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Eye on Q

22 November 2018

TOURISM
& EVENTS
Queensland



Insights aplenty in big week for tourism industry

Last week saw a flurry of tourism industry development activities, with TEQ's International Market Briefings and Tourism Masterclasses, QTIC's Tourism Indigenous Employment Forum, DestinationQ and the Queensland Tourism Awards pulling together hundreds of industry professionals to acknowledge the achievements of 2018 and gain insights into how to advance the industry in 2019 and beyond.

A cumulative 2,470 people attended the events across the week, providing a great opportunity for industry engagement and improvement.

Some key insights from the International Market Briefings included:

- India boasts the fastest growing economy in the world, and Indian travellers love to splurge on holidays. The country has a predominantly young population, so marketing should be youth-focused.
- Up to 48 per cent of Americans are using their smart phone to book long-haul travel - with most of that usage while they are in the destination. Having a mobile-optimised website with booking functionality is vital for Queensland's tourism operators.
- In Europe, mobile usage is heavier for research, with traditional trade channels still preferred for booking long-haul travel.

- In the UK, complex itineraries are also still booked through traditional channels, where travellers visiting friends and relatives are increasingly using airline website or online travel agents.

Throughout the year TEQ coordinate a number of events to help Queensland's operators connect with key international markets, including upcoming Queensland on Tour missions to India and China.

[View upcoming industry opportunities](#)



Real-time alerts for beachgoers

A wi-fi system that will allow surf life savers to send alerts to mobile phones to keep beachgoers safe will be rolled out across all Queensland beaches in time for summer.

With beaches one of Queensland's biggest tourism drawcards, making them a safer place for tourists will only add to the appeal for visitors.

[Read more](#)



Big boost for Outback tourism

Queensland's Outback tourism experiences are set for a development boost, with \$10 million committed to 15 new projects for the region.

The work will include a display for Australia's largest dinosaur, a glass-floored bridge at Cobbold Gorge and upmarket artesian baths at Julia Creek.

[Read more](#)



Celebrating the industry at Queensland Tourism Awards



Queensland cleans up at Adventure Tourism Awards

More than 900 guests packed into The Star on the Gold Coast for last Friday's sold out Queensland Tourism Awards, celebrating the industry's best individuals and operators.

The night also saw the Sunshine Coast unveiled as the host of the Queensland Tourism Awards in 2019 for the first time.

[Read more](#)

Queensland has taken home the major awards at the inaugural Adventure Tourism Awards, held on the Gold Coast last week.

The state's award winners included best accommodation, best tour and best backpacker night out in Australia. Congratulations to all the winners and finalists from this very important sector.

[Read more](#)



Queensland is the host with the most

From the hugely successful Gold Coast Commonwealth Games, to the Battle of Brisbane and a slew of lifestyle events - international media company SportsPro sees Queensland as a leading destination for events.

[Read more](#)



Grants available for small businesses

The latest round of grants to assist Queensland's small businesses are now open for application.

In the last round of Small Business Entrepreneur Grants, 237 small businesses were successful in receiving \$840,000 to access professional advice and support.

Round four applications close at 5pm on 13 December 2018.

[Learn more](#)



Indian trade partners experience Queensland

TEQ, in partnership with Brisbane Airport Corporation and Malaysia Airlines, is currently hosting key representatives from India trade partners and trade media outlets as part of Queensland on Stage India 2018.

The six-day mission will see the participants attend workshops in Brisbane and the Gold Coast, while also taking in a range of familiarisation experiences.

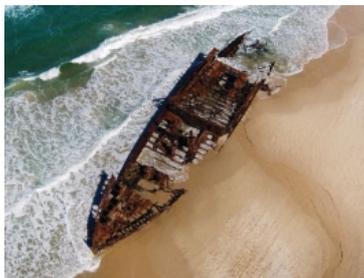
India is a key growth market for Queensland, with recent figures showing visitation grew by 17.1 per cent in the year ending June 2018.

Tourism offerings showcased to top UK and Irish media

Eighteen top-tier journalists from both print and online media are experiencing Queensland's tourism offerings first-hand as part of Queensland on Stage UK and Ireland 2018.

The objectives are to showcase not only the Queensland lifestyle through the many great experiences at our doorstep, but highlight Brisbane as the cosmopolitan capital, the Sunshine Coast as the perfect escape and Fraser Coast as a must-see part of the Australia's Nature Coast.

The event is being hosted by TEQ, along with Singapore Airlines, Brisbane Marketing, Visit Sunshine Coast and Fraser Coast Tourism and Events.



Industry Opportunities

Visualising Diversity in Marketing

Webinar, November 27 2018

Managing Google Reviews

Webinar, November 27 2018

China Payment Expos

Gold Coast, 26 November 2018

Cairns, 4 December 2018

Intensive China marketing training

Online, three one-hour sessions, 27-29 November 2018

Queensland on Tour India 2019

EOI now open, 17-22 Feb 2019

[More industry opportunities](#)

Industry job opportunities

- [TEQ Content Planner - closes 25 November 2018](#)
- [TEQ Marketing Specialist - closes 29 November 2018](#)
- [TEQ Creative and Content Director - closes 30 November 2018](#)
- [BCEC Sales Manager National Conventions - closes 23 November 2018](#)

Quick snippets

- TEQ opens tenders for third-party representation in North America and India
- Mackay tourism industry committed to environmental sustainability
- Campaign encourages coral adoption for Christmas

EVENTS



BRISBANE
Woodford Folk Festival
27 December 2018 -
1 January 2019



CAPRICORN
One Hot Night
29-30 December 2018



BRISBANE
Brisbane International
30 December 2018 -
6 January 2019

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