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Eye on Q

12 September 2019

TOURISM
& EVENTS
Queensland



Chinese payment systems - what are they and how you can use them

Chinese travellers are largely reliant on mobile payment platforms when travelling overseas and with Chinese National Day Golden Week coming up next month, now is the time to capitalise on this consumer trend.

TEQ will be partnering with Alipay for their Global Golden Week Campaign, driving awareness and increased visitor expenditure over the key holiday period from 1-7 October 2019, so make sure your business is ready to accept payment via Chinese payment platforms.

In the coming days, TEQ will provide additional information on how you can leverage this campaign for your business – be sure to check our website.

In the meantime, you can find a range of resources on our website that will help you better understand this key international market, including recently released videos that cover:

- The role of mobile payment in the China market
- Navigating the payment ecosystem
- Using payment platforms as a marketing channel

[Watch now](#)

Business resource



Feature your content on TA's social channels

One way to boost your social media is by featuring your content on Tourism Australia's (TA) social media accounts.

Find out how in the third episode of TA's social media video series (in case you missed it, episode two is listed below under Quick Snippets).

TA's head of social media Nick Henderson sits down with his colleague, Novy Wong, Tourism Tasmania's Liza-Jane Sowden and South Australia Tourism Commission's Georgie Woskett to provide some guidance.

[Watch now](#)



ATE20 opens for applications

Apply now to attend the Australia Tourism Exchange 2020 (ATE20) in Melbourne next 10-14 May.

ATE20 is Australia's largest annual event for building relationships and contracting with trade partners. It is an incredible opportunity for Queensland tourism operators to personally connect with tourism buyers from all over the world.

[Sign up](#)



Queensland luxury lodges spruiked in London

Representatives from UK trade and TEQ staff were given a rundown of Australia's signature experiences at a showcase event - 'Luxury Lodges and Signature Experiences of Australia' - in London last week.

Attendees were able to learn about some of the incredible lodges located across Queensland, which include qualia on Hamilton Island, Silky Oaks Lodge in the Daintree Rainforest, Lizard Island Resort on the Great Barrier Reef, Spicers Peak Lodge in the Scenic Rim and the latest lodge to join the collective, Mt. Mulligan Lodge in Tropical North Queensland.

More money to market Tropical North Queensland

An additional \$2 million in funding will support one of the [largest domestic marketing campaigns](#) in Tropical North Queensland's history.

The extra funding – comprising \$1 million from the State Government and \$1 million from Cairns Regional Council – will be used by Tourism Tropical North Queensland to deliver both a tactical campaign driving bookings, as well as build brand awareness in key markets.

Industry opportunities



Learn how to develop successful edutourism programs

Following a successful event on the Gold Coast, TEQ will be hosting additional Edutourism and Study Tours workshops in [Mackay](#) and the [Sunshine Coast](#).

Build your understanding of how you can develop successful edutourism programs and use study tours as an opportunity to showcase your destination.

[Register now](#)

[SEO Workshop](#)

Port Douglas, 16 September 2019

[TEQ's Conversations with Industry](#)

Sunshine Coast, 17 September 2019

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

Melbourne, 18-20 September 2019

Mackay Tourism Conference

Mackay, 26 September 2019

TEQ's Edutourism and Study Tours Workshop

Mackay, 15 October 2019

Conversations with Industry and Conversations with China: Tropical North Queensland

Cairns, 16 October 2019

TEQ's Edutourism and Study Tours Workshop

Sunshine Coast, 31 October 2019

Conversations with Industry Outback Queensland

Winton, 31 October 2019

Outback Queensland Tourism Association Symposium

Winton, 1 November 2019

2019 Outback Queensland Tourism Awards Gala Dinner

Winton, 2 November 2019

Destination IQ

Sunshine Coast, 6 November 2019

DestinationQ 2019 Forum

Including Queensland Tourism Awards, masterclasses and state-wide industry forum
Sunshine Coast, 7-8 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

Australia Tourism Exchange 2020

Melbourne, 10-14 May 2020

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

Job opportunities

TEQ Business Events Specialist

Closes 22 September

TEQ Destination Leader Southern Queensland

Closes 22 September

TEQ Best of Queensland Specialist

Closes 22 September

Quick snippets

- Tourism Noosa appoints [new CEO](#)
- Episode two of [TA's social media four-part series](#) (episode three featured above)
- Townsville to host [major cruise conference in 2020](#)
- Gold Coast Marathon pumps more than [\\$32 million into the local economy](#)
- Great Barrier Reef coral nursery [doubles in size](#)
- Gold Coast's playground brand [resonates with tourists](#)



Working towards accreditation

Tourism and Events Queensland is proudly working towards White Ribbon accreditation. Violence against women (VAW) can directly impact all workplaces. Preventing and responding to VAW requires a community response with the workplace playing a key role. TEQ is committed to preventing VAW, supporting affected employees, and promoting a safe and respectful workplace culture.

TEQ has partnered with White Ribbon Australia to commence White Ribbon Accreditation and become part of the global movement to create a society where all women can live in safety, free from violence and abuse.

Your business can become accredited too

WHAT'S ON IN QLD

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