

Looking for past editions of Eye on Q? Find these on [TEQ's corporate website](#).

Eye on Q

1 August 2019

TOURISM
& EVENTS
Queensland



Brisbane's business events boom

Brisbane is expected to benefit from an economic boost through a number of major business incentive events set to take place over the coming years.

The state's capital continues to demonstrate its reputation as a world-class business event host with the announcement this week that two Chinese businesses are set to bring more than 4,000 employees to Brisbane in August and October this year.

Global tourism giant Flight Centre is also turning their attention towards Queensland with the [announcement last month of its annual 'Global Gathering' event to take place in Brisbane](#), with more than 4,500 incentive travellers getting a taste of the state in July 2020.

Combined, the three incentive-based business events will bring around 8,500 delegates to Brisbane and generate \$17 million for the local economy, demonstrating the importance of business events to the tourism economy and highlighting our hosting capabilities, world-class infrastructure and diverse tourism offerings.

The events were secured through a partnership involving Tourism and Events Queensland and Brisbane Marketing.

[Read more](#)



Registrations open for Focus Queensland | Digital Marketplace China 2019

Don't miss your chance to be part of Tourism and Events Queensland's Focus Queensland | Digital Marketplace China mission from 7 to 9 November in Chengdu, China.

This popular trade mission will unravel the complex world of digital distribution in China and help businesses better engage with Chinese digital distribution partners to drive better business results.

Strict criteria apply. [View the prospectus.](#)

Registrations are now open and applications close Friday, 23 August 2019.

[Register here](#)

Business resources

Successfully manage a rebrand

Sometimes change is the right answer, but that doesn't mean it's easy. You may be surprised to hear what customers expect when you decide to reinvent your brand's image.

This Shutterstock resource shares insights into how to successfully manage your business rebrand with these simple tips.

[Read more](#)



Industry opportunities

Tourism and events jobs

[Manager, Digital Brand and Content](#) - Destination Gold Coast. Three-year contract, applications close 19 August.

[Event Services Supervisor](#) - Brisbane Convention & Exhibition Centre. Full time, applications close 7 August.

[Sales Manager National Conventions](#) - Brisbane Convention & Exhibition Centre. Full time, applications close 12 August.



Other opportunities

[DestinationQ Events Conference](#)
Cloncurry, 6 August 2019

[Women in Tourism Lunch](#)
Brisbane, 8 August 2019

[The TNQ Tourism Marketing Conference](#)
Cairns, 22 August 2019

[TEQ's Conversations with Industry](#)
Yeppoon, 28 August 2019

[ATEC Inbound Up North](#)
Cairns, 16 - 18 September 2019

[Growing Wine Tourism](#)
Toowoomba, 28 - 29 October 2019

[Destination IQ](#)
Sunshine Coast, 6 November 2019

[DestinationQ Forum](#)
Sunshine Coast, 7 - 8 November 2019

[Focus Queensland | Digital Marketplace China](#)
Chengdu, China, 7 - 9 November 2019

[National Sustainability Conference](#)
Save the date - Brisbane, 27 - 28 April 2020

[More on TEQ's industry events calendar](#)

Quick snippets

- An [\\$8 million dollar project to upgrade the Reefworld Pontoon at Hardy Reef](#) in the Whitsundays was announced today.
- This week the City of Gold Coast announced the incoming [Board of Directors](#) for its new events entity - Major Events Gold Coast.
- [See the design for the \\$100 million dollar pedestrian bridge](#) set to unlock Brisbane's new Queen's Wharf precinct and Southbank.
- [Culturally appropriate initiatives](#) are being trialled on Green Island, off the coast of Cairns, to enhance Chinese travellers' experiences through new ways of communication.
- Five city and regional tourism operators have been awarded funds from the Brisbane Lord Mayor's [Experience Development Incentive Grant Program](#).
- You are invited to provide feedback via the [Wellness Initiative Survey](#) to help the Global Wellness Institute understand and better cater to wellness travellers.
- Nominations are still open for the [Queensland Tourism Industry Council \(QTIC\) Prize for Innovation](#), closing 16 August 2019.

WHAT'S ON IN QLD?

IT'S LIVE!
in Queensland



teq.queensland.com



You are subscribed as Industry News - industry.news@queensland.com

View the [online version](#)

Please add industry.news@corporate.email.queensland.com to your address book.

[Subscribe](#) [Update Details](#) [Unsubscribe](#) [Privacy Policy](#) [Contact Us](#)