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Eye on Q

16 May 2019

TOURISM
& EVENTS
Queensland



Year of Outback Tourism funding announced

Outback Queensland's tourism industry has been given a boost, with dozens of events and experiences announced as recipients of funding from the Year of Outback Tourism Events Program.

The Queensland Government yesterday announced 27 recipients will receive a collective \$1.1 million in funding to support Outback tourism.

The grants of up to \$100,000 will go to support a vast array of events including sports carnivals, a regatta, a stockman's challenge, music and food festivals, horse races, an Indigenous walking trail and arts projects.

Round two of the funding will open next month, as part of the Government's commitment to provide \$3 million in support to attract new visitors to the Outback.

The news follows last week's announcement that Queensland Rail is offering a special '2 for 1' deal on its famous Spirit of the Outback, The Inlander and The Westlander trains.

The deal will help further promote the calendar of events and range of experiences on offer in Outback Queensland, with tourism providing vital economic support for the region.

[Read more](#)



Million-dollar campaign supports North Queensland recovery

The Queensland Government this week announced the latest initiative in a tourism campaign encouraging Australians to visit North Queensland.

Ignite Travel Group will donate \$50 from each sale of selected holiday packages to the St Vincent de Paul Society's North Queensland appeal. The activity forms part of the broader \$1 million TEQ marketing assistance package to promote North Queensland.

The announcement coincided with the TEQ Board meeting in Cairns and networking events in Townsville, as part of the continued schedule of regional Board meetings.

[Read more](#)



Videos showcase dive experiences

More than 750,000 people have enjoyed a virtual dive into two of Queensland's iconic scuba destinations in the past fortnight – the SS Yongala and the Great Barrier Reef – thanks to a content partnership between TEQ and global dive authority, Scuba Diver Life.

As part of this content partnership, Scuba Diver Life has developed several videos to showcase why Queensland should be on every diver's bucket list, accompanied by editorial pieces on how to experience these sites, distributing the content to their global community of divers.

The partnership forms part of a \$1 million push to highlight Queensland's diving and other nature-based

tourism experiences off the back of the launch of Queensland's newest dive site, the ex-HMAS Tobruk, which opened in the Wide Bay region in May.

[Watch the GBR video](#)



NRL brings magic to Brisbane

The first-ever NRL Brisbane Magic Round held over the weekend has been unanimously hailed a success, with new data revealing strong support for the event.

With almost 135,000 people in attendance at Suncorp Stadium over four days and another 3.8 million watching the games on TV, Brisbane Magic Round proved to be a major boost for the local economy and an enormous platform to showcase Brisbane.

[Read more](#)



SportAccord hailed as best ever

More than 1,700 of the world's most high-powered sporting executives took part in what has been labelled the best SportAccord in history on the Gold Coast last week.

With luminaries such as International Olympic Committee President Thomas Bach and former United Nations Secretary-General Ban Ki-moon in attendance, the event provided a great opportunity to showcase the state while also reinforcing Queensland's reputation as a major events host.

[Read more](#)

Business resources



Queensland Tourism Award tips

There is still time to nominate for the prestigious 2019 Queensland Tourism Awards. Don't miss your chance to showcase the achievements of your tourism business and be part of the tourism industry's 'night of nights' hosted by the Queensland Tourism Industry Council (QTIC).

QTIC has a range of resources available for businesses wanting to maximise their entry. Nominations close 31

May.

[Read more](#)

Industry opportunities

Boost your business event

Tourism Australia's Advance Program offers the business events industry the opportunity to leverage its international marketing expertise in order to grow the number of delegates to confirmed events taking place in Australia, and the number of international business events secured for Australia. Applications are now open for the Business Events Australia 2019/20 Advance Program.

[Read more](#)



Other opportunities

Facebook advertising for small business

Brisbane, 21 May 2019

Mentoring for Growth business workshops

Multiple locations, 21-31 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 - applications open

Mumbai and New Delhi, 13-15 August 2019

Queensland on Tour North America - applications open

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

Queensland on Tour Japan - applications open

Osaka and Tokyo, 3-7 September 2019

Corroboree West - applications open

Perth, 7-11 October 2019



[View industry events calendar](#)

Quick snippets

- The latest [Australian Tourism Satellite Account](#) has been published, featuring information on the value of tourism in Australia compared to other industries.
- Brisbane tourism operators are encouraged to [apply for grants](#) of up to \$10,000 to develop exciting new experiences.
- Queensland is being hailed as the sports events capital of Australia with [this blockbuster line-up](#) in 2019.
- The Queensland Government has launched the [Brisbane Region Major Events and Planning Unit](#) to support event organisers and the community.
- Noosa Food & Wine Festival [focusses on sustainability](#) for the 2019 event, being held on the Sunshine Coast this weekend.

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IT'S LIVE!
in Queensland



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