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Eye on Q

21 March 2019

TOURISM
& EVENTS
Queensland



Outback campaign activity ramps up

The Year of Outback Tourism campaign moved into its next phase over the weekend, with the launch of a retail campaign with partners Sunlover Holidays, QantasLink and Rex Airlines aiming to double the number of Sunlover bookings in Outback Queensland this year.

The new campaign will reach more than three million Australians, off the back of the recent showcase of Outback Queensland in Brisbane which shared the stories, events and characters of the Outback with more than 2.5 million people, achieving almost \$1 million in publicity value.

Last weekend also saw the release of a dedicated Outback Queensland feature as part of the Sunday Mail's 'U on Sunday'. The marketing activities all contribute to the Year of Outback Tourism campaign, which aims to bring one million visitors to Outback Queensland for the first time.

[Read more](#)

Reminder! Outback Queensland event organisers have just over one week to get their applications in for up to \$100,000 in the first round of funding as part of the Premier's Outback Events program.

[Apply here](#)



Funding announced for North Queensland eco trail

Another milestone has been reached in the masterplan for the Wangetti Trail – planned to be Australia’s first dual-use track for both walkers and mountain-bike riders. **Funding of \$5.7 million has been announced** to complete the seven kilometre ‘Mowbray North’ component of the 94km trail.

Construction is expected to commence in September 2019 including a 2.25km mangrove experience boardwalk, crocodile viewing platform and 5km trail to Four Mile Beach and Flagstaff Hill. Completion of this part of the trail will provide visitors an attractive day trip option to Port Douglas. The total economic impact of the project is estimated to reach \$300 million over the project’s life, with the trail potentially attracting around 9,000 walkers and 19,000 mountain bike riders to Tropical North Queensland per year.

The announcement comes as the Government also **announced \$1 million** to support development of accommodation for Lockhart River, increasing capacity to welcome anglers, birdwatchers and other tourists to the region.

[More on the Wangetti Trail](#)



Chinese delegates descend on Cairns

The first of more than 6,000 Amway China delegates touched down in Cairns this week as part of a month-long incentive program set to pump \$40 million into the Tropical North Queensland economy.

The delegates will attend the Amway China 2019 Leadership Seminar and experience the very best the region has to offer, highlighting the unique selling proposition that Queensland enjoys when hosting business events such as this. It's the sixth time the Amway Leadership Seminar has been held in Australia but the first time Amway China has come to Queensland. The incentive visit was secured through a partnership between Tourism and Events Queensland, Tourism Australia, Tourism Tropical North Queensland, Cairns Regional Council and Cairns Airport.

[Read more](#)



Supporting the dive industry

TEQ is currently working with Dive Queensland and the Great Barrier Reef Marine Park Authority (GBRMPA) to create and distribute content which communicates Queensland's world-class dive experiences along the coast, including the state's newest dive site – ex-HMAS Tobruk. Activity includes two strategic content partnerships as well as attendance at five dive expos throughout 2019 to promote diving in Queensland.

International marketing update



ITB Berlin

TEQ's Europe team partnered with Tourism Australia to showcase Queensland at last week's Internationale Tourismus Börse 2019 (ITB) in Berlin, Germany. More than 10,000 exhibitors from 180 countries welcomed 160,000 visitors, including 113,000 trade.



China roadshow and mission

More than 18 different Cairns tourism businesses were in China in early March as part of a 'Connecting with Asia: Cairns and the Great Barrier Reef' initiative to provide training and showcase the depth and diversity of the region as a world class leisure and business events destination.

TEQ held meetings with more than 30 key partners such as key international airlines and Germanic wholesalers including FTI, DERTOUR, TUI, Boomerang Reisen, Explorer Fernreisen, STA Travel and Toulane to discuss marketing opportunities and campaign activities for the next fiscal year.

The roadshow was followed by an 'Introduction to China Mission' attended by 13 tourism operators, RTOs and Brisbane Airport Corporation as part of the 'Connecting with Asia: Southern Queensland and Beyond' initiative. The mission introduced new products to the China market from Brisbane, the Gold Coast and the Whitsundays, mentored by established product Tangalooma Island Resort.



India and North America representation appointed

TEQ has confirmed the appointment of Quay Marketing Consulting and Arredondo Wigginton Marketing to provide third party representation in India and North America respectively, for the coming three years. The appointment of these agencies will provide continuity for our airline and trade partners in these valuable source markets and for Queensland industry partners active in India and North America.

Business Resource



Travel maps

Tourism Australia offers free download of print-ready maps that Australian tourism businesses can provide to their guests. Simply download the file and have your local printer print for your needs.

There are two options:

1. Australia visitor map – featuring key visitor experiences, World Heritage Areas and how to respect the environment.
2. Travel safely in Australia map – including journey times and simple safety tips in eight different languages.

[Download print-ready maps](#)



Industry opportunities

The Sunshine Coast will host Queensland tourism's largest industry events this November. Save the dates:

- QTIC's Indigenous Tourism Forum - 6 November 2019
- DestinationQ Masterclasses - 7 November 2019
- DestinationQ Forum - 8 November 2019
- Queensland Tourism Awards gala ceremony - 8 November 2019

The events will be held at Novotel Twin Waters Resort.

Exclusive accommodation deals until 31 March

More opportunities

[China Payment Expo](#)

26 March, Gold Coast

[Great Barrier Reef forum](#)

26 March, Airlie Beach

[National Sustainability Conference](#)

1-2 April, Brisbane

[QODE innovation and technology forum](#)

2-3 April, Brisbane

[Queensland Sellers - Welcome to ATE19 Perth](#)

8 April, Perth

Queensland on Tour Japan 2019
Japan, 3–7 September 2019
Expressions of interest now open

Queensland on Tour UK/Europe
UK/Europe, 26 Nov–4 Dec
Expressions of interest now open

Tourism and Travel Management course
Free, online

[View industry opportunities calendar](#)

Quick Snippets

- Three companies invited to compete for Tropical North Queensland's Global Tourism Hub in Cairns.
- \$1 million announced for North Queensland tourism industry recovery.
- View the presentations from last week's Destination Australia conference.

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