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Eye on Q

17 January 2019

TOURISM
& EVENTS
Queensland



Events provide magic for state's tourism industry

Events will continue to be a vital focus in 2019 for their ability to deliver outstanding outcomes for the state's tourism industry. Last week's The Star Gold Coast Magic Millions Carnival started the year off strongly with an estimated 22,000 attendees contributing millions to the state's economy.

Last year's edition of the race day, sales and polo resulted in 47,293 visitor nights which was an increase of 4,243 visitor nights year-on-year, leading to a total economic impact for Queensland of \$25.67 million.

The Magic Millions is part of a blockbuster line-up of summer events, including the Brisbane International, Test and T20 cricket, the Woodford Folk Festival, Eurovision: Australia Decides, and the 9th Asia Pacific Triennial of Contemporary Art, which are expected to inject \$80 million into the economy.

The recently announced 2019 *It's Live! in Queensland* events calendar is forecast to pump \$800 million into the state throughout the year.

[Read more](#)

Support for your event



Queensland Events Guide

The Queensland Events Guide is a wonderful resource for organisers to ensure they are equipped to stage the best event possible.

The guide provides advice on setting up organising committees, budgeting and financial management, sponsorship, marketing and a recently-added section on event sustainability. The guide also highlights the important link between events and tourism.

[Learn more](#)



QDEP funding closes soon

Event organisers have a little over a month left to apply for the latest round of Queensland Destination Events Program funding, with grants of \$10,000 to \$25,000 available.

QDEP is designed to help with event costs like marketing, strategic planning, short-term hires and infrastructure.

[Apply now](#)



Get the scoop on the latest accommodation figures

The latest data on the performance of the Queensland accommodation sector is now available for November 2018.

The accommodation report is a great source of information on occupancy, average daily rates, revenue per available room and supply and demand data to help you make better informed decisions for your business.

[View the report](#)



Did you miss the masterclasses?

Start the year off right by revisiting the key learnings from last year's hugely popular DestinationQ Forum and TEQ's Tourism Masterclasses.

The forum, which was attended by over 670 delegates from across Queensland's tourism industry, provided an opportunity to engage with industry leaders and peers and discover new insights and research to help position Queensland tourism for the future.

The masterclasses featured presentations on customer centricity, facilitating payments from Chinese visitors, attracting investment to your region, as well as using augmented and virtual reality to enhance tourism experiences.

[View the presentations](#)



Update on Best of Queensland

Assessment of the 2019 Best of Queensland Experiences is currently underway for all tourism operators who had a live ATDW listing on 1 November 2018.

As part of this program, operators can now expect to receive their results in March.

All operators will receive a free, individual, in-depth report containing detailed insights into consumer perceptions and reviews on their experience.

Operators can also access free, upcoming [Online Review and Reputation Management workshops](#) through QTIC's Tourism Industry [Business Capability Development Programs](#).

[Read more](#)

Industry Opportunities



[TEQ's Great Barrier Reef forums](#)

Bundaberg, 1770, Yeppoon, Airlie Beach, Port Douglas, Cairns, Mission Beach, Townsville, Brisbane
February 2019

[How to attract customers to your website](#)

Brisbane, 12 February 2019

[More industry opportunities](#)

TEQ job opportunities

- [Corporate Communications Specialist - closes 24 January 2019](#)

Quick snippets

- [It's Live! in Queensland in 2019](#)
- [Record tourism spend boosts Queensland's market share](#)
- [Latest reef health update from GBRMPA - 11 Jan 2019](#)
- [QTIC launches 2019 events calendar](#)



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