

9 October 2020

## Queensland hosts major sports



Queensland is yet again proving its exceptional reputation as a sporting event host, with the Women's National Basketball League (WNBL) announcing it will base its entire 2020 season in North Queensland. A total of 60 games will be played in Mackay, Townsville and Cairns from next month. All eight teams will be based across the three cities for the duration of the season, set to generate more than \$3.3 million for the local economy.

The news comes as the AFL's Premiership Cup Tour kicked off in Cairns yesterday, commencing a tour of the state on its way to Brisbane ahead of the October 24 Grand Final. The tour will shine a spotlight on the state's tourism experiences as part of TEQ's event activation activities to maximise the value of the event.

[MORE ON THE AFL CUP TOUR](#)



## Good To Go message extends

Now that the Australian Capital Territory (ACT) is Good To Go to Queensland, TEQ has launched marketing on television, radio and out of home media, encouraging residents to book a Queensland holiday. The campaign is in addition to new flight services from Canberra to both the Gold and Sunshine Coasts, as well as services being reinstated to other parts of the state.

The Good To Go campaign is now running across four states - Queensland, South Australia, ACT and some targeted digital marketing in parts of Northern NSW. Social media marketing continues to inspire potential travellers across all of Australia, as well as internationally.

Queensland's experiences will also be showcased through editorial features in coming months as a result of TEQ's domestic familiarisation program which is returning to full-swing as journalists from other states are able to visit. News Corp newspapers, the *Starts at 60* media website, RACQ's *Road Ahead* magazine, Australian Community Media (ACM) regional NSW newspapers and *Australian Traveller* will all feature Queensland stories in coming editions to inspire travel bookings to Queensland.



## BIG4 campaign delivers for Queensland

TEQ's partnership with BIG4 to launch the Explore Queensland/Good To Go drive campaign, which targeted both the intrastate and interstate markets (intermittently) in July/August, saw pre-COVID booking levels achieved, with a 43 per cent increase on bookings through BIG4.com.au compared to the same period last year.

The increased demand was consistent across the state, with all regions experiencing booking and revenue growth. Families lead the charge, with

sales growth of 77 per cent and median booking lead time of 30 days, showing the segment's confidence level in booking.

The campaign included paid digital and BIG4's owned channels including social, email and a dedicated landing page.

## International marketing updates



### Interest in Qld continues

Maintaining relationships with trade and media partners in international markets is the focus of TEQ's international teams, with demand for travel and inspiration high.

This week TEQ's United States team hosted a virtual Queensland showcase for media partners, as the India team worked together with Tourism Australia's Aussie Specialist webinar series to showcase a range of local Queensland 'storytellers' sharing personal insights on Queensland products and destinations, as well as live tours being conducted by products new to the Indian market, aiming to generate demand for when travel resumes.

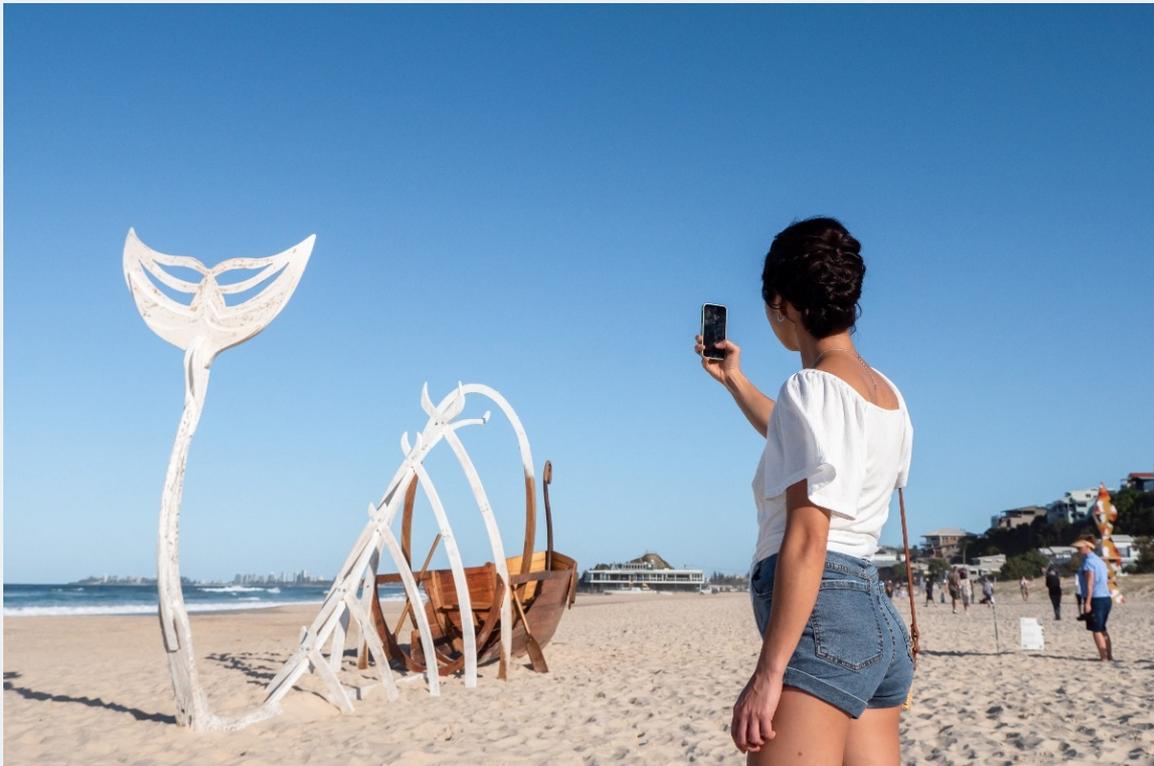
There are [several ways to get involved in the Aussie Specialist program](#) to train

### Global status updates

In order to provide tourism and event businesses with an understanding of international market conditions, international consumer sentiment, the status of the global aviation industry and Queensland (and competitor) marketing activities in international markets, TEQ produces a regular, detailed, market-by-market, global market and aviation update. [See this week's update here.](#)

TEQ's international teams are also preparing comprehensive updates on their marketing activities, showcasing recent work and providing insights to TEQ's strategy in each particular international market. This week the [Europe office has released their latest update](#), including their 31-day virtual road trip across Queensland which reached more than 400,000 people.

frontline travel sellers around the world, including those in Australia.



## COVID-19 latest

In case you missed it, the Queensland Government has released a [new roadmap to Queensland's COVID Safe Future](#), outlining planned easing of restrictions between now and the end of the year. Queensland is now at Stage Four on the roadmap.

The future roadmap is subject to COVID Safe Check Points, and it also outlines what restrictions would be reintroduced to affected regions if an outbreak were to occur within the state. There are also targets for Queensland's border to open up to New South Wales and Victoria.

**Stage Four restrictions bring changes** that impact tourism and events businesses, including increased capacity at outdoor venues and an increased number of patrons at events operating under the COVID Safe Events Checklist.

[LEARN ABOUT THE CHANGES](#)

## Industry opportunities

## New funding available: International Tourism Adaptation Grant (ITAG)

Applications now open

The Queensland Government's \$5 million COVID-19 ITAG program aims to support regional Queensland tourism businesses that have suffered losses of income because of international travel restrictions. Grants from \$2,000 to \$10,000 (excluding GST) are available to assist tourism businesses to pivot their product, service and/or marketing to a domestic market or to meet operating costs while the business hibernates until international markets reopen.

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## Tourism Australia special edition webinar

10:00am QLD time (11:00am AEDT), 13 October 2020

Join Managing Director Phillipa Harrison to see the latest evolution of Tourism Australia's domestic marketing campaign, as well as Tourism Minister Simon Birmingham providing an update on the Federal budget.

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## Boost with Facebook: Tourism program - Industry panel

12:00pm QLD time (1:00pm AEDT), 14 October 2020

Join Facebook for a panel discussion with business owners and industry leaders on emerging travel trends, and how tourism businesses are embracing digital tools to adapt and connect.

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## ATEC's Japan Host program

20 - 30 October 2020

Prepare your business to be culture, service, product and trade-ready for the Japan market.

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Save the date for two key tourism and events industry events:

**Destination IQ** - 12 November 2020 - the industry's annual forum to discuss important issues, opportunities and strategies for supporting Indigenous tourism growth and Indigenous employment across the state.

**QTIC's 'Tourism Village Celebration'** - 13 November 2020 - an opportunity to reconnect, share stories, exchange ideas and highlight the strength and solidarity of the

industry.

[MORE OPPORTUNITIES](#)

## Quick snippets

The Australian Chamber of Commerce and Industry has released a [detailed summary](#) of the federal budget.

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[Gold Coasters offered 'Play Money'](#) as part of new local tourism campaign launched by Destination Gold Coast.

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[Crisis Communications Toolkit available](#) for tourism operators preparing for the upcoming summer season.

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Encourage seasonal workers to your region by sharing the new [#pickqld website](#), aimed at helping connect workers to jobs and experiences throughout Queensland.

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Tourism Research Australia's latest [International](#) and [National](#) Visitor Survey data is now available for the year ended June 2020.



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