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Eye on Q

29 August 2019

TOURISM
& EVENTS
Queensland



Supercars events secured for Queensland

V8 racing will continue to be a major highlight on Queensland's events calendar, following a new deal between Supercars and Tourism and Events Queensland (TEQ) securing the future of the Gold Coast 600 and the Townsville 400 for the next five years.

This new deal will ensure the growth of these events in the future, which pump millions of dollars into the Queensland economy every year.

Future negotiations between Supercars and the community could also see the Gold Coast 600 be held under lights, allowing Queensland to tap into a new global motorsport market.

[Read more](#)

Unlock the spend potential of Chinese travellers

The spending and travel habits of Chinese travellers can differ significantly to other nationalities, particularly their



digital behaviour before, during and after travelling.

Learn how to capitalise on these spending habits via a series of videos from TEQ's China Payment Expos.

These videos will help you better understand the Chinese consumer journey and how you can prepare your business to accept two of China's largest payment platforms - Alipay and UnionPay.

[Watch now](#)



Best of Qld Mid-Year Progress Reports

All operators assessed in the 2019 [Best of Queensland Experiences Program](#) will soon receive a mid-year progress report on their tourism experience, providing a snapshot of current performance against two key [assessment criteria](#):

- customer review ReviewPro GRI™ and
- recent social media activity.

[Experience development resources](#)



Sign up to ASP's Travel Club

Entice qualified Aussie Specialist travel agents to experience your Queensland tourism product by signing up to Tourism Australia's ASP Travel Club.

You'll be listed on the ASP website and get to showcase your product to a highly engaged group of agents.

[Sign up](#)



All Stars game returns to Qld

NRL fans will be treated to two blockbuster rugby league games between two major international rivals when the Gold Coast hosts the All Stars match between the Australian Indigenous and New Zealand Maori male and female teams in February 2020.

The All Stars clash also complements a rich calendar of Indigenous celebrations across Queensland.

[Read more](#)

Business resource

[Learn how to develop successful](#)



edutourism programs

Study tours are one of the best ways to showcase Queensland's amazing destinations.

Learn how to capitalise on these opportunities through two key resources developed by TEQ in partnership with Study Queensland.

- [Queensland Study Tours and Edutoursim Opportunities Guide](#)
- [Queensland Study Tours and Edutourism Toolkit](#)

You can also join us on the Gold Coast on Tuesday 10 September for a workshop that will help you navigate this tool kit.

[Sign up](#)

Industry Events

[Edutourism and Study Tours Workshop](#)

Gold Coast, 10 September 2019

[SEO Workshop](#)

Cairns, 10 September 2019

[SEO Workshop](#)

Port Douglas, 16 September 2019

[TEQ's Conversations with Industry](#)

Sunshine Coast, 17 September 2019

[Destination Business Events](#) (formerly AACB Annual Conference)

Melbourne, 18-20 September 2019

[Mackay Tourism Conference](#)

With TEQ Guest Speakers Racheal Kiltscher, Destination Director Great Barrier Reef and Kimberley Goulter, Experience Strategy Leader

Mackay, 26 September 2019

[Destination IQ](#)

Sunshine Coast, 6 November 2019

[DestinationQ 2019 Forum](#)

Including Queensland Tourism Awards, masterclasses and state-wide industry forum

Sunshine Coast, 7-8 November 2019

ATEC Meeting Place

Brisbane, 25-27 November 2019

Internationale Tourismus Börse (ITB) 2020

Berlin, Germany, 4-8 March 2020

Queensland on Tour New Zealand

Expressions of interest now open

New Zealand, 31 March - 1 April 2020

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

Job Opportunity

TEQ is seeking an [International Specialist](#) in a part-time role. Applications close Sunday, 1 September 2019.

Quick snippets

- [Sunshine Coast Airport reaches new heights](#)
- [Social media tips and tricks](#) from Tourism Australia

WHAT'S ON IN QLD

IT'S LIVE!
in Queensland



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