

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

Eye on Q

21 February 2019

TOURISM
& EVENTS
Queensland



MasterChef in Queensland

The full cast and crew of top-rating television show MasterChef Australia are filming in Queensland this week for the first time in the show's 11-year history. TEQ has partnered with the show to feature the state's incredible local produce, world-class restaurants and unique food culture, and reinvigorate the way travellers think about food experiences in Queensland.

With food and beverage experiences one of the top considerations when choosing a holiday destination, this is an opportunity to position Queensland as a world-class producer and destination to enjoy unique culinary experiences.

Filming will continue over the next fortnight, with episodes due to go to air mid-year.

[Read more](#)



Get involved: Year of Outback Tourism

With applications now open for the [Premier's Outback Events Program](#), designed to build new events or extend existing events and encourage visitation to Queensland's Outback, other tourism operators around Queensland can start thinking about how you can make the most of it for your business while supporting the Year of Outback Tourism. You could:

- Create a package incorporating Outback Queensland experiences to encourage visitor dispersal and increased length of stay in Queensland.
- Create content for website, socials on the best of Queensland including your own experience and how you can link that with an Outback Queensland experience.
- Take a trip to the Outback yourself!

There are many ways you can get involved and support the Year of Outback Tourism, without necessarily being based in Outback Queensland.



Logies bring golden shine

The TV WEEK Logies will be staged on the Gold Coast on June 30, once again showcasing Queensland to the nation.

Held on the Gold Coast for the first time in 2018, more than one million viewers tuned in and high-profile stars and industry representatives raved about the hospitality and tourism experiences on offer. The event is a golden platform from which to promote the state's unique



Queensland promoted in France

TEQ's Europe team was in France earlier this month, sharing Queensland's latest news and unique tourism experiences. Tourism Australia's (TA) annual training roadshow included TEQ and other STOs, together with Qantas.

More than 140 travel agents were trained across Lyon, Paris and Nice. The Paris stop also included a special Premier Aussie Specialist lunch.

tourism experiences, last year generating an estimated \$40m in publicity.

[Watch the highlights](#)

[Read more](#)

Business Resource



[Train 32,000 global travel agents on your product from the comfort of your office](#)

If you're seeking more international visitors to your tourism experience it's important to work actively with international travel trade networks to promote your product. Tourism Australia's 'Aussie Specialist' program is an effective way to get your message across to more than 32,000 qualified, front-line agents across 11 different languages. Two easy and free ways to do that are:

- Entice Aussie Specialists to try your product and visit your region when they are in Australia by offering an industry rate via the [Travel Club](#). Once experiencing your product first-hand they'll be educated and inspired to sell your product to their clients.
- Educate Aussie Specialists around the world about your product with a short two-minute video with your latest news and key selling points. These can be filmed on a smart phone and updates can be submitted regularly to keep agents interested and engaged with the latest news from Australia's tourism products.

[Read more about how to get involved](#)



Industry opportunities

[Great Barrier Reef forum](#)

Brisbane, 28 February 2019

[Destination Australia conference](#)

Brisbane, 14 March 2019

Queensland on Tour Japan 2019
Japan, 3 – 7 September 2019
Expressions of interest now open

[Read more](#)

Quick snippets

- Category C clean-up and recovery grants available in Townsville, Cloncurry, McKinlay, Richmond and Flinders
- Vote for your favourite Queensland Music Festival as part of the Queensland Music Awards
- Funding from \$1,000 to \$100,000 available for Outback Events

WHAT'S ON IN QUEENSLAND

IT'S LIVE!
in Queensland



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](#)