



## New data reveals value of tourism to Queensland

The tourism industry continues to grow its reputation as a strong employer and key economic generator in Queensland. The latest Queensland Regional Tourism Satellite Accounts data from Tourism Research Australia revealed the vital role the industry plays and the year-on-year growth in gross regional product and tourism employment in nine tourism destinations across the state. We could fill Suncorp Stadium more than four times over with the number of people employed in Queensland's tourism industry, while tourism is worth \$25 billion to the state.

[Find out more](#)



A guide to the Games and the best address on earth

Visitors to the Gold Coast 2018 Commonwealth Games will be inspired to travel throughout the state to explore the best address on earth, Queensland. Six-months out from the Games, the GC2018 team has released its *Gold Coast 2018 Commonwealth Games – Discover Queensland* e-book. The e-book gives visitors a handy guide to explore the state's best tourism destinations and encourages all Games' attendees to extend their stay and discover the diverse landscapes and experiences across the state.

[Read more](#)



### Home of the uni games

The Gold Coast will host Australia's university games four times in the next five years. In a new format, The Nationals Division 1 and Division 2 competitions are expected to attract thousands of visitors and inject millions of dollars into Queensland's economy. The Nationals will be held on the Gold Coast in 2018 and 2019, before moving to another city in 2020 and then returning to the Gold Coast for another two years.

[Read more](#)



### Stars return for tennis slam

Queensland's premier tennis event, the Brisbane International, will welcome back its defending champions in 2018. Announced today, the 2017 men's champion and world No.8 Grigor Dimitrov and 2017 women's champion and world No.4 Karolina Pliskova will return to Queensland to defend their titles. The pair's return is a major drawcard for tennis fans across the country.

[Read more](#)

### Gem in our reef a tourism gold mine

The discovery of the 'blue hole' in the Great Barrier Reef has attracted significant media attention from around the world and further increased interest in Queensland's natural wonder. Since it was released last week, the story has reached more than 5 million people, has featured in more than 100 pieces of media coverage and achieved more than \$850,000 in publicity value.



[Read more](#)



### World Tourism Day

More than 200 tourism operators and industry leaders gathered in Brisbane last week to celebrate World Tourism Day, where the winner of the 2017 QTIC Prize for Innovation in Tourism Awards was also announced.

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### Ecotourism plan

The Queensland Government is working on a plan to transform Queensland's parks into ecotourism drawcards. The move is expected to revitalise key visitor and tourism destinations.

[Read more](#)



### Latest Annual Report released

Tourism and Events Queensland's Annual Report 2016-17 was tabled in Parliament on 29 September, highlighting record international and domestic visitation.

[Read more](#)

### Industry opportunities

**Find out about Best of Queensland Experiences Program:**

[Toowoomba](#) - 9 Oct 2017

[Mackay](#) - 13 Oct 2017

[Capricorn](#) - 16 Oct 2017

[Be My Guest workshops](#)

Brisbane, 8 Oct-6 Nov 2017



[2017 Australian Regional Tourism Convention](#)  
Canberra, 23-26 Oct 2017

[DestinationQ 2017 Forum](#)  
Brisbane, 9 Nov 2017

[2017 Queensland Tourism Awards](#)  
Brisbane, 10 Nov 2017

[European Product Workshop 2018](#)  
London, 19-21 Mar 2018  
Seller applications close 27 Oct 2017

[Australian Tourism Exchange 2018](#)  
Adelaide, 15-19 Apr 2018  
Seller applications close 11 Oct 2017

**Job opportunities:**

[General Manager](#)  
Centre of Contemporary Arts, Cairns  
Applications close 12 Oct 2017

[Development Manager](#)  
Backing Indigenous Arts, Cairns  
Applications close 17 Oct 2017

[Read more](#)

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## Quick snippets

**Port Douglas marina investment a boost to superyacht tourism** - Tourism and hospitality group Crystalbrook Collection will buy the Reef Marina in Port Douglas and invest \$100 million to expand the site.

**Mooloolaba World Cup** - The International Triathlon Union announced earlier this week that the Mooloolaba World Cup would be the second race on the 2018 ITU World Cup calendar.

**Track the ex-HMAS Tobruk** - Queenslanders can now track the transformation of the ex-HMAS Tobruk from wreck to artificial reef off, when it is scuttled off the coast between Bundaberg and Hervey Bay.

**Learn to use social media to drive innovation** - Join Jess Fealy from the Office of Small Business in a webinar to learn from her experience using the online world to innovate her rural business.

**Tourism Australia's China team launches new brand campaign** - Tourism Australia is working with China's biggest photo editing/sharing app - Meitu - to encourage travellers to share their best Aussie holiday snaps. There is an opportunity for Queensland experiences and operators to take part. For more information email [Emma Hanson](#).

**Korean celebrities battle it out in Queensland** - Two pairs of Korean celebrities have taken part in the hit travel show *Battle Trip* to see who could have the most fun in Brisbane and the Gold Coast versus Cairns. Tourism and Events Queensland and Tourism Australia partnered to promote the locations ahead of Korea's peak winter holiday season.

**QTIC Young Professionals Mentoring Program** - Applications are now open for the 2018 QTIC

# EVENTS

**IT'S LIVE!**  
*in Queensland*

PBR IRON COWBOY  
**Townsville North**  
**Queensland**  
17-18 Nov 2017

AIRLIE BEACH  
FESTIVAL OF MUSIC  
**The Whitsundays**  
10-12 Nov 2017



BRISBANE TO GOLD  
COAST CYCLE  
CHALLENGE  
**Brisbane/Gold**  
**Coast**  
15 Oct 2017

YARRABAH BAND  
FESTIVAL  
**Tropical North**  
**Queensland**  
28 Oct 2017

BUNDABERG CUP  
**Bundaberg North**  
**Burnett**  
25-26 Nov 2017

NOOSA TRIATHLON  
MULTI SPORT  
FESTIVAL 2017  
**Sunshine Coast**  
1-5 Nov 2017

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