



## CEO update on the coronavirus situation

Tourism and Events Queensland's Chief Executive Officer Leanne Coddington provides the latest update on the impact to Queensland's tourism industry in a video message.

Queensland's tourism operators should also read the below articles for further updates and links to official advice and resources to support tourism operators.

[Watch Leanne's update](#)

## Travel restrictions upgraded

The Australian Government announced that, as of 1 February 2020, all travellers arriving from any part of mainland China, regardless of nationality, will be subject to enhanced border control measures to ensure the health, safety and well-being of the Australian community. Australia will deny entry to anyone who has left or transited mainland China from 1 February, with the exception of:

- Australian citizens;
- Permanent residents;
- Immediate family members of Australian citizens and permanent residents including spouses, minor dependents and legal guardians.

These enhanced public safety measures will apply to those seeking to enter Australia as well as those seeking to transit through Australia en-route to another country.

[See the announcement](#)

## Resources for travel industry

Australia's Chief Medical Officer has today issued [updated advice](#) (as at 3 February 2020) to hotel and tourism operators addressing concerns about the spread of the coronavirus.

The Australian Government has also issued a range of fact sheets specific to the travel industry, including information and advice for flight crew, cruise ship industry, border staff, hotel guests and hotel staff.

[Access travel industry resources](#)

## Advice from Qld Government

Queensland's Premier Anastacia Palaszczuk also issued a [statement updating Queenslanders](#) on the Government's response to the situation.

Queensland Health's website also has up to date information on the situation in Queensland, and the advice for Queenslanders.

[See Qld Health's FAQs](#)



## TEQ marketing update

It has been a challenging start to the year with global misperceptions about the geographic spread of Australia's bushfire crisis, and the measures being taken to stop the spread of coronavirus to Australia. TEQ has continually reviewed all marketing activity to ensure sensitivity to the situations while at the same time addressing any misperceptions about the safety of travel to our state.

### *Domestic marketing*

Yesterday TEQ launched a major campaign throughout domestic markets showcasing why Queensland is the perfect place to 'holiday here' this year, further leveraging Tourism Australia's campaign launched in late January. As we continue to face the challenges of these crises, stimulating the domestic market will be vital in 2020.

The campaign launched on digital outlets and will be rolled out across television, out-of-home advertising and social media over the coming weeks.

It's important that each of the state's regions work even more closely to market Queensland holidays under a common theme to present compelling campaigns to drive visitors to the state this year. An industry toolkit is being developed that will outline everything you need to know about the campaign and how to integrate it into your own marketing.

## *International marketing*

TEQ's international offices are in their busiest campaign mode of the year, with January - June being the dominant booking period. While marketing in China is paused due to the ongoing group travel suspensions and Australian Government travel restrictions, other international markets are being stimulated with a range of trade and consumer activity.

### Western markets

#### *Trade engagement*

- TEQ participating in Tourism Australia-led USA trade mission to 11 cities.
- Internationale Tourismus Borse in Berlin.
- PATA International and International Media Marketplace workshops in London.

#### *Campaigns*

- Expedia campaign activity in the USA and dive-focussed campaign with About Australia.
- Promote Qantas direct services into Brisbane from Chicago and San Francisco.
- Email campaigns with key distribution partners in North America, Europe and the United Kingdom.
- Tactical digital campaigns with Austravel, Freedom Destinations, Travelbag, Abercrombie & Kent, First Class Holidays and Travel2 in the UK.
- Singapore Airlines tactical airfare activity in Germany.
- Campaigns with House of Travel, Flight Centre and Air New Zealand in New Zealand.

### Eastern markets

#### *Trade engagement*

- Best of Australia workshops in India.
- 500 touch points with Japanese trade partners.
- Meet and host partners during Lunar New Year celebrations in respective markets.
- Aussie Specialist training.

#### *Campaigns*

- Promote Qantas and Virgin direct services into Brisbane from Tokyo.
- Singapore Airlines tactical campaign activity in Singapore, Indonesia and India.
- Tactical campaign activity with AirAsia X and Malaysia Airlines in Malaysia.
- Promote Jetstar's new services from Seoul to the Gold Coast, with trade partners and direct to consumer.

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## Here to help

If you need further advice, assistance or information about how TEQ is responding to these crises, please don't hesitate to contact your TEQ Destination Director or RTO.

[Find your local contact](#)

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