



World's sporting leaders in Queensland

A momentous week for Queensland comes to a close today with the final day of the SportAccord World Sport and Business Summit being held on the Gold Coast. Secured as part of the legacy of the Gold Coast 2018 Commonwealth Games (GC2018), the event brought over 1500 delegates from 100 countries and 500 sports federations to Queensland to secure new events and cement the state's reputation as a world-class event destination.

The 17th annual SportAccord marks the first time the event has been held in Australia with delegates soaking up the sunshine and experiencing first-hand what to expect when hosting an event in Queensland.

This year's theme, 'The Future of Big Data and Analytics', was discussed amongst sporting leaders including International Olympic Committee President, Dr Thomas Bach, former Secretary-General of the United Nations, Ban Ki-Moon and five-time Olympian Natalie Cook OAM OLY.

The event will play a key role as a global connector of international events to be hosted in Queensland in the short and longer term, with representatives from sporting organisations including world swimming's governing body FINA, football's FIFA, cricket's ICC and World Rugby among some of the big names in attendance.

[View the photo stream from the event.](#)



Magic in Brisbane

One of the biggest events on the rugby league calendar, and a first for the NRL, Magic Round begins in Brisbane tonight with all 16 NRL teams playing a full round of the NRL Telstra Premiership in the city.

Over four exciting days, league fans have the opportunity to watch their favourite teams compete at Brisbane's Suncorp Stadium during the inaugural Magic Round, as well as enjoy a series of activations and [entertainment bringing magic to the event](#). The event is expected to generate more than 100,000 room nights over the weekend and inject \$60 million into the Queensland economy over the three years of the deal.

[Read more](#)



Best Job in the World: 10 years on

Ten years ago this week, Tourism and Events Queensland announced British entrepreneur Ben Southall would take on the 'Best Job in the World' as caretaker of the Islands of the Great Barrier Reef.

Widely regarded as one of the most successful tourism campaigns of its kind, the 'Best Job in the World' broke new ground in creative marketing and attracted unprecedented levels of national and international coverage. With 35,000 applications from over 200 countries, the campaign generated more than \$430 million in publicity for Queensland.

[Relive the ground-breaking campaign](#) which increased international awareness of the World-Heritage listed Great Barrier Reef.

[Read more](#)



Where is he now?

He landed the dream job and spent six-months sharing the beautiful islands of the Great Barrier Reef with the world - but where's Ben Southall now and what's he been up to since 'Best Job in the World'?

[Read more](#)



New opportunities for Gold Coast

Two announcements this week will open up the Gold Coast to new markets.

It is expected that more than \$176 million will be pumped into the Queensland economy over the next three years with a new Jetstar route connecting the Gold Coast with Seoul.

Taking off in December, this new service is an important addition to growing the state's connections with Asia and sixth largest international market, South Korea.

Plans were also announced this week for a new world-class \$5 million dive site to be built offshore from Main Beach. This attraction is set to bring thousands of visitors to the region and create dozens of jobs for locals.

[Read about the new Jetstar route](#)

Brisbane business grants

Tourism operators in Brisbane are encouraged to apply for grants of up to \$10,000 through the Lord Mayor's Experience Development Incentive Grant Program.

The program aims to assist businesses in Brisbane to expand their existing offerings and create unique experiences for visitors.

New infrastructure, luxury hotels and tourism products are contributing to Brisbane's record visitor numbers and expenditure with international and national visitation reaching a record high of 8.9 million people who spent a record \$7.3 billion in the year ending December 2018.

[Read more](#)



State Library amongst best in the world

To celebrate World Book Day, Lonely Planet compiled a list of the most awe-inspiring libraries across the globe.

The State Library of Queensland was included in the round up alongside other famous libraries such as the Trinity College Library in Ireland and the Schwarzman Building of New York Public Library.

[See the list](#)

Business resources

Understanding the journey of the connected consumer in travel

Facebook has explored how mobile and online platforms are redefining how travel shoppers around the world discover, evaluate and purchase flights, accommodation and trip experiences.

[Read more](#)





Updated regional snapshots

TEQ has updated its 11 regional tourism snapshots to include data from the year ending December 2018. These snapshots detail the number of Australian and international visitors to each region in Queensland, including visitor behaviour, drivers of change, insights into tourism trends and more.

[Read more](#)

Industry opportunities

Industry discount off Arrival Conference

Receive a 20 per cent discount to attend the Arrival Conference in Bangkok using the promotion code BKTOAUS19. This conference is for creators and sellers of tours, activities and attractions throughout the Asia Pacific region.

[Read more](#)



Other opportunities

Facebook advertising for small business

Brisbane, 21 May 2019

Email marketing for small business

Brisbane, 25 June 2019

Developing Northern Australia conference

City of Karatha, WA, 11 - 12 July 2019

Destination Showcase India - save the date

13 - 15 August 2019

Queensland on Tour Japan - registrations now open

3 - 7 September 2019

[View industry events calendar](#)



Career opportunities

TEQ is seeking a [Culture and Entertainment Events Specialist](#) - temporary full time until 30 June, 2021.

Applications close 12 May, 2019.



Quick snippets

- Tourism Australia announced its Managing Director, [John O'Sullivan](#), will leave the organisation to take up a new role as CEO and Executive Director of Experience Co.
- [Tourism Whitsundays' joint \\$1 million marketing campaign](#) started this week - aimed to uplift the whole region through extensive marketing and PR activity.
- [A feedback survey](#) has been released for public consultation on North Stradbroke Island's whale shelter concepts.
- Global health care eyes will be on Brisbane in 2024 when the city hosts the [Congress of the International Orthoptic Association](#).

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