



A message from Leanne Coddington, CEO TEQ

It's certainly not the start to 2020 that any of us would have imagined. Queensland's tourism industry is already facing the direct and indirect impacts of bushfires, and now we have the added challenge of the spread of coronavirus and the subsequent group travel suspension out of China.

Make no mistake, the coming 12 months will be tough however I want to assure you that TEQ is working very closely with our national and interstate counterparts to assess the crisis and progress recovery and response activities as fast as we can. For Tourism Australia to have launched a major domestic campaign in a matter of days is an important demonstration of our collective commitment to support the industry across the country. TEQ's team is also working hard to reprogram marketing activities to ensure we are delivering the right message in the right markets at the right time. There are a large number of international campaigns in-market now to help counter the slow-down in forward bookings - for a full list, [see last week's Eye on Q update](#).

All of our work is being undertaken in close consultation with the Regional Tourism Organisations (RTOs) across Queensland, and I look forward to working even more closely on aligning our campaigns this year to ensure we gain a share of the voice in what will be a competitive domestic environment.

We are also keeping a close watch on the latest updates from federal and state advisories on the coronavirus, and we are keenly aware that our industry is already feeling the impacts of the group travel suspension. If you've been impacted by cancellations or otherwise, please contact your RTO to provide feedback.

For further information on the coronavirus, [Queensland Health](#) is providing the latest updates on the virus and its impacts. You can also read updates from the [World Health Organisation](#) including some [handy infographics that you could use](#) to help guests understand how to protect themselves and others.

I know it will be a challenging year and our passionate team are here to support you and drive visitation to Queensland.

Leanne Coddington, Chief Executive Officer



Holiday here this year

Tourism Australia's 'Holiday Here This Year' campaign officially launched over the long weekend, using print ads, social media, billboards, content partnerships, radio and outdoor advertising to encourage Aussies to holiday at home this year to support local tourism industries across the country.

The campaign has also been extended to target event and conference organisers around the globe, encouraging them to 'Event here this year'.

[Find out how to get involved in the campaign](#)

Business resource

Seven golden rules of crisis communications

Do you have a crisis management and communications plan? It's time to make sure you do, or review the one you have.

Global media monitoring and intelligence company Meltwater has compiled a list of seven golden rules for effective crisis communications that will help your business be prepared.



[Read more](#)

Industry opportunities

Pitch Black

Do you have an idea that could be an industry game-changer? If so, you're invited to pitch your ideas to some of the most influential people in the investment and entrepreneur community at innovation festival QODE's 'Pitch Black' event. You'll receive market and product feedback, have the opportunity to attract talent and find industry partnerships, and meet investors.



[Read more](#)



Other opportunities

[QTIC's Trade Ready beginner workshop](#)
Gold Coast, 12 February 2020

[QITC's Introduction to the Business of Tourism](#)
Gold Coast, 18 February 2020

[Hootsuite's Digital Summit: The Future of Customer Engagement](#)
Online, 26 February 2020

[Wellness Tourism Summit](#)
Noosa, 19 - 20 March 2020

[2020 National Sustainability Conference](#)
Brisbane, 27 - 28 April 2020

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

Quick snippets

- [Latest international and domestic visitor survey information](#)
- Great Barrier Reef regions can [share this stunning infographic](#) charting the health of the reef in current time

WHAT'S ON IN QLD

IT'S LIVE!
in Queensland



teq.queensland.com



You are subscribed as Industry News - industry_news@queensland.com

View the [online version](#)

Please add industry_news@corporate.email.queensland.com to your address book.

[Subscribe](#) [Update Details](#) [Unsubscribe](#) [Privacy Policy](#) [Contact Us](#)