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*Queensland*Eye on *Q**5 July 2021*

Marketing campaign launches today to encourage last-minute bookings



UNDARA VOLCANIC NATIONAL PARK, CAIRNS & GREAT BARRIER REEF

Load a deal to take part

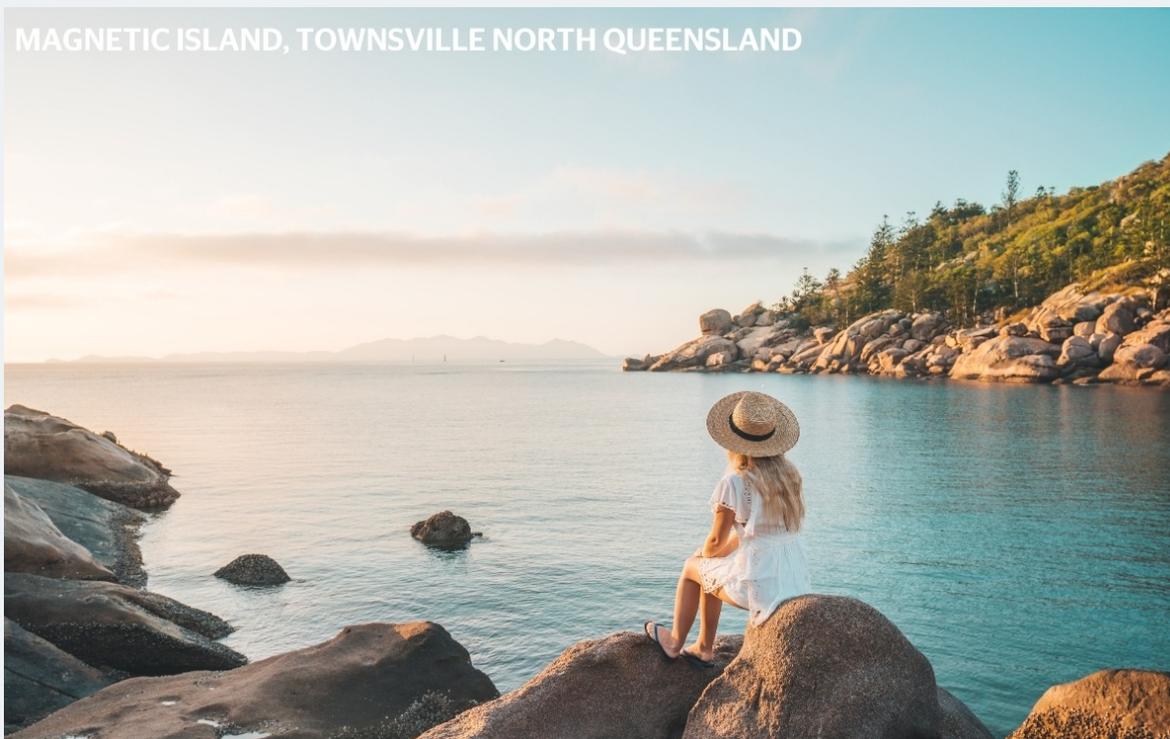
A short but intense marketing campaign will launch today to encourage Queenslanders to take a Queensland holiday in the remaining week of school holidays. The 'last-minute holiday deals' campaign will run from today with social media ads targeting Queenslanders, supported by the return of Good to Go advertisements on television encouraging Queensland holidays.

Consumers will be looking for great value offers and incentives to get travelling at the last minute, so we encourage you to use this opportunity to load your best deals into the

Australian Tourism Data Warehouse (ATDW) - any holiday deals loaded will appear on the campaign landing page on Queensland.com. There is no charge to participate in the campaign and ATDW subscription fees are currently waived.

HOW TO LOAD A DEAL TO ATDW

MAGNETIC ISLAND, TOWNSVILLE NORTH QUEENSLAND



Lockdown lifts, restrictions remain in place

Lockdown restrictions have now lifted across the state, however some restrictions still remain in place throughout Queensland.

People in South East Queensland, Townsville and Palm Island must continue to wear masks and abide by restricted capacities. The mask wearing rules also apply to anyone who has been in these areas - SEQ since 1:00am 29 June; or Townsville or Palm Island since 6:00pm 29 June - until 14 days have passed since they were last there.

People in the rest of the state must also abide by restricted capacity rules.

These restrictions will remain in place until 6:00pm, Friday 16 July 2021.

See the overview of the restrictions in the [updated roadmap](#), and you can view the requirements in more detail in the updated [Restrictions on Businesses, Activities and Undertakings Direction](#).



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

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