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Eye on Q

Special scUber edition  
23 May 2019

TOURISM  
& EVENTS  
Queensland



## World-first campaign to showcase the reef

TEQ has today launched a new global campaign promoting the Great Barrier Reef – 'scUber' - the world's first rideshare submarine on the world's greatest natural wonder.

In a unique partnership with rideshare giant Uber, a ride in the scUber submarine will allow travellers to go beyond the limits of conventional diving to explore the Great Barrier Reef at depths of up to 30 metres, with 180-degree views, and all without getting wet. The once-in-a-lifetime experience is bookable through the Uber app, strictly subject to availability.

The scUber promotion aims to showcase the reef and grow awareness by highlighting the diversity and vibrancy of this underwater world and will be supported by a global integrated marketing campaign across digital, out of home, social media, EDMs, influencers and PR.

The supporting campaign will be delivered in key western markets including Australia, New Zealand, the United Kingdom, the USA, Canada and France. Partnering with Uber gives TEQ unprecedented access to millions of loyal Uber users to help tell the story of the Great Barrier Reef to global audiences. Great Barrier Reef holiday packages are also being marketed through key distribution partners in these markets to support the campaign and drive visitation to Queensland. The campaign will also include a consumer competition allowing one winner from each key western source market plus a friend to win a trip of a lifetime to the Great Barrier Reef and ride in scUber.



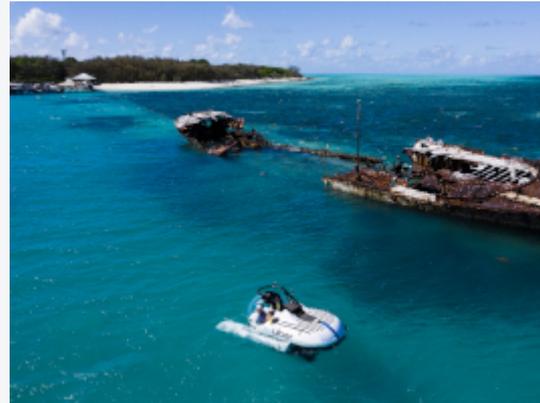
### Telling the reef's story

The Great Barrier Reef continues to rank highly as a desirable holiday destination in Queensland's key international markets and is a significant driver of visitation to Queensland.

It is vital to continue to build a greater understanding of the biodiversity of this remarkable ecosystem – the very basis of its World Heritage listing – which is central to inspiring future visitors.

The scUber promotion aims to tell the story of the reef, showcasing the reef from angles rarely experienced by tourists and giving travellers a profound sense of awe to create new stories about the reef.

[Read more about why this campaign has been launched](#)



### Jump onboard

This campaign will generate visually spectacular reef content showcasing the reef from a new angle. To create new stories and share the stunning beauty and biodiversity of the reef, Queensland's tourism industry can play their part by sharing this content through their channels and showing the world why their perfect next holiday is in Queensland – where they too can experience the beauty of the reef together with a diverse range of holiday experiences across the state.

Our guide on how to leverage this campaign will help you make sure that the whole of Queensland makes the most of this opportunity.

[Industry guide: leveraging the scUber campaign](#)



### Take a sneak peek

Ahead of the launch today, we've had videographers and content creators busy at work capturing epic footage of the scUber experience.

Check out the whole experience from mainland pickup to heli-transfer and deep diving into the reef's underwater wonderland.

[Watch the video](#)

## Business resource

### Share your story

Every business has a story to tell and Tourism Tribe's free 'Share your story' service will help you create a shareable story for social media as well as a media release ready for you to distribute.

It would be timely to create a story about your business's link to the Great Barrier Reef - whether a direct link, or a story about how visitors to Queensland can enjoy the reef and other experiences around the state.

[Read more](#)



## Industry opportunities



### TEQ's Conversations with Industry

TEQ's annual Conversations with Industry series will commence around the state again next month, kicking off on the Fraser Coast.

For an update on industry trends, marketing activities and one-on-one sessions with specialists in partnerships, marketing, events and experience development, look out for your local event over the coming months.

[Fraser Coast Conversations](#)

### Other opportunities

#### Queensland Tourism Awards

One week left to nominate

#### 2019-20 Advance Program

Funding opportunity to support Business Events marketing initiatives - applications close 1 July 2019

#### Destination Showcase India

Mumbai and New Delhi, 13-15 August 2019

#### Queensland on Tour North America

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



## Queensland on Tour Japan

Osaka and Tokyo, 3-7 September 2019

## Australia Marketplace UK and Europe

London, 30-31 October 2019 - registrations close 31 May 2019.

[More on Industry Events Calendar](#)

## Quick snippets

- Registrations welcome for inaugural [Whitsunday Reef and Island Symposium](#) - 29 May 2019
- [Have your say](#) on the design concepts for the Mooloomba (Point Lookout) whale shelter, Yalingbila Bibula (Whale on the Hill)
- [Updated regional tourism snapshots](#) are now available for Queensland's 11 tourism regions for the year ending December 2018

## QUEENSLAND EVENTS CALENDAR

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*in Queensland*



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