

7 June 2020



TEQ launches major new campaign

TEQ's Chief Executive Officer Leanne Coddington shares the news about TEQ's major new campaign which has launched today, including highlights of the campaign, who it is targeting and how businesses can get involved.

WATCH NOW



Queensland, you're Good to Go

Queenslanders are 'Good to Go' as TEQ has today launched its major new campaign to drive intrastate tourism.

The campaign, which aims to inspire Queenslanders to explore the very best of their own backyard, will target holiday visitors and those travelling overnight to reconnect with friends and relatives.

The Good to Go campaign will run across print, social, digital, radio, television and out-of-home advertising kicking off from today and focusing on driving visitation during the June/July school holidays. TEQ has also partnered with several retail distribution partners to provide significant offers.

Queensland musicians Busby Marou, who provided the soundtrack to Queensland's incredibly successful Beautiful One Day, Perfect The Next relaunch, make their return to support tourism across the state and will feature in and provide the soundtrack for the 'Good to Go' campaign.

The campaign, while initially targeted at Queenslanders and intrastate travel, has been designed to extend interstate in future.

Queenslanders will be encouraged to get outside again, immerse themselves in our natural wonders, and reconnect with those closest to them.

A core message of the campaign is built on the premise that Queensland's tourism industry is open, ready to welcome visitors and is following COVID Safe practices. Businesses will be able to display the 'Good to Go' stamp if they have the required COVID Safe documentation in place.

Businesses can also work with [TEQ's Industry Media Agency for Tourism and Events \(IMATE\)](#) to access paid media packages to leverage TEQ's campaign media buy and maximise opportunities to convert bookings.

[READ MORE](#)



How to get involved

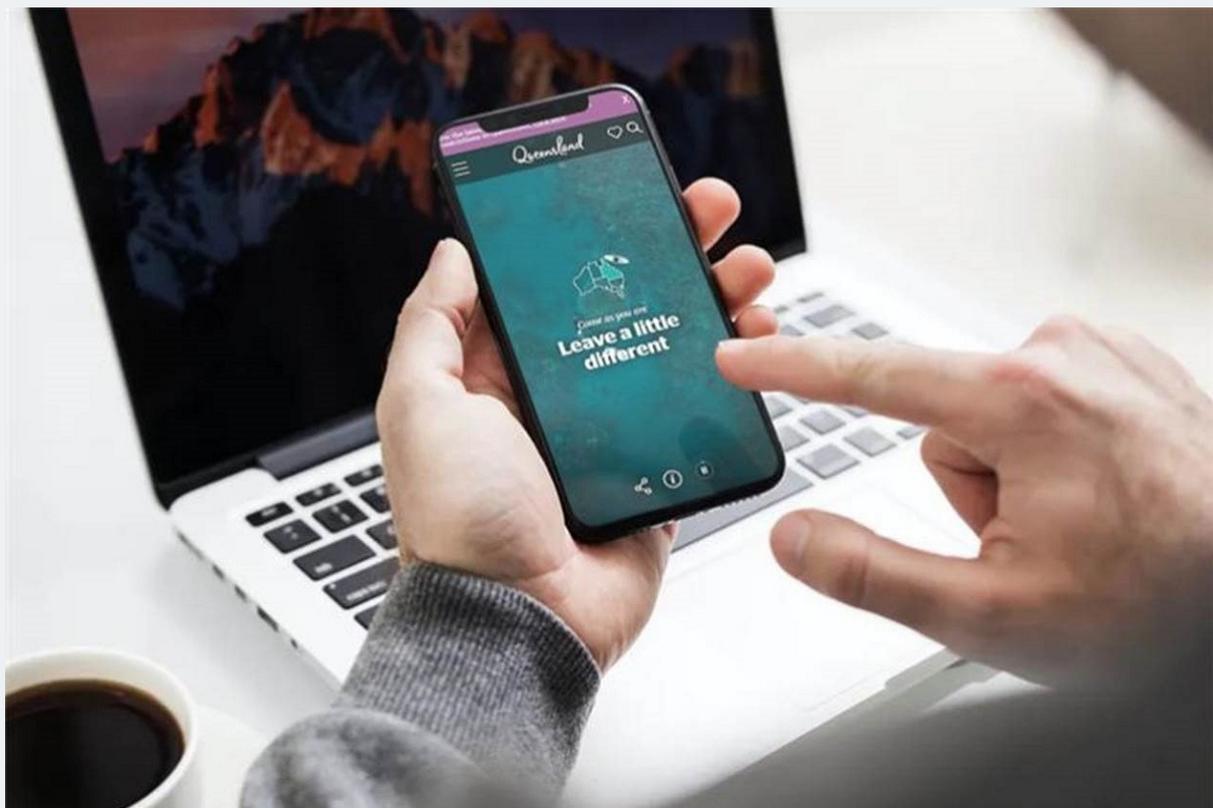
There are a number of ways Queensland's tourism businesses can get involved with the Good to Go campaign, ranging from no-cost opportunities, to being able to utilise TEQ's new TEQ's new [Industry Media Agency \(IMATE\)](#) to plan, book and deliver individual campaigns that benefit from leveraging TEQ's media buy.

[View the fact sheet](#) on the campaign outlining how tourism businesses can get involved and leverage the campaign.

How to be COVID Safe

All businesses need to plan for COVID safety in order to operate now that restrictions are easing. We have provided information on the required documentation [on our website](#) to help you navigate the process.

Importantly, the [Industry Plan for Tourism and Accommodation](#), developed by QTIC, is now approved by the Chief Health Officer. Businesses who comply with this plan can operate beyond the baseline restrictions.



New Queensland.com is live

The brand-new, world-class Queensland.com has this week been launched to market Queensland's tourism and events experiences.

Queensland.com has been redesigned and rebuilt to utilise world-leading technology to deliver personalised web experiences for aspiring travellers all around the world, by capturing data on user-preferences to display content personalised per visitor – showing people who love beach holidays more beach images and options, or for someone who has recently been searching for music festivals, it will highlight Queensland's iconic events like the Birdsville Big Red Bash or Blues on Broadbeach.

Attracting more than half a million global visitors per month, launching the new Queensland.com now puts Queensland at a significant advantage over the next 12 months as global travel resumes. It will support both the active intrastate campaign by showcasing operators and focusing on conversion, as well as feeding the important 'dreaming' phase in interstate and international markets by harnessing the power of video and moving images.

There will be six global sites in English and a further six translated versions of the site launched in key international markets.

Queensland's tourism businesses and event organisers will have their experiences highlighted as we actively work to retain visitors on the site and drive them to more content that they might be interested in, with a strong focus on conversion into booked travel.

Tourism and events businesses can [optimise their presence](#) on the new Queensland.com through their ATDW listing.

[SEE THE NEW QUEENSLAND.COM](#)



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