

[View past editions of Eye on Q](#)TOURISM
& EVENTS
*Queensland*Eye on *Q*TOURISM
& EVENTS
*Queensland*Eye on *Q**19 August 2021*

Positive news for Queensland

75 MILE BEACH, FRASER ISLAND



People's Long Weekend announced

In a move that is set to benefit the tourism and events industry, the Show Holiday for three major South East Queensland council regions will be moved to Friday, 29 October 2021 - creating a new three-day long weekend and a chance for 1.8 million residents to take a holiday. The new long weekend is forecast to deliver a \$130 million boost in overnight visitor expenditure.

If you want to share some inspiration with your audiences to plan and book a long weekend getaway in your region, there is a large range of suggested itineraries for regions around the South East (and further beyond) [on this page on Queensland.com](#) - search 'long weekend' to find an article relevant to your region and share through your channels.

[READ MORE](#)

List your long weekend deals to be featured

With a large population base searching for long weekend getaways, make sure you have your best deals and packages featured on [Queensland.com](#).

There is no charge, you simply need to load a 'Holiday Deal' into the Australian Tourism Data Warehouse (ATDW).

Instructions on how to sign up for ATDW (which is free) and to load a deal [are available here](#).

CAIRNS ESPLANADE LAGOON, CAIRNS & GREAT BARRIER REEF



Restrictions ease in Queensland

From 4:00pm tomorrow, Friday, 20 August, some restrictions across Queensland will ease.

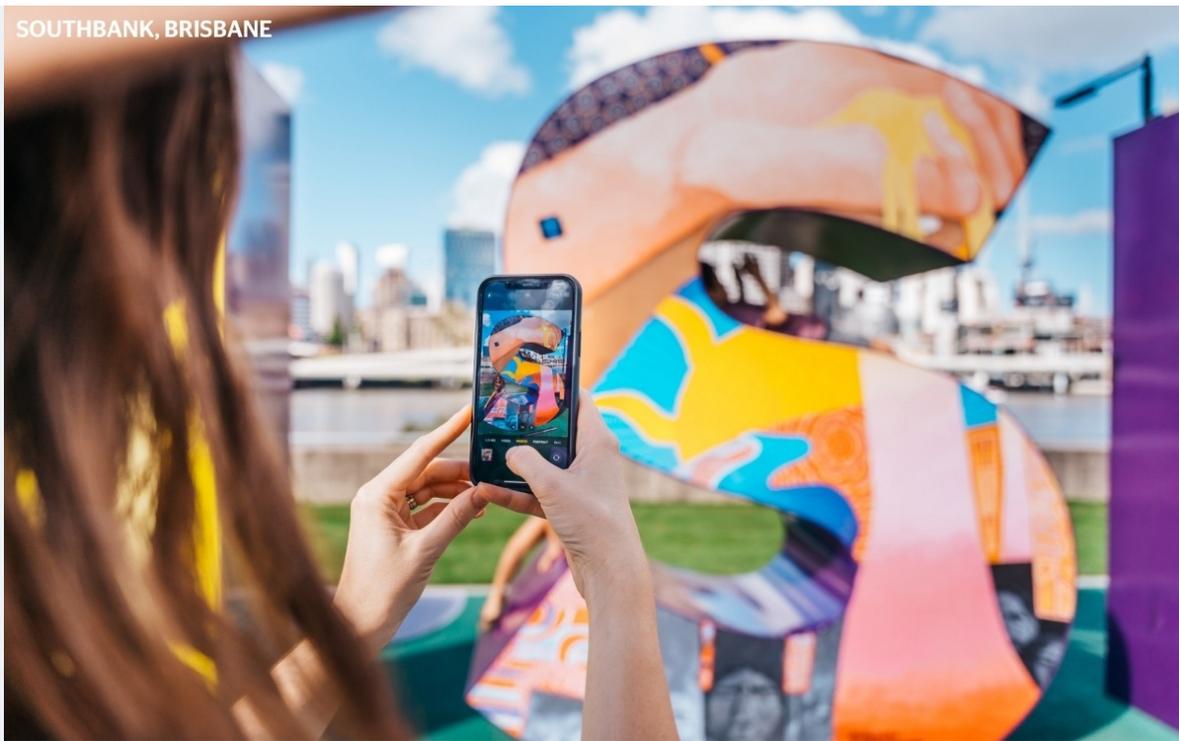
The **Cairns/Yarrabah region** will return to the 'COVID normal' restrictions that apply to the remainder of Queensland.

For **South East Queensland**, there will be increased limits for private and public gatherings, weddings and funerals and the return of community sport. And importantly for the state's tourism industry, the strong advice to reconsider travel outside of South East Queensland will also be lifted from Friday afternoon, as well as increases in capacities for events up to 75 per cent in certain venues. Consequently, TEQ's intrastate marketing will recommence, encouraging Queenslanders to get out and holiday or attend an event in their home state.

Masks also remain a requirement in most indoor settings in South East Queensland, and tighter restrictions on capacities in venues in this region remain for another week.

There are some allowances for certain types of tourism businesses (for example, tourism vehicles and vessels carrying 50 people or less) - [specific advice from Queensland Health for these businesses is here](#).

[SEE THE NEW ROADMAP](#)



Applications for business support open now

Applications are open for the joint Queensland and Australian Government \$600 million COVID-19 business support package, with tiered payments ranging from \$10,000 to \$30,000 based on payroll size for eligible businesses and not-for-profit organisations right across Queensland. There is also a \$1,000 one-off grant available for non-employed sole traders.

Applications close on 16 November.

[MORE INFORMATION AND APPLY](#)



Other COVID-19 updates

Tourism Australia has launched a **vaccination initiative** to encourage people to get vaccinated and be ready to go as soon as restrictions ease. The tourism and events industry can get behind the initiative by using the toolkit which is [available for download here](#).

A Memorandum of Understanding has been signed between the Queensland and Australian Governments to establish a dedicated quarantine facility in Pinkenba, Brisbane. [Read more.](#)

Industry opportunities

TEQ's Conversations with Industry

TEQ's Conversations with Industry in-person event in the Cairns & Great Barrier Reef region has moved to Thursday, 7 October 2021, 10:00am - 1:30pm. Presentations have been specifically tailored to the needs of the businesses in the Cairns & Great Barrier Reef region. Topics will include TEQ's focus through the COVID-19 pandemic, the latest consumer insights, the new brand Queensland framework and the activity that brings it to life. More details such as the venue and how to register [will be provided here soon.](#)

Free business coaching - ending soon

Queensland Tourism Industry Council's free online coaching through the Business Capability program will soon be coming to an end so be sure to access your free sessions now. The coaching is allowing hundreds of businesses from across the state to upskill in many areas such as pivoting a product, domestic trade and marketing. [More information and register now.](#)

Webinar recording - Singapore market briefing

Tourism Australia last week hosted a market briefing including Key Distribution Partners and Online Travel Agents from Singapore, discussing recent consumer trends, providing insights on customer segments that are likely to travel first, identifying product gaps and sharing their expectations from the Australian industry to prepare for the road to recovery. [You can access the recording here.](#)

[MORE OPPORTUNITIES](#)

Quick snippets

Tourism Research Australia's 'Australian Tourism in 2020' report [has been released](#). This report describes how bushfires, border closures and national lockdowns affected the Australian Tourism Industry during 2020. It also highlights the importance of a domestic-led recovery, and the challenges still being faced by the industry in 2021.

New 1500-seat theatre due to open in 2023 will make QPAC the largest performing arts centre in Australia. [Read more](#).

Funding support announced for live music venues, artists and vibrant arts experiences. [Read more](#).



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

[View past editions of Eye on Q](#)

This email is intended solely for the use of the addressee and may contain information that is confidential or privileged. If you receive this email in error please notify the sender. If you would like to no longer receive these emails please unsubscribe below.

[Unsubscribe](#)



© Tourism and Events Queensland