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Eye on Q

15 August 2019

TOURISM  
& EVENTS  
Queensland



## Queensland tourism worth \$27 billion

Tourism is now worth \$27 billion to the Queensland economy, an increase of 20 per cent since 2015, supporting 30,000 additional jobs - now a total of 236,000.

Tourism Research Australia's 2017-2018 State Tourism Satellite Accounts data was released yesterday and reinforces tourism as a major pillar of Queensland's economy.

Queensland's growth rate in Gross State Product over the past year also exceeded New South Wales and Victoria.

You can access the [full report](#) or an easy-to-digest [one-page summary](#).

[Read the media release](#)



## Operatic masterpiece proves its pull for Queensland

Just two months after being announced, Richard Wagner's epic opera masterpiece - 'The Ring' - is already demonstrating its value to Queensland's tourism economy.

People from all over the country and overseas have been rushing to get their seats, with almost three-quarters of ticket packages already sold and worth more than \$4.5 million.

Fans will be treated to a world-first digital production by visionary Chinese director Shi-Zheng Chen.

Securing major events like this continues to build Brisbane's reputation as a cultural destination and helps target high value travellers in key markets, delivering significant returns for the economy.

[Read more](#)

## Gold Coast to host Amway Taiwan incentive

The Gold Coast has secured the Amway Taiwan 2019 Leadership Seminar in November.

More than 950 of Amway's best salespeople will enjoy some of the Gold Coast's unique tourism experiences over five days, which is set to inject \$2.8 million into the economy.



[Read more](#)

## Business resources

### Get the most out of your social media channels

Social media is a key part of any marketing strategy but often it can feel confusing and daunting to know where you should spend most of your time and resources.

In the first episode of Tourism Australia's four-part series, Tourism Australia's head of social media, Nick Henderson, talks to Facebook's head of travel for Australia and New Zealand, Paul Nahoun, to discuss platform changes, tips and tricks.



[Read more](#)

## Industry opportunities

### Tourism jobs

[Finance Officer](#) - Tourism and Events Queensland. Full time, applications close 15 August.

[Manager, Digital Brand and Content](#) - Destination Gold Coast. Three-year contract, applications close 19 August.

[CEO](#) - Major Events Gold Coast. Applications close 21 August



### Other opportunities

#### [The TNQ Tourism Marketing Conference](#)

\*New speakers announced\*, Cairns, 22 August 2019

#### [TEQ's Conversations with Industry](#)

Yeppoon, 28 August 2019

#### [Queensland Business Writers Conference](#)

Brisbane, 3 September 2019

#### [Growing Wine Tourism](#)

Toowoomba, 28 - 29 October 2019

#### [Destination IQ](#)



Sunshine Coast, 6 November 2019

### DestinationQ Forum

Sunshine Coast, 7 - 8 November 2019

### Focus Queensland | Digital Marketplace China

Chengdu, China, 7 - 9 November 2019

### National Sustainability Conference

Save the date - Brisbane, 27 - 28 April 2020

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

## Quick snippets

- Nominations open until tomorrow for the next cohort of [Master Reef Guides](#)
- TTNQ appoints [Mark Olsen as CEO](#)
- Brisbane hosts [world's largest sporting event for elite athletes](#) with intellectual impairment
- Wotif launches its latest countrywide initiative - [The Festival of Wot?](#)
- EOI open to host [Australian Regional Tourism Convention 2020 & 2021](#)
- Sunshine Coast's inaugural food festival delivers a [bumper harvest of tourists](#)

## WHAT'S ON IN QLD?

**IT'S LIVE!**  
*in Queensland*



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