



Chinese given real dose of Queensland paradise

Queensland's premier tourism experiences - including [Cairns](#) and the [Whitsundays](#) - have reached more than 1 billion people across China as part of popular reality television show "Divas Hit the Road". TEQ, in partnership Tourism Australia, Tourism Tropical North Queensland and Tourism Whitsundays, secured a deal with leading Chinese television network Hunan TV to film two episodes in Queensland, which aired in China recently.

[View more](#)



TEQ and Flight Centre sign \$6 million agreement

Tourism and Events Queensland and Flight Centre have signed a new \$6 million agreement to market Queensland around the world. The deal will build on a previous agreement which delivered a 38 per

cent sales increase at travel expos in New Zealand and the UK. The new 2017-2020 partnership will focus on TEQ's key target markets including New Zealand, the UK and Canada.

[Read more](#)



Greater Chinese visitors invited to experience the Ekka

The Royal Queensland Show (Ekka) is set to get another boost this year from Chinese travellers, thanks to a renewed marketing campaign between TEQ, Tourism Australia, Brisbane Marketing and the RNA in Greater China, which last year attracted almost 6,500 people.

[Read more](#)



Tourism plan maps out future training for 20,000 new jobs

A plan that maps out the future of the tourism workforce and outlines how the industry is expected to need another 20,000 workers by 2020 was recently released. The Queensland Tourism Workforce Plan 2017-2020 is a key component of the Queensland Government's Advancing Tourism Strategy.

[Read more](#)



Industry opportunities

[Australian Chamber Tourism Breakfast](#)
Brisbane, 28 July 2017

[Travel Mentor Industry Experience \(TIME\)](#)
Brisbane, 2 Aug 2017

[DestinationQ 2017 Events Conference](#)
Toowoomba, 30 Aug 2017

[Australian Event Awards & Symposium](#)
Sunshine Coast, 13-15 Sep 2017

[China Tourism Destination Development Mission](#)
Xi'an, Chengdu and Leshan, 13-19 Sep 2017

[DestinationQ Forum](#)
Brisbane, 9-10 November 2017

Quick snippets

- Dr George Chapman AO has been inducted into the [Queensland Business Leaders Hall of Fame](#) for his outstanding contributions to business, tourism and the community in both North Queensland and nationally.
- A draft of the [environmental impact statement](#) for the \$583 million redevelopment and expansion of the resort on Lindeman Island is available for public consultation for six weeks.
- Prince Charles and his wife Camilla Parker Bowles are heading to Queensland for a [royal tour](#) during the Commonwealth Games next April.
- [Mackay Airport and Mackay Tourism Limited](#) signed a new memorandum of understanding.
- Griffith University researchers will study [Brisbane Airport passenger travel patterns and behaviour](#) to provide a better understanding of their contribution to the state's economy.
- Queensland Airports Limited has [set a new record](#) after welcoming more than 8.2 million passengers across its four airports in the 2017 financial year.
- The Whitsundays will feature in a 12-month [online marketing campaign](#) as part of an ongoing partnership with Expedia and Wotif to drive awareness and sales to the destination.
- Total passengers at Cairns Airport during the year ending June 2017 [grew by 5 per cent](#) compared with the previous year, to reach over 5.2 million.
- TEQ is seeking a [Manager Corporate Communications](#) and [Senior Advisor Connecting with Asia](#).
- The Whitsunday Clipper Race Carnival Board is seeking an experienced [Event Manager](#) to drive the successful implementation of the Whitsunday Clipper Race Carnival in January 2018.
- In 2016, only 0.1% of Whitsunday Coast Airport's flights were canceled, leading to the airport being recognized as [Australia's airport with the least cancellations](#) in 2016.

EVENTS

IT'S LIVE!
in Queensland

TARA FESTIVAL OF CULTURE AND CAMEL RACES
Southern Queensland Country
4-6 Aug 2017

SUGAR CITY CON
Mackay Region
5 Aug 2017



MCDONALD'S TOWNSVILLE RUNNING FESTIVAL
Townsville North Queensland
6 Aug 2017

AIRLIE BEACH RACE WEEK FESTIVAL OF SAILING
The Whitsundays
10-17 Aug 2017

GEMFEST FESTIVAL OF GEMS
Capricorn Region
10-13 Aug 2017

THE COUNIVERSITY VILLAGE FESTIVAL
Capricorn Region
11-13 Aug 2017



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