

20 January 2022

A message from TEQ's CEO



Leanne Coddington, Chief Executive Officer

With yesterday's announcement that fully vaccinated international arrivals to Queensland will no longer need to quarantine from this Saturday morning, Leanne talks about TEQ's approach to re-entering the international market while also continuing to focus on domestic marketing. She also invites any internationally-focused tourism businesses to join TEQ for a more detailed update next week (details and RSVP below).

[WATCH NOW](#)



Return of international travellers to Queensland

In case you missed our update yesterday, fully vaccinated international arrivals will be able to enter Queensland without quarantine from 1:00am AEST, this Saturday, 22 January 2022.

The changes allow fully vaccinated travellers coming from overseas to arrive into Queensland without having to quarantine, paving the way for the state's tourism industry to begin welcoming back international visitors.

International travellers need to meet Federal Government requirements for entry into Australia.

[WHO CAN TRAVEL](#)



Student and Working Holiday Maker visa changes

In addition to Students and Working Holiday Makers (WHM) no longer needing to quarantine on entry to Queensland, a number of changes have also recently been announced by the Australian Government.

- WHM visa holders who are currently offshore and come to Australia during the next 12 weeks, and Student visa holders currently offshore and who arrive to Australia in the next eight weeks, will be eligible for a refund of their Visa Application Charge.
- WHM will no longer have to ask for permission from the Department to work with the same employer for more than six months. This will allow working holiday makers to continue to work in current roles, should that suit them and their employers. It allows employers to retain staff they have trained and rely upon.
- The Australian Government has also announced a temporary relaxation of work restrictions for international students across all sectors of the

Australian economy to immediately alleviate workforce pressures affecting the supply of essential goods and services to the Australian community.

[READ MORE](#)



TEQ's international marketing briefing

With the announcement of quarantine-free international travel to commence into Queensland, TEQ will host an industry briefing this coming Monday, 24 January 2022. The briefing will cover TEQ's approach to rebuilding international markets now and into the future.

All Queensland tourism and events businesses are welcome to join the update, in particular those businesses who have previously marketed into international destinations.

1:30pm – 2:30pm AEST

Monday 24 January 2022

[REGISTER NOW](#)



Attract workers to your tourism business

It is now more important than ever for Queensland tourism operators to utilise the Work in Paradise program to connect with job seekers. Here is how you can leverage Work in Paradise to your advantage:

1. Post your job vacancies to the [Work in Paradise Tourism and Hospitality jobs site](#)
2. Include a [link](#) to the Work in Paradise Incentive Scheme and the jobs site in your job advertisements
3. Share your job link from the Work in Paradise Tourism and Hospitality Jobs site in your social media
4. Email workinparadise@dtis.qld.gov.au to create an [employer profile](#) for you to share on your social media
5. Include in your communications a link that goes directly to jobs in your region

FACTSHEET FOR EMPLOYERS



Marketing trends for 2022

The beginning of a new year means new trends in digital marketing.

Many of the top digital media experts have compiled the lists of trends below to help businesses, such as tourism and hospitality operators achieve success this year.

Hootsuite - [Top nine social media trends to prepare for in 2022](#)

Forbes - [12 digital marketing trends for 2022 and how to take advantage of them](#)

Vogue Business - [Five social media trends for 2022](#)

Google - [Top digital marketing trends and predictions for 2022](#)

Wix - [A look forward: Marketing trends to embrace in 2022](#)

Industry opportunities

TEQ's international marketing briefing

TEQ will host an industry briefing this coming Monday, 24 January 2022. [Register here.](#)

Flood assistance grants now available in the Wide Bay Burnett region

Commonwealth and Queensland Government support under the Disaster Recovery Funding Arrangements (DRFA) program is providing assistance grants of up to \$50,000 to help primary producers, small businesses and non-profit organisations affected by the recent floods in the Wide Bay-Burnett region get back on their feet. Find out more [here](#).

Destination Australia Conference

Sydney, 9:30am – 5:30pm, Thursday, 3 March 2022

Tourism Australia will host their annual conference to inspire industry to rebuild bigger and better, with high profile speakers discussing lessons learnt, sharing future focused trends and highlighting emerging opportunities. [Register here.](#)

AIME 2022

Melbourne, Monday 21 - Wednesday 23 March 2022

The Asia Pacific Incentives and Meetings Event (AIME) is the leading trade event for the meetings and event industry in the Asia Pacific region. AIME is where industry decision makers connect, create and do business. The event brings together international and local buyers to access the best exhibitors from around the world. [Register here.](#)

Australian Tourism Awards

Sunshine Coast, 6:00pm, Friday 18 March 2022

Join industry colleagues for a night of celebration at the Australian Tourism Awards to honour excellence, recognise outstanding achievements and unite to celebrate hard working individuals. [Register here.](#)

[FIND MORE](#)

Quick snippets

TEQ is aware of unsolicited emails to tourism operators from an online business directory, 'QLD Tourism'. This directory has no affiliation with TEQ and is not endorsed by TEQ. It does not relate to industry listings on Queensland.com, the state's lead online marketing platform. Operators should carefully scrutinize all unsolicited business requests and invoices to ensure they are valid and appropriate for payment.

Tourism Port Douglas Daintree (TPDD) has released a [new brand book](#).



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

TEQ holds [EarthCheck Silver Certification](#).

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

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

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