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Eye on Q

2 May 2019

TOURISM
& EVENTS
Queensland



Queensland continues to reach domestic tourism highs

The latest tourism data shows that a record number of domestic visitors spent more in Queensland than ever before in 2018.

Tourism Research Australia's National Visitor Survey for the year ending December 2018 was released over the Easter weekend, revealing Queensland's domestic tourism industry's overnight visitor expenditure grew by more than 15 per cent last year, outstripping both New South Wales and Victoria.

Additionally, almost every region of Queensland welcomed more domestic visitors than ever before in 2018.

Key highlights:

- A record 24.09 million Australian visitors spent \$18.26 billion in Queensland last year.
- Queensland welcomed 17.0 million intrastate visitors and 7.1 million interstate visitors.
- Holiday visitation was up 9.8 per cent.

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Making Queensland China-payment friendly

TEQ is working towards Queensland being one of the easiest places in the world for Chinese tourists to visit following a new marketing agreement signed with global financial company UnionPay International. UnionPay is a global card scheme company with the world's largest cardholder base of more than seven billion cards issued to customers across the world.

While there has been a considerable take-up of UnionPay cards by businesses in Queensland not all operators realise they have the capability to accept UnionPay transactions. If you bank with one of the big four, all you need to do is contact your bank and request UnionPay capabilities.

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Outback tourism season ramps up

The Year of Outback Tourism has well and truly ramped up and moved into full swing, with some of Outback Queensland's most iconic events staged over the past fortnight.

The Julia Creek Dirt n Dust Festival celebrated its 25th year with its famous program of events including everything from bog snorkelling to Australia's toughest sprint triathlon (swim leg pictured). Winton's second Way Out West Fest saw the town swell to nearly

10 times its size over the ANZAC Day weekend as almost 8,000 visitors delivered an anticipated \$2 million economic boost.

Events will continue to boost Outback Queensland communities and their growing tourism industries over the next 18 months, with news that Round One of the Premier's Outback Events Program has received 73 applications from events seeking support for imaginative and innovation event concepts. Funding from the program will support Outback Queensland events in 2019 and 2020.

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World Cup success in Warwick

The town of Warwick is on a high after hosting the Adina Polocrosse World Cup 2019 last week - the largest international sporting event ever to be held in rural Australia.

'No vacancy' signs, bustling cafes and busy roads signalled a hugely successful event, which drew an estimated 50,000 spectators, 2,000 international visitors and 300 players from around the world to contest one of Australia's few truly homegrown sports.

Polocrosse combines the strategy of netball, the toughness of rugby, and the ball skills of lacrosse in a thrilling spectator sport.

The success of the event demonstrates yet again the power of events to drive visitation and expenditure, making a major contribution to the state's tourism industry.



Huge week to put Queensland on world stage

South-East Queensland is bracing for a huge week ahead as the region puts Queensland's event-hosting capabilities on show to the world.

The SportAccord World Sport and Business Summit will be held on the Gold Coast next week, bringing more than 1,500 sporting leaders from up to 100 countries, representing 500 different international businesses, sports federations and rights holders. It is the most significant meeting of international sport representatives held every year and will be a major opportunity to secure international sporting events for Queensland.

In the same week, the entire NRL community will descend on Brisbane for the inaugural Magic Round - the first event of its kind for rugby league in Australia. All 16 teams will play a full round of NRL at Suncorp Stadium, planned specifically to maximise tourism outcomes for the city.

Photo credit: The Wife Creative

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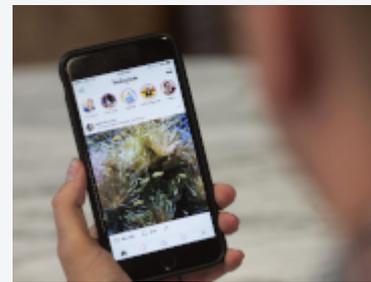
Gold Coast tops Chinese travellers' lists

The Gold Coast has been awarded the Most Popular Overseas Destination of 2018 at Ctrip's Annual China Travellers Forum. The Top 10 overseas destinations were selected based on Ctrip's consumer votes.

Business resource

A complete guide to creating an Instagram story

With more than one billion active monthly users, there's no denying the power of Instagram to tell the story of your tourism experience. 'Instagram stories' are 15-second videos or 10-second images that are displayed for just 24 hours. Whether you want to offer a special deal, showcase a special event or simply share your brand's unique personality, this helpful article from Canva shows you how to create professional looking Instagram stories, tips and tricks on enhancing your story, how to boost engagement and even how to add music.



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Industry opportunities



Tourism innovators conference

Gold Coast, 19 - 21 June 2019

This conference is perfect for accommodation providers looking for the latest technology and trends in their industry. Hear from Google Hotel Ads, Xero, NewBook, Home Away and plenty of other high-profile brands, as well as a comprehensive line-up of industry leaders.

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Other opportunities

Facebook advertising for small business
Brisbane, 21 May 2019

Email marketing for small business
Brisbane, 25 June 2019

Developing Northern Australia conference
City of Karatha, WA, 11 - 12 July 2019

Destination Showcase India - save the date
13 - 15 August 2019

Queensland on Tour Japan - registrations now open
3 - 7 September 2019



[View industry events calendar](#)

Quick snippets

- Daintree National Park Management Plan released
- TEQ supported major event, NASA - A Human Adventure, takes one small step into the record books
- First grants announced under Superyacht Industry Development Fund
- \$1 billion in private sector tourism infrastructure projects, tipped to create more than 1500 jobs, will be completed by mid 2019
- Baz Luhrmann will produce and direct his next film - an untitled Elvis project - in Queensland
- GBRMPA reef health update - final update of the 2018-19 summer season

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