

[View in browser](#)

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

Eye on Q

14 February 2019

TOURISM
& EVENTS
Queensland



Grants available to boost tourism in the Outback

The Queensland Government is now accepting applications for grants in the first round of funding to support 2019 as the Year of Outback Tourism.

Round one of the \$3 million Premier's Outback Events Program opened yesterday, with the funding available for new events, or to extend existing events, which contribute to enhancing the profile of Outback Queensland and attracting more visitors to the region.

The Premier's Outback Events Program will be rolled-out across 2019-20, with three available funding rounds in 2019.

The deadline for round one applications is 1 April 2019, with applicants notified in May 2019.

[Read more](#)



Queensland's business events sector booms

More than \$50 million will be pumped into the Queensland economy from international business events this year.

Tourism and Events Queensland is supporting 16 business events across the state in 2019, attracting more than 22,000 delegates and highlighting the importance of the sector to Queensland's tourism economy.

Business events coming to the state this year include SportAccord being held in Australia for their first time ever in May, Amway's annual incentive program bringing more than 6,000 delegates to Cairns, and the inaugural innovation conference 'QODE' in Brisbane.

The bumper 2019 line-up of business events follows a strong 2018, where TEQ's Business Events Acquisition and Leveraging Fund supported 14 conferences, attracting more than 19,000 delegates and injecting almost \$60 million into the economy.

[Read more](#)



Tobruk dive site opens later this month



UK series to showcase Tropical North Queensland

Dive enthusiasts from around the world will be able to explore Queensland's newest dive site later this month, with ex-HMAS Tobruk opening to the public on February 25.

The wreck is expected to generate about \$1.7 million for the local economy annually and support between 20 and 30 jobs in the region.

The Queensland Government is also investing \$500,000 to promote and market ex-HMAS Tobruk within a broader Queensland dive experience and a further \$500,000 to promote and market broader nature-based tourism experiences within the Bundaberg and Fraser Coast regions.

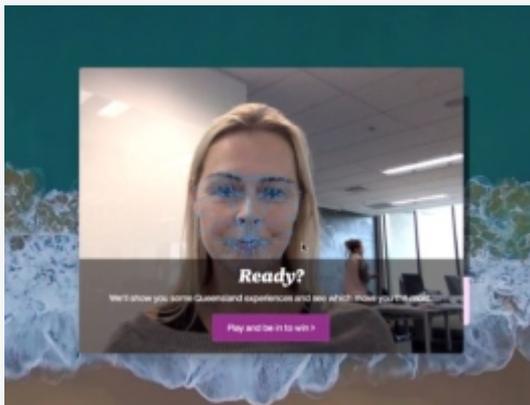
[Read more](#)

TEQ has partnered with Tourism Australia and Qantas to support the eight-part Julia Bradbury series, which will air between February and April this year on the UK's largest commercial broadcaster ITV.

The Queensland episode will showcase why Tropical North Queensland is an ideal destination for both first-time and repeat visitors from the UK - featuring the Great Barrier Reef and islands, Wet Tropics Daintree Rainforest, Aboriginal culture, wildlife, local people and backpacking hotspots for youth visitors.

The whole series will be broadcast to an estimated total audience of 16 million people.

[Read more](#)



TEQ campaign finalist in NZ marketing awards

A marketing campaign by TEQ and Air New Zealand has been selected as a finalist in the New Zealand Direct Marketing Awards.

The innovative '[Emotion Scanner](#)' campaign used facial recognition software to predict the user's dream Queensland holiday.

[View finalists](#)



State's tourism operators head to India

Queensland tourism operators from across the state will spend the next week travelling to key cities in India as part of a six-day Queensland on Tour trade mission.

Eleven Queensland tourism businesses will meet with around 400 Indian tourism trade professionals in Delhi, Chennai, Ahmedabad and Mumbai from Sunday 17 to Friday 22 February.

[Read more](#)

Resources



Free online travel management course

University of Queensland has re-launched its free online course in Tourism and Travel Management.

Developed in partnership with TEQ, the course features interviews with leading Queensland practitioners, administrators and advocates, and policy-makers.

The previous two iterations of the course attracted 20,000 participants from 200 countries.

The course is available online now and is perfect for professionals working in tourism.

[Read more](#)



Registrations for wine workshops now open

Wine Australia has released its jam-packed schedule of export and tourism workshops to help new and experienced wine businesses grow their exports and wine tourism.

The workshops start in March and are delivered face-to-face and online.

The 'Growing Wine Exports' and 'Growing Wine Tourism' programs aim to equip wine businesses with the tools, case studies and market insights to capture export and tourism opportunities.

[Read more](#)



Destination Australia 2019

Registration is now open for Australia's top tourism marketing conference, which will be held at Brisbane's Howard Smith Wharves on Thursday 14 March.

The Destination Australia Conference will delve into the big issues and tackle today's most important tourism marketing questions.

[Read more](#)



New approach to trade engagement

TEQ CEO Leanne Coddington joined five Queensland regional tourism operators on the first-ever Distribution Development Mission in North America from 26 January to 3 February.

Brisbane Marketing, Destination Gold Coast, Visit Sunshine Coast, Tourism Noosa and Tourism Tropical North Queensland headed overseas for the new approach to the traditional trade engagement, which provided an opportunity for Queensland destinations to strengthen established travel industry relations with wholesale owners/presidents, product and marketing managers and high-level travel media in Los Angeles, Toronto, New York and New Orleans.

Highlights of the mission included the G'Day USA event and dedicated presentations to more than 30 US-based travel media in New York and a two-day workshop with 40 high-level travel trade partners in New Orleans.

Queensland destinations were warmly received on the mission and there was a genuine level of optimism about the increased popularity of the destination among North American visitors.

Industry Opportunities

QTIC industry networking breakfast
Brisbane, 19 February 2019



[TripAdvisor spotlight session](#)
Online, 20 February 2019

[TEQ's Great Barrier Reef Forum](#)
Brisbane, 28 February 2019

[Destination Australia conference](#)
Brisbane, 14 March 2019

[Australia Marketplace](#)
Los Angeles, save the date - 26-29 August 2019

[More industry opportunities](#)

Tourism job opportunities

- [Tourism and Events Queensland - Consumer Insights and Research Leader](#)
- [Tourism and Events Queensland - Website Product Leader](#)
- [Tourism Australia - Global Manager, Campaigns](#)

Quick snippets

- [QTIC seeks judges for Queensland Tourism Awards](#)
- [VIC student passport competition a winner](#)
- [New route for Brisbane](#)
- [First Master Reef Guides graduate program](#)



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](#)