

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

Eye on Q

26 September 2019

TOURISM
& EVENTS
Queensland

China mission secures wins for Queensland

Queensland is being showcased across China this week - the state's largest international market - as part of a Queensland Government mission to China. Read about some of the major tourism initiatives announced this week:



Queensland takes over major Shanghai station

A subway station in Shanghai, China, has come alive with images of Queensland thanks to a new tourism campaign with Asia's largest online travel agency Ctrip, capturing the attention of more than 13 million Chinese commuters - around half of Australia's population!

[Read more](#)



New partnership with world's largest online payment platform

Queensland is on track to be the most payment-friendly Australian state for Chinese visitors, with a new Memorandum of Understanding between the world's largest online payment platform - Alipay - and TEQ signed this week. Earlier this month, TEQ was named Alipay's 'Partner of the Year' in the Australia-New Zealand region.

[Read more](#)



Interactive game centre of GBR campaign

Today TEQ will launch an interactive game in Guangzhou as part of a new 'Reefocus' tourism campaign aimed at sparking children's curiosity of the Great Barrier Reef. This campaign will target Chinese families who are interested in 'travelling with purpose' and the educational opportunities the reef offers.

[Read more](#)

Business resources



How to prepare your business for Chinese visitors

Make sure your business is ready to welcome Chinese guests during 'Golden Week', 1 - 7 October - one of the busiest travel periods for Chinese travellers.

TEQ has prepared a practical guide that covers key cultural tips including Chinese visitor expectations, common phrases and even how to order meals if you are hosting Chinese guests.

TEQ will be running a campaign with Alipay until 20 October so don't forget to [read up on how you can leverage this opportunity for your business.](#)

[Read more cultural tips](#)



Create standout content on a shoestring budget

Tourism Australia's head of social media Nick Henderson talks to team member Novy Wong about current social media trends, how to create great content on a budget and more practical tips, in the fourth and final video in their social media educational series.

[Watch the video](#)

Industry opportunities



Apply for outback events funding

The third round of funding for the Premier's Year of Outback Tourism Events Program is open for applications, with up to \$100,000 available for new or existing events held in Outback Queensland. Applications close 4 November 2019.

[Apply now](#)

Events

Edutourism and Study Tours workshops

Various locations across Queensland, various dates between October - December 2019

TEQ's Conversations with Industry and Conversations with China Tropical North Queensland

Cairns, 16 October 2019

TEQ's Conversations with Industry Outback Queensland

Winton, 31 October 2019

Destination IQ

Sunshine Coast, 6 November 2019

DestinationQ19 Tourism Forum including Queensland Tourism Awards, masterclasses and state-wide industry forum

Sunshine Coast, 7 - 8 November 2019

Australia and New Zealand Adventure Tourism Awards and Conference

Gold Coast, 14 November



[ATEC Meeting Place](#)

Brisbane, 25 - 27 November 2019

[Global Eco Asia-Pacific Tourism Conference](#)

Cairns, 2 - 4 December 2019

[Australian Tourism Exchange 2020](#)

Melbourne, 10 - 14 May 2020

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

Jobs

- [Experience Co, General Manager - Great Barrier Reef](#)

Quick snippets

- Don't miss [World Tourism Day](#) tomorrow 27 September 2019
- [Last chance to vote! Help Queensland win Australia's newest festival – voting closes Sunday 29 September.](#)
- Brisbane Gallery of Modern Art acquires [out-of-season snowman](#) for upcoming 'Water' exhibition
- Accommodation [data for August](#) now available
- Sunshine Coast to host the [Aussies in 2021](#)
- [Applications for TEQ's Destination Events Program round 14 close 2 October](#)

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.

TEQ is working towards becoming a [White Ribbon Accredited Workplace](#)

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