

8 April 2021

Call out for classic content

AGNES WATER, GLADSTONE REGION



Do you often tell one of the most remarkable, exhilarating or hilarious Queensland stories?

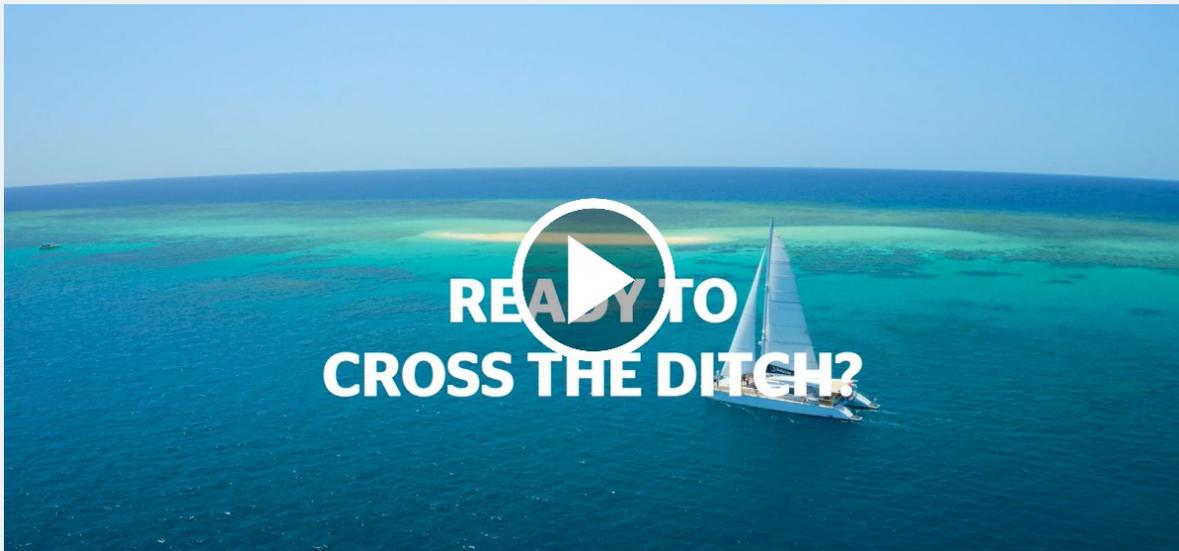
TEQ is seeking wonderful stories for upcoming marketing activity. It could be an unexpected city experience, a specific day on the reef, a surprising wildlife encounter, or reconnecting with country. We're after the moments that are remembered forever and told time and time again, whether it's touching, funny or even a little unbelievable.

These are the type of stories you roll out every time someone asks "what's the best thing you've ever seen on your tour?"

The story can be from yourself, a past visitor, a friend, or family member.

When submitting your story, please email a few dot points and any associated images or video.

[SUBMIT YOUR STORY](#)



New Zealand marketing underway

Following Tuesday's announcement that unrestricted travel will commence between Australia and New Zealand from 9:59pm AEST, Sunday 18 April, marketing for Queensland is already ramping up across New Zealand.

This inspirational video (*see above*) is being boosted on social media, encouraging New Zealanders to start planning their Queensland holiday. PR efforts, as well as existing trade partnerships, are also ramping up. The Good to Go campaign will roll-out in full swing once the travel bubble commences.

Tourism and events businesses can leverage TEQ's marketing spend in New Zealand with paid packages to promote their business, as well as several no-charge opportunities available through TEQ's [Industry Media Agency for Tourism and Events in Queensland \(IMATE\)](#).

[READ MORE](#)



Other international markets

This week's confirmation of unrestricted travel between Australia and New Zealand highlights the importance of maintaining a presence in international markets in preparation for the return of international travel. TEQ continues to promote Queensland in key international markets, maintaining positive trade relationships and providing inspiring content, which is key to Queensland's recovery capabilities in international markets in the future.

In the US, Queensland was the launch partner for AFAR's 'Feel Good Friday' series in March. AFAR is one of the world's leading travel media sites, visited by more than one million unique users each month. Queensland stories ran across three Fridays featuring a new Feel Good Friday moment to end the week on a positive note. Overall, the campaign generated 1.3 million impressions and 64,000 engagements.

In China, TEQ's Trade Training Program has been named the in the 'TOP 10 Destination Live-streaming Innovation Award' by China National Tourism Media Group. The selection process involves both online voting by tourism industry partners and a professional accreditation panel nationwide in China. TEQ was the first State Tourism Organisation to launch virtual in livestream capacity in China in March 2020. By the end of February 2021, 23 livestream sessions have been conducted with time span of 1,761 minutes, 7,346 participants and viewership of 19,620.



COVID-19: Need to know

Restrictions still in place across Queensland

Following the Greater Brisbane lockdown ending last week, additional restrictions still remain across the entire state.

Masks must be carried at all times and worn indoors. It is recommended they are worn outdoors when social distancing may not be possible. [You can display this poster to remind your guests of the requirement.](#) There are also [extensive Q&As](#) covering mask wearing requirements in different situations.

Some businesses have sought clarification on the advice that businesses should adhere to having one patron per two square metres. Queensland Health has confirmed that businesses who are operating under the COVID Safe Industry Plan, Checklist or an Annex to the plan, can continue to operate as they were. The only additional requirements that have been placed on restricted businesses since the lockdown that would impact the tourism and events industry are seated eating and drinking when indoors, no dancing indoors and the wearing of masks.

Promoting safety

Encouraging your guests to download and use the free [Check In Queensland app](#) will help build their confidence when travelling to and around Queensland, knowing that any outbreak can be quickly and easily traced. It will also help you easily meet the

requirement of collecting contact tracing details for all guests and customers. [More information is available here.](#)



Accommodation report

TEQ's monthly accommodation report provides an overview of Occupancy Rates, Revenue per Available Room (RevPar) and Average Daily Rate (ADR) for Queensland accommodation establishments with 10 or more rooms. This data is produced by STR who provide benchmarking and analytics for the global hotel industry. In February 2021, ADR across Queensland increased by \$4.49 compared to the February 2020 period.

[SEE THE REPORT](#)

Industry opportunities

India Host 2021 program

Commences 20 April 2021

ATEC together with Tourism Australia invite you to register for the India Host 2021 program - QLD. The original program has been updated to include strategies to tap into the lucrative domestic Indian market. [Read more and register.](#)

TEQ's Conversations with Industry - Sunshine Coast

2:00pm - 5:00pm, Wednesday 28 April 2021; Peppers Noosa Resort & Villas

Connect with the latest insights, TEQ's marketing and event activities and opportunities to get involved. Presentations will be specifically tailored for Sunshine

Coast businesses to maximise the benefits you'll receive by attending this event. [More information and register here.](#)

Take part in Outback education subsidy program

The Outback Queensland Education Experience Program was established in 2011 to encourage teachers to take their students to Outback Queensland and integrate its rich history and heritage into school learning. TEQ is running in-region workshops across the Outback to connect with operators and products to co-create a brand-new itinerary collection for schools.

Richmond: 3:00pm, Tuesday 15 June

Barcaldine: 10:00am, Thursday 17 June

Charleville: 10:00am, Friday 18 June

MORE OPPORTUNITIES

Quick snippets

Queensland destinations have dominated the [Tourism Aviation Network Support \(TANS\)](#) program. Close to 800,000 discounted flights were made available for 15 tourism destinations around the country, as part of the federal government's \$1.2 billion scheme to support the tourism and travel industry. More than a quarter of the available tickets were scooped up within the first 24 hours, heavily geared towards Queensland. Virgin sold 71,000 of its half-price tickets in the first 24 hours of their going on sale on its busiest days for domestic bookings ever. The airline's five busiest routes were Melbourne-Gold Coast, Sydney-Gold Coast, Melbourne-Maroochydore, Cairns-Sydney and Adelaide-Melbourne. Qantas and Jetstar had sold 150,000 by 6:00pm Thursday after they went on sale at midnight. Cairns, Adelaide, Darwin, Hobart, Maroochydore and the Gold Coast were its top destinations.

Brisbane has been [named as a host city for the FIFA Women's World Cup](#) with matches set to be played at Brisbane Stadium (Lang Park) in 2023. One of the largest women's

sporting events in the world, Brisbane is one of 10 host venues across Australia and New Zealand, bringing a potential economic boost of up to \$50 million.

Tourism Whitsundays has launched a new phase of its campaign '[Work and Play in the Whitsundays](#)' to lure tourism, hospitality and agriculture workers to the region.

The Australian Government has announced round two of the COVID-19 Consumer Travel Support Program. This will provide further assistance of \$130 million to travel agents and tour arrangement service providers who continue to provide refunds and hold credits for Australian consumers unable to travel internationally. [Further details on Round Two here.](#)



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](#)

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