Crisis impacts, response and recovery

Crisis impacts

Australian bushfires

Several regions of Queensland experienced intense bushfires from September to November 2019, including Noosa and the Sunshine Coast, the Scenic Rim and Southern Queensland Country. Significant media coverage of the fires impacted consumer confidence to book or travel to these areas ahead of peak season.

Then in December 2019 and January 2020, significant bushfires affected other parts of Australia resulting in broad international media coverage depicting the whole country as being impacted. This coverage severely influenced travel intentions to Australia.

COVID-19

The COVID-19 pandemic has presented one of the greatest ever challenges for global tourism. On 29 January 2020, Queensland's Minister for Health and Minister for Ambulance Services declared a public health emergency in relation to COVID-19. State and federal public health directions subsequently saw Queensland and Australia's borders closed to non-essential travellers, a ban on mass gatherings, a 'Home Confinement' Direction in place, and a 'Non-Essential Business' Direction in place to restrict business operation.

On 8 May 2020 both the federal and state governments released a three-stage roadmap for the easing of restrictions. For Queensland, Stage One commenced with day trips within 50km of home, opening up to unlimited intrastate overnight travel in Stage Two, and on 30 June 2020 confirmation that Stage Three would commence on 3 July 2020. The continuing impacts of COVID-19 have led to ongoing changes in border restrictions.

2019-20 COVID-19 timeline

27 January	China implements group travel bans, signalling the first impacts on the global travel industry.
29 January	Public health emergency declared in Queensland in relation to COVID-19.
1 February	First international travel restrictions in place, as Australia establishes a 14-day quarantine requirement for all travellers who have been in China within 14 days of arriving in Australia.
15 March	All international arrivals required to self-isolate for 14 days. All cruise ships from foreign ports banned from arriving at Australian ports.
16 March	Non-essential gatherings of more than 500 people banned (reviewed on 20 March to restrict gatherings to no more than 100 for essential reasons only).
20 March	Australian borders closed to all travellers except Australian citizens, residents and their immediate families (mandatory quarantine for these arrivals in place from 28 March).
22 March	Australian Football League (AFL) suspends season (National Rugby League (NRL) announces season suspension the next day).
23 March	Non-essential Business Public Health Direction put in place, restricting businesses such as retail food services, beauty, entertainment venues, accommodation, campgrounds and zoos and wildlife centres from operating.
26 March	Australians banned from travelling overseas. Any interstate travellers arriving to Queensland must self-quarantine for 14 days.
30 March	Home Confinement Direction in place. Federal JobKeeper stimulus package announced.
3 April	Queensland's borders formally closed with anyone arriving from interstate not being allowed to enter unless exempt.
2 May	Restrictions begin to ease in Queensland – people may leave home for recreational day trips within 50km of home. Limited tourism operations can recommence.
8 May	Federal and Queensland three-stage roadmap to easing restrictions released.
15 May	Stage One of easing of restrictions begins in Queensland, allowing recreational day trips up to 150km from home, up to 10 people allowed in restaurants, cafes, pubs at any one time and gatherings of up to 10 people. Outback Queensland allowed recreational travel up to 500km and up to 20 locals in dining venues.
1 June	Stage Two of easing of restrictions begins in Queensland, allowing unlimited travel (no km limit) and overnight stays for most of Queensland (other than restricted Indigenous communities). Tourism experiences allowed to operate for 20 people (more if following the approved COVID Safe Industry Plan).
30 June	Queensland Government announces Stage Three will commence from 3 July, with interstate travel (excluding Victoria) to commence from 10 July.

The following section outlines the impact of the Australian bushfires and the COVID-19 pandemic on the Queensland visitor economy, consumer sentiment, the aviation and accommodation sectors, and employment, using a range of information sources available.

Impact on visitor numbers

In early September 2019, bushfires occurred in south east and northern Queensland. These fires did not attract the extensive media attention that occurred later in the year, and for this reason the impact was primarily domestic in nature and impacted only the September 2019 quarter. From late December 2019 to March 2020, more extensive bushfires seriously impacted various regions in New South Wales, Victoria, South Australia and the Australian Capital Territory. In the midst of the bushfires, COVID-19 emerged in Australia in late January 2020.

The concurrent timing of these two external events means that tourism data available for the March quarter 2020 best reflects the immediate impact on the visitor economy, though it does not encompass the effects of the domestic border closures or home confinement orders. Compared to the same period in the previous year, Queensland saw sharp declines in visitation across each of the top five international source markets in the March quarter 2020, and declines in visitor nights from four of the five markets. The largest declines were seen from China, the first country impacted by travel restrictions due to COVID-19 and Queensland's largest source market in terms of OVE.

It is important to note that due to the unprecedented circumstances, some international travellers may have shortened their trips in Queensland and Australia, while others may have extended their stays. Future data releases will illustrate the full extent of these events on visitor numbers.

Table 2: Visitation to Queensland by top five international source markets[19]

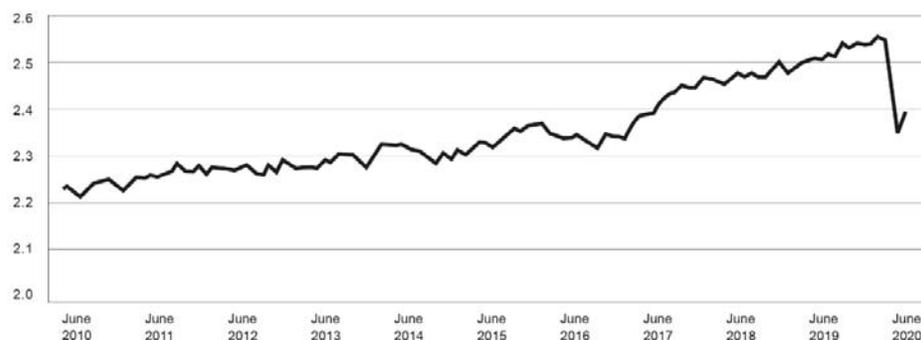|	Visitors			Nights		
	March quarter 2019	March quarter 2020	Change	March quarter 2019	March quarter 2020	Change
China	153,000	54,000	-64.8%	3,517,000	1,817,000	-48.3%
New Zealand	83,000	71,000	-14.4%	846,000	983,000	16.2%
Japan	56,000	40,000	-29.1%	817,000	665,000	-18.5%
USA	65,000	49,000	-24.0%	605,000	567,000	-6.3%
UK	64,000	48,000	-25.0%	1,208,000	909,000	-24.7%

Domestically, visitation to Queensland in the March 2020 quarter was clearly impacted by the Australian bushfires and COVID-19, as both visitor numbers and nights decreased compared to the same period in 2019 (down 18.4 per cent and 18.5 per cent respectively). The decreases occurred primarily in the month of March.

Table 3: Domestic visitation to Queensland by source market[20]

	Visitors			Nights		
	March quarter 2019	March quarter 2020	Change	March quarter 2019	March quarter 2020	Change
Queensland	4,273,000	3,608,000	-15.6%	14,688,000	11,988,000	-18.4%
New South Wales	999,000	777,000	-22.2%	4,498,000	3,891,000	-13.5%
Victoria	417,000	338,000	-18.9%	2,378,000	2,005,000	-15.7%
Rest of Australia	317,000	178,000	-43.9%	2,053,000	1,360,000	-33.8%
Total	6,007,000	4,901,000	-18.4%	23,617,000	19,243,000	-18.5%

Impact on employment

From March to June 2020, the total number of employed persons across Queensland decreased 152,000 and the unemployment rate increased 2.1 percentage points to 7.7 per cent[21]. Tourism spans across many industry sectors. The fall in employment in Queensland was largest in the collection of sectors which make up the tourism industry (with the steepest declines in accommodation and food services).

Figure 7: Employed persons – Queensland (millions)

---

[19] Source: Tourism Research Australia, International Visitor Survey, March quarter 2019 and March quarter 2020. Visitors and visitor nights are rounded to the nearest thousand as they are survey estimates and subject to sampling variability. Growth rates are calculated using the unrounded totals.

[20] Source: Tourism Research Australia, National Visitor Survey, March quarter 2019 and March quarter 2020. Visitors and visitor nights are rounded to the nearest thousand as they are survey estimates and subject to sampling variability. Growth rates are calculated using the unrounded totals..

[21] Source: Australian Bureau of Statistics, Labour Force, Australia, catalogue no. 6202.0, June 2020.

Impact on accommodation

COVID-19 has significantly impacted the accommodation sector through the ban on international visitor arrivals and restrictions on travel across Australia.

Industry data indicates demand for commercial accommodation softened through February before the downturn accelerated from March 2020. Across the state, demand fell by more than 80 per cent in April 2020 (compared to April 2019) and occupancy rates fell to 14 per cent. There was a contraction in the number of rooms available for booking through this period as some operators chose to close their properties due to the market conditions.

The industry recovery commenced with the easing of intrastate travel restrictions in June 2020, and while the return to pre-COVID-19 levels is still uncertain, recent STR research has pointed to some early green shoots for Queensland accommodation, with occupancy levels, demand and RevPAR in the second week of the Queensland winter school holidays all increasing when compared to the week prior to restrictions easing[22].

Impact on consumer sentiment

Multiple data sources point to shifting consumer attitudes in response to the events of 2020.

In the midst of the southern Australian bushfires, the environment emerged as the top concern in Australia for the first time in January 2020[23] and remained the top, or equal top issue in February and March 2020. Internationally, research commissioned by TA[24] indicated a high level of awareness of the Australian bushfires (90 per cent of international travellers) and a moderate level of impact, with 33 per cent of those planning to visit Australia reporting the situation impacting their plans in some way.

However by April 2020, Australians' concern for the environment had fallen back to fifth position[25]. Instead, Australians nominated healthcare as their top concern (with more Australians than ever nominating healthcare as one of their top three worries), followed by the economy and unemployment. All three issues rose sharply from the prior month and in relative terms, unemployment more than doubled in concern for Australians from March to April. This concern was echoed globally, with the Ipsos Global Consumer Confidence Index[26] dropping to the lowest recorded level since the index was created.

As the COVID-19 pandemic progressed, attitudes towards domestic and international travel were impacted. Periodic studies of consumers' holiday intentions[27] throughout the first half of 2020 showed that intentions to take a holiday or short break within Australia reached the lowest levels in late March 2020, prior to the Easter holidays.

Australians recognise the importance of resuming travel to economic recovery, with nearly nine in ten Australians (87 per cent) agreeing that 'taking domestic holidays is essential to rebuilding our economy'[28]. In a positive sign of market resiliency, by mid-June 2020[29] the percentage of Australians intending to take a domestic holiday or short break over the winter school holiday period had bounced back to similar levels as seen in 2019.

International travel has been more seriously impacted. A global study[30] of 72 markets in March and April 2020 found that only 20 per cent of global consumers surveyed felt they were likely to travel abroad in the second half of 2020. Within Australia, fewer than two in ten Australians have, or plan to, book personal international trips before November 2020[31].

---

[22] Source: STR, Weekly Accommodation Performance, 5-11 July 2020. Occupancy rates rose 25 percentage points compared to the week prior to restrictions easing on 1 June. Demand was up 141 per cent and RevPAR was up $44 per room in the same period.

[23] Source: Ipsos Australia Issues Index, January 2020.

[24] Source: Bushfire Impact, January CDP Findings, Tourism Australia. This research comprises a survey of 'out of region' international travellers i.e. those who intend to travel further afield than their close neighbouring international countries.

[25] Source: Ipsos Australia Issues Index, April 2020.

[26] Source: Ipsos Global Consumer Confidence Index, June 2020.

[27] Source: TEQ Holiday Intentions Surveys, Waves 1-5.

[28] Source: YouGov COVID-19 Australia: Travel Monitor, week commencing 9 July 2020.

[29] Source: TEQ Holiday Intentions Pre-Winter Survey, June 2020.

[30] Source: Nielsen COVID-19 Global Survey, May 2020.

[31] Source: YouGov COVID-19 Australia: Travel Monitor, week commencing 9 July 2020.

Impact on aviation

The aviation landscape has undergone significant change following the onset of COVID-19 and implementation of travel restrictions, with weekly global passenger volumes reduced to 1986 levels at the height of the pandemic[32]. Internationally, losses in the aviation industry are expected to reach USD $84 billion for the 2020 calendar year, with global passenger revenues falling 50 per cent to USD $419 billion during 2020[33], due to the combined effects of a decline in consumer confidence, passenger demand and airline discounting[34]. These global challenges have also affected the Australian aviation industry with the resulting reduction in passenger demand and revenue.

Across Queensland, cuts to aviation schedules and capacity began in late March 2020 across the international and domestic segments with only essential services operating from April. This resulted in a reduction to international seat capacity by 95 per cent through April 2020 (year-on-year) with repatriation and cargo services the main international flights in operation. For the year ended June 2020, the total volume of inbound seats from international markets declined 24 per cent. In total, 1.47 million international seats were removed from the network (actual performance compared to the seats schedule as at 30 December 2019)[35].

Local travel and border restrictions were introduced across March and April 2020 with domestic inbound seat capacity into Queensland 86 per cent lower for the month of April 2020 compared to April 2019, and overall 22 per cent lower for the year ended June 2020. In total, 4.73 million domestic seats were removed from the domestic network (actual performance compared to the seats schedule as at 30 December 2019)[36].

Following the easing of restrictions from June 2020 and planned easing of interstate visitation restrictions in July 2020, airlines began to restore previously cancelled services to their schedules and restart capacity across intrastate and interstate networks. The recovery process for the aviation industry is expected to be gradual and on some estimates the industry is not expecting to return to 2019 levels of travel until 2024[37].

Queensland's long-term aviation outlook remains positive, with four international airports, strong airline partnerships, significant aviation attraction initiatives and substantial infrastructure investments including new runways in Brisbane and the Sunshine Coast completed during 2019-20.

Impact on cruise industry

The Australian Minister for Health issued a declaration on 27 March 2020, a determination under the *Biosecurity Act* that required the operators of cruise ships that were flagged or registered in other countries, to remove those cruise ships from Australian territorial waters. Shortly after, the Australian Government restricted all cruise ships from entering Australia including direct arrivals and round-trip cruises. This was adopted by the Queensland Government and came into effect on 7 April. The determination has been extended until 17 September 2020 subject to further review.

The total economic output of cruise tourism in Queensland in 2018-19 was $1.04 billion, including $570 million in total value add. A total of 521 cruise ship days were spent along Queensland shores in 2018-19, bringing in 853,000 passengers and crew, supporting more than 3,529 jobs and $308 million in wages[38].

It is estimated more than 100 cruise ship visits to Queensland ports and anchorages have been cancelled from mid-March through to June 2020.

---

[32] Source: *Global aviation's time travel: back to 1996 fleet & 1986 flight levels, Centre for Aviation, May 2020.*
[33] Source: *International Air Transport Association (IATA), 'Industry Losses to Top $84 Billion in 2020', May 2020.*
[34] Source: *International Air Transport Association (IATA), 'Economic Performance of the Airline Industry', June 2020.*
[35] Source: *OAG Schedules Analyser, July 2020.*
[36] Source: *OAG Schedules Analyser, July 2020.*
[37] Source: *International Air Transport Association (IATA), 'Recovery Delayed as International Travel Remains Locked Down', 28 July 2020.*
[38] Source: *The Value of Cruise Tourism. Economic Impact Assessment of Cruise Tourism in Australia, 2018-19.*

Impact on events

Mass gatherings were one of the earliest restrictions put in place, limiting gatherings to small numbers and restricting events from taking place.

In 2019-20, TEQ supported 192 events across the major, business and Queensland Destination Events Program (QDEP) portfolios:

- 68 major events;
- 26 business events; and
- 98 QDEP events.

Of these:

- 122 were staged (prior to COVID-19 restrictions);
- 4 were staged virtually;
- 42 were cancelled; and
- 24 postponed.

While some events were able to deliver their experiences virtually, a large number were forced to cancel or postpone, significantly impacting the value of the *It's Live! in Queensland* events calendar.

TEQ was a significant contributor to the development of an industry framework for COVID Safe events. The framework was signed off by Queensland's Chief Health Officer in early July 2020 in order to pave a way for the events industry to restart.

Impact on marketing activity

With bushfires impacting Queensland's regions from September 2019, TEQ supported recovery marketing activity from October 2019, with early positive results. As the bushfire situation worsened in southern states in late 2019 and early 2020, TEQ's focus remained on bushfire-recovery marketing, targeting the domestic market through TA's 'Holiday Here This Year' marketing platform.

As COVID-19 began impacting international markets, TEQ reviewed international marketing programs and paused where necessary. In March 2020, in line with federal and state government advice that Australians should not travel unless essential, TEQ paused all marketing activities[39].

During Australia's period of strongest restrictions, TEQ provided inspirational content in international and domestic markets to keep Queensland top of mind for when global travel resumes. Using spectacular and inspiring Queensland imagery, TEQ connected with social media users around the world who were in isolation or feeling anxious, sending them serenity and calm from Queensland. 'Project Thrive' aimed to show that despite the many challenges of the pandemic around the world, Queensland continued to thrive - whether in nature, or the many examples of wonderful human spirit around the state. To help Queensland's tourism businesses share a similar story of hope and positivity, TEQ developed content guidelines outlining the 'Project Thrive' approach, intended to help shape industry social media and other messages during the key stages of the pandemic - from the 'homebound' state, to 'emergence' and eventually 'return' to travel.

The 2020 Best of Queensland Experiences Program (BOQEP) was paused in March 2020, due to the rapidly changing COVID-19 crisis and subsequent impacts to the industry.

Longer-term marketing activities were also cancelled, which will create longer-term impacts as the industry starts to rebuild due to the break in engagement, including:

- 2020 Australian Tourism Exchange cancelled.
- Queensland on Tour New Zealand 2020 and Queensland on Tour Korea 2020 travel trade missions cancelled.
- TEQ's trade and media Experience Program (familiarisation program) paused.

---

[39] *Bushfire recovery funding that remained unspent was used to leverage the 'Good to Go' campaign following the easing of COVID-19 restrictions.*

COVID-19 response and recovery

Response activities

TEQ continues to support Queensland's tourism and events industry through the impacts of COVID-19 working with government and industry to help the state recover from the pandemic.

TEQ has taken a 'Reset, Restart, Regenerate' approach to recovery plans, in line with the expected easing of restrictions and return to global travel, focused firmly on rebuilding consumer demand, aviation capacity and the Queensland events calendar, and responding to consumer sentiment.

On 19 May 2020, the Queensland Government announced the *Unite and Recover for Queensland Jobs* economic recovery strategy, including $7 million for a domestic tourism campaign to support jobs and businesses in Queensland's tourism regions by marketing Queensland as the destination of choice for Australian travellers. TEQ will work with RTOs and other partners to deliver this campaign in 2020-21.

Business continuity

In response to COVID-19, TEQ activated its business continuity plans from February 2020 as China-based staff commenced working from home. As international conditions evolved, other international offices commenced remote working arrangements and from March 2020, all Queensland-based staff began working remotely. TEQ's technology enabled continued global connectivity and collaboration, and through effective implementation of its business continuity plans TEQ was able to:

- Minimise the impact on TEQ's stakeholders by providing continuity of services and resources where able, in line with government health directives;
- Assist TEQ staff globally during the crisis event, enabling them to continue working despite being unable to access their usual place of work;
- Implement effective and fit-for-purpose crisis management and governance, enabling staff to be agile and responsive;
- Ensure compliance with legal and regulatory requirements;
- Review learnings from the crisis in order to improve future response to business continuity situations; and
- Plan a staged return to office from July 2020, combining remote and office-based working in line with changing health and safety restrictions.

Government support

In accordance with ministerial direction (issued under section 10 of the *Tourism and Events Queensland Act 2012),* TEQ supported wider government initiatives using existing resources and funding intended for tourism and events marketing activities that were cancelled due to the impacts of COVID-19.

Between March and June 2020, TEQ supported other government departments through the contribution of staffing resources to:

- The Department of State Development, Tourism and Innovation (DSDTI) by contributing to the COVID-19 Industry Liaison Taskforce and leading the Tourism Response Team;
- Queensland Health's media and communications team;
- The Department of Premier and Cabinet's COVID-19 Taskforce;
- COVID-19 response and recovery campaigns including supporting the 'Making it Great in the Sunshine State' campaign and components of the COVID-19 Senior Support Program;
- Volunteering Queensland to help promote Queensland's Care Army initiative and 2020 National Volunteer Week;
- Study Queensland to assist with the delivery of a funding program for international students impacted by COVID-19; and
- Supporting RTOs while some regions had reduced staff and resources.

TEQ remains committed to working closely with other Queensland Government agencies to support the *Unite and Recover for Queensland Jobs* economic strategy and to assist with the state's public health response.

Industry support

TEQ provided support to tourism and events businesses throughout the pandemic including:

- Supporting more than 1,500 businesses directly through the Industry Liaison Taskforce, staffed with TEQ and DSDTI team members;
- Dedicated COVID-19 webpages updating both travellers and businesses on the latest information and linking them to official sources;
- Regular e-newsletter updates on the latest restrictions, links to official information and updates on TEQ activities;
- An Industry Update video series featuring video messages from TEQ's Chief Executive Officer (CEO) and Board;
- Coordinating a state-wide live Industry Update with Queensland's Chief Health Officer, Queensland Tourism Industry Council (QTIC), DSDTI and senior TEQ representatives, for which more than 2,000 people registered to attend;
- Commencing a 'Special Invite Series' of webinars to provide access to leading marketing and tourism partners to assist the industry to strive for best practice;
- Direct correspondence with event organisers with the latest information on mass gathering restrictions and subsequent easing of restrictions;
- Standing up TEQ's Crisis Communications Response Group in partnership with DSDTI, QTIC and RTOs. The group met at least weekly between January and June 2020;
- Providing TEQ subject experts to speak at various industry updates, webinars and virtual functions; and
- Waiving fees for the Australian Tourism Data Warehouse (ATDW) from 15 May 2020 to extend memberships by 24 months.

TEQ also continued to maintain relationships with trade partners throughout the pandemic:

- Videos of support from Queensland's tourism businesses were shared with Chinese trade partners on 24 February and 5 March 2020. The friendship was returned, with a series of video messages shared with Queensland partners on 30 April 2020.
- Letters of support were sent from TEQ's CEO to inbound tourism operators and key trade and media partners around the world.

TEQ delivered a number of high-quality virtual industry engagement sessions. The first event, a state-wide update from TEQ, Queensland Health and QTIC, in partnership with DSDTI, saw more than 2,000 people register to attend. From July 2020, TEQ's annual Conversations with Industry events will also be delivered virtually, utilising new skills and reaching all 13 tourism destinations as quickly as possible as restrictions ease and recovery begins.

TEQ also evolved the delivery of its industry updates to provide regular video content from both TEQ's CEO and Board. The video updates experienced very high levels of engagement and will continue into recovery.

Recovery activities

Marketing

In the early stages, as COVID-19 cases began to spread internationally, TEQ diverted marketing efforts to the domestic market, working with TA's 'Holiday Here This Year' marketing platform. The 'Holiday Here This Year' campaign was originally designed in response to the impacts of Australia's bushfires but soon became a national campaign as COVID-19 began to impact international markets.

As the pandemic situation rapidly changed, TEQ paused all paid marketing activities and focused on providing inspirational Queensland content to keep Queensland high in consideration when global travel resumes.

Travel restrictions eased in Queensland from June, with Queenslanders allowed to travel overnight around the majority of the state. On 7 June TEQ launched the 'Good to Go' campaign, aiming to inspire Queenslanders to explore the very best of their own backyard and reconnect with friends and family. The campaign was specifically designed to extend interstate once restrictions eased further. A core message of the campaign is built on the premise that Queensland's tourism industry is open, ready to welcome visitors and is following COVID Safe practices. Businesses can display the 'Good to Go' stamp in their marketing if they have the required COVID Safe documentation in place, to help assure visitors they are offering a safe travel experience.

Trade partnerships

Maintaining positive trade relationships and providing inspiring content is key to Queensland's recovery capabilities in international markets in the future.

- In New Zealand, Queensland has been the first international destination to partner with House of Travel to launch an inspirational campaign, set to reach more than 145,000 people.
- As part of a pilot marketing partnership in the USA with Travelzoo and a key distribution partner, TEQ is trialling a flexible-travel promotion for 2021 holiday bookings, with a targeted reach of 17 million Americans.
- Virtual product updates and training webinars and engagement activities were provided to 48,137 agents around the world between March and June 2020 in order to maintain relationships and keep Queensland front of mind.

Events

To enable the restart of the events industry, TEQ assisted in the development of the Industry Framework for COVID Safe Events in Queensland, led by QTIC in conjunction with DSDTI, and in collaboration with industry stakeholders and Queensland Health. The Industry Framework was released in July 2020.

Queensland's events industry showed leadership and innovation with very quick transformations to virtual events which still delivered tourism promotional benefits to the state and enabled people to remain connected with Queensland. TEQ supported organisers to deliver the events virtually while still providing benefits back to Queensland.

QODE (March 2020)

- Queensland's largest innovation and technology gathering for entrepreneurs, investors, business executives, researchers, start-ups and government.
- The event highlights major global trends and issues driven or heavily affected by technology.
- QODE organisers took the initiative to deliver an 'Australian-first' virtual expo - QODE Brisbane Virtual, partnering with YouTube to stream live, and free of charge.
- Organisers teamed up with Brisbane Virtual Reality company, Visitor Vision, offering a new way for people to view the conference exhibits in this unprecedented time.
- The digital format attracted 14,733 views across the program and showcased Queensland to 42 different countries globally.

Blues on Broadbeach (May 2020)

- 'Bandwidth' presented by Blues on Broadbeach was delivered on 15-16 May 2020 entirely virtually.
- The Broadbeach Alliance Limited events team delivered two free shows for fans all over the world to tune in via the Blues on Broadbeach Facebook page.
- The virtual event had an online media reach of more than 66 million, received more than 180 pieces of online coverage and 27,648 engagements, while more than 58,000 people viewed the entire show.

Brisbane Marathon Festival (June 2020)

- The decision to move to a virtual event allowed the organiser to bring the community together, provided a boost to competitors and showcased Brisbane.
- More than 1,500 runners registered to run virtually (115 of these were international competitors).

Aviation

As part of the response to COVID-19, the Queensland Government announced a $15 million package to secure aviation services. Of this, $5 million is allocated to secure intrastate services, with funding provided to 16 airports to negotiate directly with carriers in partnership with TEQ. Of the remaining $10 million, $5 million has been allocated to secure interstate services and the balance will be used to progress strategic priorities.

Research and insights

TEQ launched a COVID-19 research newsfeed and dashboard on its corporate website to provide access to national and international research on consumer behaviour, impacts of COVID-19, marketing and media trends. The newsfeed and dashboard were designed to assist tourism and events businesses to understand the national and global trends and consumer sentiment to help inform their decision making and adapt their business offerings accordingly.

Looking forward 2020-21

TEQ will continue to implement crisis response and recovery activity in 2020-21 in line with public health directions and global travel restrictions. Through its reset, restart and regenerate approach, TEQ has identified the following priorities for the year ahead.

Stakeholder and industry engagement
- Engage with the tourism and events network to deliver agreed priorities and drive sustainable visitor economy growth, ensuring a connected ecosystem.
- Work in partnership with DSDTI in the delivery of portfolio responsibilities.
- Assist the industry transition to a COVID Safe environment to support the delivery of safe travel and events in Queensland and reinforce the proposition of Queensland being a safe and secure destination.
- Administer Tourism Network Funding in order to support the RTOs to rebuild regional tourism.

Consumer demand
- Target Queenslanders, interstate travellers and those Australians who would usually travel overseas to have a Queensland experience.
- Engage domestic trade and aviation partners, and talk directly to consumers through the new Queensland.com website.
- Attract New Zealanders through a multi-channel approach and develop strategic aviation and trade partnerships.
- Implement a light touch international approach – with many international borders not expected to open until 2021, TEQ's focus will be on trade education and engagement designed to keep Queensland top of mind and maintain relationships across a balanced portfolio of markets.
- Bring the purpose-led Queensland brand to life to build a competitive advantage and generate global consumer demand.
- Approach consumer segmentation and market prioritisation based on travel purpose, providing a framework across geographic markets.

World-class events calendar
- Rebuild the Queensland events calendar to drive regional demand, foster community pride and drive visitor economy growth.
- Support the current portfolio of events and broader industry to position themselves for the post COVID-19 environment.
- Continue to acquire events to ensure the Queensland events calendar remains attractive to visitors in future years.

Aviation access and capacity
- Rebuild aviation access and capacity through a targeted global strategy in partnership with airports, airlines and industry partners.
- Focus on demand generation in priority domestic markets, leveraging trade partnerships to drive conversion on targeted routes with key airline partners.
- Work with airports and RTOs to ensure New Zealand access to Queensland airports is restored in line with the proposed trans-Tasman bubble.
- Focus on demand generation in priority Eastern and Western markets as international borders reopen.

Experience development
- Develop and deliver experience design toolkits to assist industry to align their tourism product and experience with the expectations and desires of target consumers.
- Support industry and event proponents to grow their experience design capabilities through mentoring and training programs.
- Continue to promote customer experience best practice through the BOQEP.
- Implement key actions identified in the Nature Based Tourism Strategy relating to marketing, experience design, sustainability and partnerships.

Strategic research
- Undertake research to monitor and track consumer behaviour and attitudinal changes in the post COVID-19 environment.
- Conduct intelligence analysis into global economic impacts, market trends, digital transformation and travel preferences in order to identify opportunities and inform decision making.
- Ensure Queensland remains forward thinking and adaptive to emerging trends through effective data sharing and collaboration with stakeholders.

In addition, TEQ will continue to support whole of government COVID-19 priorities as required by the Minister.