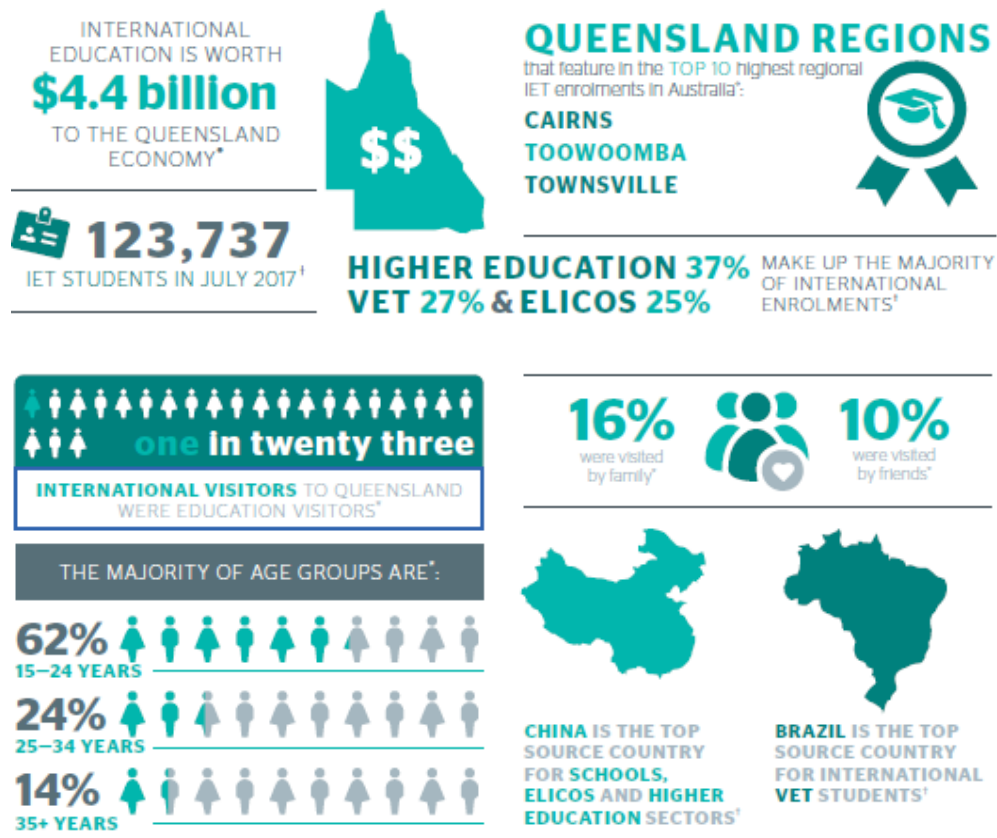


# International Student Tourism Passport Competition at accredited VICs in Queensland

## The International Education Market

The international Education Market is Australia's third largest export and worth \$30.8 billion to the Australian economy. In July 2017, Australia as a whole counted 624,000 IET students. The figures for Queensland are presented below:




## The Role of Visitor Information Centres in the International Education Market

Visitor Information Centres play a crucial role in the visitor servicing industry in Queensland. As of 30 June 2018 the 111 accredited VICs across the State welcomed 3.4 million visitors fulfilling the information needs of domestic and international travellers on the road. But beyond servicing information needs, VIC staff and volunteers can offer travellers a real flavour of the destination and give the destination a personality which the online world cannot yet achieve. This puts them into a perfect position to enhance the profile of Queensland amongst International Students and their visiting friends and relatives. Visiting an accredited VIC also raises awareness about its role as a hub for the wider community and the importance it plays in regional areas.

A competition to encourage students to travel and visit various parts of Queensland has been developed, details below.

## The Competition


**The Passports:** International Student Tourism Passports will be handed out to international students at student hubs in: Brisbane, Cairns, Gold Coast, Rockhampton and Townsville. The passport is an A4 document folded into A6 with a big map of Queensland including information about the competition and Queensland inside.

**Students visiting the VICs:** Each VIC will receive a stamp and for each visit to an accredited Visitor Information Centre, the VIC will stamp the passport with their  stamp. After five stamps students are eligible to go into the draw to win \$1,500 worth of airfares for travel anywhere in Queensland. However, students need to obtain those stamps from VICs located in at least three different regions to promote travel to more than just one region. So you should only stamp the passport once for each student who visits your VIC.



The competition runs from October 1, 2018 until January 31, 2019 to take advantage of the student's holiday period. Students need to take a photo of the completed passport (stamp and entrant details page) which must be emailed to Visit Queensland by the end of the competition. A winner will be drawn on February 04, 2019 and the winner contacted and announced by Feb 07.

Students will be encouraged to post images about their visits to the VICs and respective regions on social media using TEQ (#thisisqueensland) and Study Queensland (#studyqueensland) hashtags.

Each VIC will receive a stamp even though not all VICs may have a visit from a Student with a Tourism Passport. The stamps will be a reversed white on black  symbol for use in this project and you may find them useful for other purposes after the competition is finished.

Thank you for your support and we trust you will enjoy receiving those students who take advantage of visiting regional Queensland.

If you have any questions regarding the passport, please contact:

Visit Queensland

e: [info@visitqueensland.com.au](mailto:info@visitqueensland.com.au)

m: 0459 992 030

