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Eye on Q

6 June 2019 - Happy Queensland Day!

TOURISM
& EVENTS
Queensland



Second round of Outback event grants now open

The Queensland Government is now seeking applicants for the second round of grants in its \$3 million Year of Outback Tourism Events Program.

The program has already seen 27 successful recipients receive funding in the first round, including the Savannah Way Art Trail, the Nindigully Film and Music Festival and the Outback Paddle Regatta & River Fest in Longreach.

The grants are for new or enhanced events in Outback Queensland, designed to support local businesses and build a stronger, sustainable tourism industry for the Outback.

Applications for round two funding must be for events delivered between 30 September 2019 and 31 December 2020. The deadline for round two applications is 15 July 2019 and applicants will be notified from September 2019.

[Read more](#)



ScUber arrives in Tropical North Queensland

The world's first rideshare submarine, scUber, has arrived in Tropical North Queensland where it will focus the eyes of the world on the Great Barrier Reef off Cairns and Port Douglas from 9-18 June.

The scUber campaign - a landmark partnership between Tourism and Events Queensland and rideshare leader Uber – will operate at Agincourt Reef for the next fortnight where competition winners from across the globe will also experience the once-in-a-lifetime opportunity.

Since launching two weeks ago, scUber has reached a potential global audience of more than three billion people, generating more than 3,500 news stories, attracting more than 150,000 competition entries and sharing the positive story of the reef's resilience, biodiversity and world-leading management.

[Read more](#)



MasterChef cooks up interest in state's food scene

Queensland has been the star of Ten's top-rating show MasterChef this week as the state hosts 'Travel Week'.

The contestants have had a whirlwind tour of South East Queensland and the region's mouth-watering produce, with episodes featuring Brisbane's newest dining precinct Howard Smith Wharves and fine-dining restaurant Montrachet, Maleny landmark The Old Dairy and picturesque Noosa, with the final destination to be revealed on air tonight.

The week featured a series of challenges for contestants, but Queensland was the ultimate winner in showcasing our unique food experiences to a national audience.

TEQ is amplifying the exposure on the show with a brand-new food focused campaign on air in key domestic markets featuring MasterChef superstar Matt Sinclair.

[Catch-up on the Queensland episodes](#)

Domestic push from TNQ

The Queensland Government has announced an extra \$1 million to promote Tropical North Queensland to domestic visitors.

The campaign will focus on key domestic markets south of the border, aiming to lure southern travellers to book a holiday up north.

It is being supported with \$500,000 from the State Government via Tourism and Events Queensland,



matched by Cairns Regional Council and Tourism Tropical North Queensland.

[Read more](#)

Escaping the cold

Queensland has a distinct competitive advantage during winter and TEQ, together with partners, ensure we make the most of that marketing opportunity. Two current campaigns, among others currently in-market, are highlighted here:



Kiwis lured to the warmth

Tourism and Events Queensland, along with Destination Gold Coast (DGC) and Visit Sunshine Coast (VSC), has partnered with Air New Zealand as part of a campaign to entice Kiwis to escape the harsh winter for warmer climes across the ditch.

DGC's 'Gold Coast, you just can't stay away' campaign featured a 'Scoopstack' ice cream cone stacking competition, with over 303,000 unique entries vying for the experience-based prizes.

VSC's 'Sunshine by Lunchtime' is promoting direct flights, highlighting the fact that travellers can depart Auckland in the morning and be dipping their toes in the famed Sunshine Coast waters by lunchtime.



A welcome 'wintervention'

AccorHotels staged a 'wintervention' last week, transporting the lucky residents of one of Australia's coldest towns, Waratah in Tasmania, to the Gold Coast for the weekend.

Waratah is located in Tasmania's western hinterland on the edge of Lake Waratah, and has an average winter temperature of a mere 4.9 degrees celsius. It stands as one of the coldest and wettest locations in all of Australia.

The [clever campaign](#) was the perfect way to showcase what the Sunshine State can offer domestic visitors south of the border who are suffering through the chilly winter months.

Gold Coast events



Marathon surges in popularity

A huge surge in popularity for this year's Gold Coast Marathon has prompted race organisers to increase capacity of the event to meet growing demand.

This year's event, from July 6-7, will see a diversion to the marathon route which will allow for an extra 1,500 runners to compete, bringing total marathon entries available to 8,000 runners.

The event is a significant contributor to the state's economy, with last year's event generating more than \$28 million.

[Read more](#)



Australian Open staying in QLD

The world's largest open lawn bowls tournament will be held on the Gold Coast for the next five years.

The new deal secured by Queensland Government via Tourism and Events Queensland will see the event held on the Gold Coast until 2024.

The 2019 Australian Open is currently under way on the Gold Coast, with a record number of more than 2,600 entrants from across the world competing. The new deal highlights the Gold Coast's reputation as a world-class events host.

[Read more](#)

Business resource



How to design a winning email campaign

Email campaigns can be an effective way for a tourism business to communicate with its customers and stakeholders, providing it grabs their attention.

The team at Campaign Monitor have created a handy infographic with handy tips on how to create a winning email design.

[View the infographic](#)

Industry opportunities



Event funding available

TEQ is currently accepting submissions for funding in Round 13 of the Queensland Destination Events Program (QDEP), for eligible events staged between January 2020 and January 2021.

By supporting regional events, QDEP aims to generate local economic activity, attract external visitation, drive community outcomes and raise the profile and appeal of the host destination.

Round 13 submissions will close 5:00PM 26 June 2019 (AEST).

[Read more](#)



Share your story

Are you a [2019 Best of Queensland Experience](#)?

Best of Queensland Experiences are invited to share additional information about their operations to assist TEQ's teams to learn more about Queensland's best experiences.

By providing this additional information, you are also helping TEQ to more easily match potential marketing and development opportunities with appropriate experiences.

Find out more about the Best of Queensland Experiences Program [here](#).

[Share your story](#)



Stand Out In The Age Of Influence Webinar - 19 June 2019

As we anticipate the future of work and the age of online influence, managing your brand's online presence is more important than ever.

Online Brand and Reputation expert Kirryn Zerna will show you how to leverage the dormant power of everyone in your organisation or team to build a brand reputation that gets cut through for all the right reasons.

[More information](#)

Other opportunities

[Queensland Tourism Awards](#)

Nomination deadline extended to 11 June 2019

[Destination Showcase India](#)

Mumbai and New Delhi, 13-15 August 2019

Applications close 7 June 2019



[Queensland on Tour North America](#)

Philadelphia, San Antonio, Seattle, Vancouver and Calgary, 16-23 August 2019

[Wellness Tourism Summit](#)

Noosa, 4-5 September 2019

[Australian Marketplace South East Asia](#)

Kuala Lumpur, 30 September-2 October

Applications close 13 June 2019

[Youth and Adventure Roadshow](#)

London, Amsterdam, Frankfurt and Munich, 1-7 November 2019

Applications close 14 June 2019

[ATEC Meeting Place](#)

Brisbane, 25-27 November 2019

[More on Industry Events Calendar](#)

Quick snippets

- Tourism Australia is [seeking feedback from industry](#) on what topics should be covered in its next series of video updates.
- Sunshine Coast Airport Pty Ltd is preparing a [new Airport Master Plan](#) to guide the future development of the Sunshine Coast Airport to 2040 and beyond.
- Book your seat at the [Future Tourism luncheon](#) on Thursday, 13 June at the Howard Smith Wharves in Brisbane to hear from leading industry experts on the challenges facing the state's tourism sector.
- Mackay Tourism has launched an [events-based marketing campaign](#) to encourage visitation to the region.

QUEENSLAND EVENTS CALENDAR

IT'S LIVE!
in Queensland



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