



Record turnout for DestinationQ

Around 650 delegates from across Queensland's tourism industry have gathered on the Sunshine Coast for the state's yearly tourism forum, DestinationQ, which kicks off today following DestinationIQ yesterday.

Delegates will hear from experts from across the industry and discuss the future of Queensland's tourism industry, culminating in celebrating the industry's achievements at the Queensland Tourism Awards tomorrow night.

This morning, delegates heard from Tourism Industry Development Minister Kate Jones, who spoke about what Queensland is doing to plan for future growth over the next 15 years.

Over the next couple of days, guests will also hear from a range of other distinguished keynote speakers and attend a series of masterclasses.

Topics range from how Canada is building its Indigenous tourism experiences (Keith Henry, CEO, Indigenous Tourism Association of Canada), learnings from the UK when it comes to aligning local heritage with global tourism (John Schofield, University of York), and future consumer trends (Acacia Leroy, TrendWatching).

Follow the event - [@DestinationQld](#) [#destq](#)



Maximum exposure for your product

Ensure your product or experience gets maximum visibility on the [Queensland.com website](https://www.queensland.com), which receives half a million unique visits every month, by signing up to the [Australian Tourism Data Warehouse \(ATDW\)](https://www.atdw.com.au), Australia's largest tourism network.

TEQ is currently offering 25 per cent off one-year listings when you subscribe by 1 December 2019.

For \$150 (normally \$200)*, you'll also be visible on [Australia.com](https://www.australia.com), as well as many other travel websites.

By signing up you'll also be automatically eligible for the Best of Queensland Experiences Program and receive an individual report providing valuable consumer insights on your business, worth more than \$1,000.

Contact [TEQ's ATDW team](#) for details.

**Members of Regional Tourism Organisations or one of these [affiliated organisations](#) may be eligible for a further discount. Terms and conditions apply.*



Germans lured to Great Barrier Reef

Travellers from Germany are being invited to explore Cairns and the Great Barrier Reef, as part of a new marketing campaign coordinated by TEQ together with Tourism Tropical North Queensland, Singapore Airlines and major German trade partners.

The campaign will feature billboards and online advertising over the next few months, perfectly timed as they head into a European winter.



Outback operators recognised at Outback Tourism Awards

Congratulations to this year's Outback Queensland Tourism Awards winners recognised for delivering exceptional products and experiences across this iconic region.

The 15 winners and four Hall of Fame inductees were celebrated at the annual awards event in Winton last week, including the Australian Age of Dinosaurs which took out the coveted Major Tourist Attraction category.

[See all the winners](#)

Opportunities to grow your business

China payment masterclasses

With Chinese New Year seven weeks away, there is still an opportunity to attend TEQ's Chinese Payment Masterclasses in Brisbane and the Gold Coast to prepare your business to welcome Chinese visitors and maximise their spend.



These Masterclasses will take you through how you can unlock the spend potential of Queensland's number one international market by ensuring your business can accept payment via Chinese payment platforms, such as Alipay and UnionPay.

- [China Payment Masterclass](#), Brisbane 19 November 2019
- [China Payment Masterclass](#), Gold Coast, 21 November 2019

Other opportunities

[Great Barrier Reef tourism panel and breakfast](#)
Cairns, 11 November 2019



[International Market Briefing](#)

Cairns, 11 November 2019

[International Market Briefing](#)

Gold Coast, 12 November 2019

[International Market Briefing](#)

Brisbane, 13 November 2019

[China Payment Masterclass](#)

Brisbane, 19 November 2019

[China Payment Masterclass](#)

Gold Coast, 21 November 2019

[Edutourism and Study Tours Workshop](#)

Cairns, 5 December 2019

[Conversations with Industry](#)

Southern Queensland Country, 6 December 2019

[More on TEQ's Industry Events Calendar](#)

Quick snippets

- The Queensland Wine Industry Association is looking for a marketing and creative partner to deliver its [Queensland International Wine Tourism Strategy](#). Please contact Daniel.kluge@earthcheck.org to register your interest.
- Global leaders to convene on the Gold Coast for [prestigious education conference](#).
- Clean-up volunteers intercept [800kg of plastic](#) in the Whitsundays

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