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Eye on Q

22 August 2019

TOURISM
& EVENTS
Queensland



Events continue to boost local tourism economies

The success of Queensland's events strategy has yet again been demonstrated with the announcement this week that the inaugural [NRL Magic Round](#) brought 48,000 fans to Brisbane, generating 105,000 visitor nights and more than \$20 million in economic benefit.

Events across the state this week are also injecting Queensland's destinations with fun, culture and plenty of visitors, with the inaugural [Curated Plate](#) event attracting 13,000 attendees on the Sunshine Coast last weekend, the Townsville Triathlon Festival currently hosting hundreds of participants, and Hamilton Island Race Week – the southern hemisphere's biggest regatta – currently seeing more than 230 boats competing, following another bumper Airlie Beach Race Week.

TEQ's *It's Live! in Queensland* events calendar is expected to generate \$800 million in economic benefit across the state in 2019, with each of these events bolstering local tourism industries, jobs and economies throughout the year.

[Read more on Magic Round](#)



Queensland goes on tour

Queensland is making its mark on North America this week, as 13 operators, RTOs and LTOs travel across the region to market Queensland holidays. Based off the success of Tourism Australia's award winning Dundee campaign, and the recently announced Qantas direct services from Chicago and San Francisco to Brisbane, the tour aims to grow awareness, understanding and ability to sell Queensland holidays. The group kicked off in Philadelphia, meeting with trade partners to provide training before moving on for more training in Chicago, San Antonio, Seattle and Vancouver.

A meeting with global travel giant Expedia highlighted the need to appeal to consumer desires for experiences, sharing that their travellers generally book two internal flights within Australia to different destinations driven by experiences.

The tour continues, meeting with trade in Calgary before concluding tomorrow.

The Western Markets have always been crucial to Queensland's tourism industry, currently contributing about 40 per cent of total international expenditure to the Queensland visitor economy. A key distinction of Western visitors is their dispersal throughout the state, with 31.3 per cent of visitor nights spent outside of the major gateways of Brisbane, Tropical North Queensland and the Gold Coast, fundamental in supporting regional Queensland economies and jobs.

[See more photos on our LinkedIn feed](#)

Welcoming the world



Hayman re-opens

Internationally renowned Intercontinental Hayman Island Resort has officially reopened, the third Whitsunday island resort to open in 2019 (joining Daydream Island Resort and Elysian Retreat, Long Island).

An Australian tourism icon of more than 70 years, \$135 million has been invested into revamping the resort following the devastation of Cyclone Debbie in 2017.

The new resort, a welcome return to the Whitsundays portfolio of island resorts, is expected to pump \$120 million into the local economy each year and continue to rebuild the destination's reputation as a Great Barrier Reef island paradise.

[Read more on island openings](#)



Country comes to the city

Already known as the event that brings the country to the city, Brisbane's Royal Queensland Show, 'the Ekka', was home to a special feature this year, with the Queensland Government pavilion themed 'Year of Outback Tourism'.

Coordinated by TEQ in partnership with the Department Innovation and Tourism Industry Development, the stand used augmented reality (AR) to showcase Outback tourism experiences and encourage travellers to take their next holiday in Outback Queensland. A giant Queensland map also allowed travellers to chart out possible journeys with the help of Outback tourism experts to provide advice. The Year of Outback Tourism aims to help grow an industry which can sustainably bolster local economies.

[Watch AR video](#)

Queensland cruising at a rate of knots

Dream Cruises' Explorer Dream will visit Queensland for the first time later this year, bringing almost 2,000 passengers plus crew to Cairns, Gladstone, Mooloolaba and Brisbane.

The 268m cruise ship will make 17 calls to Queensland ports between October and December with about 80 per cent of its passengers coming from China, opening up new experiences to Queensland's largest international market.

The news, which was announced this morning, comes



off the back of figures released on Sunday showing the number of cruise ships visiting Brisbane will jump by 30 per cent from 150 to 200 when the new \$158 million Brisbane International Cruise Ship Terminal opens next year, benefitting the entire state.

[See the itineraries](#)



Business Resource: Ultimate guide to Insta-stories for business

Instagram's 'story' feature is a rapidly-growing way to reach your audience. This blog covers everything from the strategies for creating Instagram Stories to the tools and hacks you can use to create your own Instagram Stories for your business.

[Read more](#)

Business development opportunities

Feature event: Conversations with Industry

Tourism and Events Queensland's annual Conversations with Industry events are taking place across the state. This is your chance to connect with industry colleagues and find out the latest insights, research and trends for your region. Hear updates from TEQ representatives, the Queensland Tourism Industry Council, the Queensland Government and local regional tourism organisations about how you can make the most of the government and industry support available to you.

Upcoming events are listed below, and if you've already attended your local event you can [find videos and regularly referenced resources here](#).



[TEQ's Conversations with Industry](#)

Southern Great Barrier Reef (Yeppoon), 28 August 2019

[TEQ's Conversations with Industry](#)

Sunshine Coast, 17 September 2019

[Destination Business Events](#) (formerly AACB Annual Conference)

Melbourne, 18-20 September 2019

[DestinationQ 2019 Forum](#)

Including Queensland Tourism Awards, indigenous forum, masterclasses and state-wide industry forum

Sunshine Coast, 7-8 November 2019

Focus Queensland: Digital Marketplace China

Applications close tomorrow, Friday 23 August

Chengdu, China, 7-9 November 2019

ATEC Meeting Place

Brisbane, 25-27 November 2019

Internationale Tourismus Börse (ITB) 2020

Berlin, Germany, 4-8 March 2020

Queensland on Tour New Zealand

Expressions of interest now open

New Zealand, 31 March - 1 April 2020

[More on TEQ's industry events calendar](#)

Job opportunity

TEQ is seeking an [International Specialist](#) in a part-time role. Applications close Sunday, 1 September 2019.

Quick snippets

- [Qantas invests \\$10 million in bigger discounts for Regional Australia](#)
- The [Gold Coast welcomes more than 700 representatives from Chinese company Zhiban Keji](#) on an incentive reward program
- The opportunity to host Australian Regional Tourism's annual convention is open for expressions of interest until 1 November 2019. [Contact Lauren Douglass](#) for information.
- [North Straddie no longer Queensland's best-kept secret](#), as latest visitor statistics show five per cent growth
- The [latest research on the value of tourism](#) to Queensland's economy have been released by Tourism Research Australia. Regional breakdowns are expected to be released later in 2019
- Make the most of opportunities for your business with our new [How to work with TEQ checklist](#)

WHAT'S ON IN QLD

IT'S LIVE!
in Queensland



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