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Eye on Q

14 March 2019

TOURISM
& EVENTS
Queensland



Tourism campaign for North Queensland

The Queensland Government has announced an extra \$1 million to promote North Queensland and support tourism businesses in the wake of the recent monsoon.

The marketing investment, via Tourism and Events Queensland, will be used to promote Townsville, the Whitsundays and Tropical North Queensland. The tourism industry is vital in these regions, supporting thousands of local jobs and pumping millions into the economy.

The news follows a recent announcement of additional marketing support for the Whitsundays for a campaign to coincide with the re-opening of several resort islands after Cyclone Debbie.

[Read more](#)



DestinationQ on the Sunshine Coast

The Sunshine Coast will play host to tourism industry leaders this November as they gather for the annual DestinationQ Forum, Queensland Tourism Industry Council's (QTIC) Indigenous Tourism Forum and the Queensland Tourism Awards gala ceremony.

The DestinationQ Forum and TEQ's tourism masterclasses will run from 7 to 8 November 2019 at Novotel Twin Waters Resort on the Sunshine Coast.

The forum will again be held alongside QTIC's Indigenous Tourism Forum on 6 November 2019 and the Queensland Tourism Awards gala ceremony on the evening of 8 November 2019.

Together, these events represent the largest tourism industry gathering in Queensland and the third year these events have been scheduled in the same week.

The combined events are expected to bring more than 600 industry leaders to the Sunshine Coast.

[Read more](#)



New campaign to attract Chinese visitors

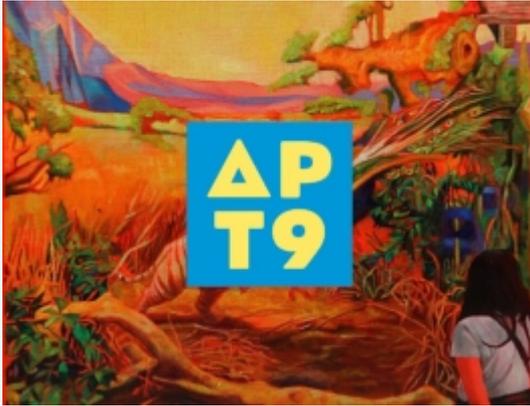
Tourism Australia has launched a new campaign to attract an emerging and lucrative type of Chinese visitor to Australia.

The latest campaign 'Too Australian for Words' aims to

lure more Chinese 'free and independent travellers' (FIT) to our shores. The campaign follows a recent [Tourism Research Australia report](#) which highlights the rapidly growing Chinese FIT market.

The latest IVS data shows 502,000 Chinese tourists spent a record \$1.4 billion in Queensland in the year ending September 2018.

[Read more](#)



Half a million visitors welcomed to APT9 in Brisbane

The 9th Asia Pacific Triennial of Contemporary Art (APT9) exhibition at Queensland Art Gallery | Gallery of Modern Art (QAGOMA) last week welcomed its 500,000th visitor through the doors.

The milestone is a demonstration of the value of events to a region, with APT9 drawing thousands of visitors a day since opening in late November last year.

[Read more](#)



New tourist attraction for Sunshine Coast

The Sunshine Coast has this week unveiled its newest tourist attraction – the highest ropes course in Australia.

Located at the Big Pineapple, which is currently undergoing a major upgrade, the multi-million-dollar Tree Tops Challenge High Ropes Adventure Park will open to the public next week.

The new park has created 15 local jobs and is expected to help draw more visitors to the region.

[Read more](#)



The Spit Gold Coast park to rival world's best

The Queensland Government has released plans to build Australia's biggest Ocean Park on the Gold Coast.

The Spit on the Gold Coast is the site for the new park, with 140 hectares of the site's 201 hectares to be set aside for park activities. This will rival the best parks in the world, including New York's Central Park (340 hectares) and Hyde Park London (142 hectares).

The open space areas of the park will be more than eight times the size of Brisbane's South Bank parklands, 12 times the size of the public spaces in Barangaroo, Sydney and two-and-a-half times the size of Mt Coot-tha's Botanic Gardens.

[Read more](#)



Brisbane recognised at aviation marketing awards

Brisbane has claimed a trio of titles at the Routes Asia 2019 Marketing Awards held in the Philippines earlier this week.

Brisbane Airport received major recognition, being named the overall winner, while also claiming the 20+ million passenger category. Brisbane Marketing also picked up the Destination Category award for innovative marketing campaigns.

The Routes Asia 2019 Marketing Awards recognise the impressive marketing support airports and tourism authorities provide to their airline partners.

[Read more](#)

Business Resource



Planning for international markets

Tourism and Events Queensland (TEQ) hosts a range of industry opportunities throughout the year, including the popular Queensland on Tour (QOT) missions.

With QOT Japan and QOT UK/Europe taking place later this year, now is the time to investigate whether your tourism offering is ready for the international market.

The Tourism Export Toolkit is a handy resource designed to help you enter the export tourism market.

[Read more](#)



Industry opportunities

[Tourism and Travel Management course](#)

Free, online

[China Payment Expo](#)

18 March, Cairns

[China Payment Expo](#)

26 March, Gold Coast

[Great Barrier Reef forum](#)

26 March, Airlie Beach

[National Sustainability Conference](#)

1-2 April, Brisbane

[Queensland Sellers - Welcome to ATE19 Perth](#)

8 April, Perth

[Queensland on Tour Japan 2019](#)

Japan, 3-7 September 2019

Expressions of interest now open

[Queensland on Tour UK/Europe](#)

UK/Europe, 26 Nov-4 Dec

Expressions of interest now open

[More opportunities](#)

Job opportunities

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