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Eye on Q

31 January 2019

TOURISM
& EVENTS
Queensland



Storytellers shine light on Queensland experiences

Tourism and Events Queensland has teamed up with five of Australia's best storytellers in a new content campaign that will share their intimate tales of why they love the Sunshine State.

The series, which features both written and video content, got under way last weekend with award-winning journalist and best-selling author Trent Dalton telling the epic story of Jose Paronella and how he built the wonderland that is Paronella Park in Tropical North Queensland.

The stories are being published in The Weekend Australian Magazine and online and will target high value travellers to encourage them to make Queensland their perfect next holiday destination.

[View the campaign](#)

Ready for Chinese New Year?



Next Tuesday, 5 February marks Chinese New Year, with events and celebrations taking place across Queensland.

This is often a busy period for tourism operators as they welcome international visitors making the most of the exciting Spring Festival period.

China is Queensland's most valuable international market, with the most recent figures from Tourism Research Australia showing 502,000 visitors spent \$1.4 billion in the year ending September 2018.

Ensure you are well equipped to host Chinese visitors with TEQ's handy China Ready resource.

Wishing everyone a successful and happy 'Year of the Pig'!

[Read more](#)



New partnership promotes Brisbane

Brisbane Airport Corporation and Brisbane Marketing have teamed up for a campaign which will provide further benefits to the state's tourism industry as it looks to attract more visitors by promoting Brisbane as the gateway to Australia.

The partnership announcement follows news that [Brisbane Airport is delivering strong results for Queensland's tourism sector](#), with recent data showing an increase in both international and domestic visitors through the port in 2018.

The partnership will support a marketing program focussed on international aviation opportunity markets including the ASEAN region, North America and India.

[Read more](#)



GBR forums under way next week

Tourism and Events Queensland's Great Barrier Reef forums get under way next week, with the first of nine industry events taking place in Bundaberg on Monday 4 February.

TEQ will host forums across Queensland throughout February, from Brisbane to Port Douglas, to engage directly with tourism operators to share consumer insights as well as TEQ's strategic focus.

Registrations are still open for all forums and are suitable for tourism operators on, near or related to the Great Barrier Reef.

[Register now](#)



Latest accommodation figures released

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

The report is a handy resource filled with useful information on the Queensland accommodation sector's occupancy, average daily rates, revenue per available room and supply and demand data.

Check it out to assist planning for your business.

[Read more](#)

Reef resources



TEQ industry support

Queensland's tourism operators share the Great Barrier Reef with more than two million visitors each year and play an



GBRMPA research grant

The Great Barrier Reef Marine Park Authority is currently accepting

important role in protecting and advocating for the Reef through a range of significant environmental, educational, research-related initiatives.

TEQ has a wealth of GBR resources available, to assist the industry in delivering the best possible experience for visitors - from information on the reef's UNESCO World Heritage status to marketing and communications resources, fact sheets and FAQs.

Dive in to ensure your business is doing everything to deliver the best reef experience it can.

[Access resources](#)

applications for its Reef Guardians Research Grants.

They are open to Doctorate and Master's degree students studying bio-physical and social sciences in Australia.

The grants offer an opportunity for new management-relevant research that addresses key threats to the reef and the research undertaken will inform program design for the Reef 2050 Integrated Monitoring and Reporting Program.

This is a great opportunity for operators who have staff currently studying.

Applications are now open and close on 13 February 2019.

[Apply now](#)

Industry Opportunities



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

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

[Search Engine Optimisation course](#)

Online, February 2019

[Free digital-ready program](#)

Statewide, starting February

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

Brisbane, 12 February 2019

[2019 National Sustainability Conference](#)

Brisbane, 1-2 April 2019

[More industry opportunities](#)

Tourism industry job opportunities

- [Events Management Queensland - Marketing and Communications Coordinator](#)

Quick snippets

- Tourism Australia appoints new Board members
 - Former TEQ Board member named Gold Coast Citizen of the Year
 - Queensland to host first-ever Super Netball pre-season tournament
 - Nominations open for National Travel Industry Awards
 - Singapore a long-term partner in Australian tourism
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