.4
- Brisbane 66.7
- **Cairns 10-25**



Go green in Cairns: Thanks to a focus on sustainability and recycling, Cairns residents produce the lowest amount of trash per capita in Queensland - keep this in mind for messaging and product development!

Cairns: 398 kg (lowest)  
Townsville: 601 kg (highest)



CITY SPOTLIGHTS  
**CAIRNS**

Over a quarter million residents call the region home - don't overlook the Tropical Far North.



# CULTURAL OPPORTUNITIES TO PLUG INTO



## CAIRNS FESTIVAL

Since 1962, this 10-day celebration of life in the tropics is a mix of arts and culture - the biggest event in Cairns where the whole city comes out to play.

**WHEN:** August/September



## ECOFIESTA

Proving Cairns is Australia's sustainability hub, this family-friendly music and food festival is actually an environmental expo - attended by over 10,000 people.

**WHEN:** May



## IRONMAN CAIRNS

Known as "the race in paradise" this outpost of the famous triathlon attracts the world's fittest women and men (don't let the event name fool you) whilst thousands of us normal folk cheer them from the sidelines.

**WHEN:** June

# UNLOCK 175,398 CAIRNS RESIDENTS IN MINUTES

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SHAKE (TV) | Sky News Regional (TV)  
Digital Audio & Display (DIGITAL)

ACM  
ACM Digital Network (DIGITAL)

Coverage Levels: Heavy (dark pink), Medium (light pink), Light (very light pink)



# RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

## Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

## boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



#### SOURCES:

<https://economy.id.com.au/cairns/gross-regional-product> • <https://statements.qld.gov.au/statements/98795> • <https://economy.id.com.au/cairns/employment-by-industry>  
<https://choose.cairns.qld.gov.au/work/more-than-tourism#start> • <https://www.domain.com.au/research/house-price-report/december-2023/#brisbane>  
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