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Eye on Q

04 April 2019

TOURISM
& EVENTS
Queensland



Queensland's international market share grows

Queensland's international tourism market share continues to grow, with the latest data showing international visitors spent more in the state last year than ever before.

The state's market share grew by almost one per cent in the year ended December 2018, with international visitors spending a record \$5.9 billion in the past year, a growth of 13.3 per cent.

China remains Queensland's largest international market, with Chinese visitors spending more than \$1.4 billion in Queensland in 2018, an all-time record and a 25.4 per cent increase from 2017.

Visitors from the United States also spent a record \$414.9 million, a 15.2 per cent increase while education and visiting friends and relatives (VFR) travel also supported Queensland's strong expenditure growth in 2018.

[Read more](#)



Commonwealth Games legacy lives on

Today marks one year on from the Gold Coast 2018 Commonwealth Games (GC2018) and while the dust has settled on the global spectacle that it was, its legacy lives on.

The biggest event in Australia this decade, the 11-day event provided an unmatched opportunity to showcase Queensland to the world.

More than 1.2 million tickets were sold, attracting 670,000 visitors across four event cities - the Gold Coast, Brisbane, Townsville and Cairns - and reaching millions of viewers worldwide. The Games saw incredible sporting feats played among iconic Queensland landscapes, from the beach volleyball debut at Coolangatta to the gruelling marathon along the Gold Coast's spectacular coastline.

GC2018 also cemented Queensland's reputation as a world-class event destination, which will be further enhanced by hosting SportAccord: World Sport and Business Summit on the Gold Coast from May 5-10.

[Re-live the greatest moments of the Games here.](#)

Photo credit: Getty Images

Still beautiful one day, perfect the next

This week also marked the one-year anniversary of TEQ's 'Find Your Perfect Next...' campaign, which saw the comeback of the iconic 'Beautiful One Day, Perfect The Next' slogan.

Launched on 1 April 2018, the revival of the well-known and much-loved slogan was an immediate success – reaching more than 12.7 million people in its first four months.



Now a year on, the expression is still resonating, with TEQ's latest research from the most recent phase of the campaign showing 70 per cent of survey respondents believe a Queensland holiday is 'Beautiful One Day, Perfect The Next'.

ATEC Meeting Place coming to Queensland

Queensland will play host to ATEC Meeting Place for the first time in 2019.

Coming to Brisbane in November, this is one of the industry's key opportunities to engage with the inbound tourism network and will bring more than 400 export tourism leaders to the city.

The event will provide an invaluable opportunity to profile the state and showcase its latest tourism offerings.

Business events are a key area of growth for the state's tourism economy, with recent figures showing international business events will contribute more than \$50 million to the Queensland economy this year.

[Read more](#)



Queensland heads west for ATE

Queensland will be well represented at the 2019 Australian Tourism Exchange (ATE), with more than 300 delegates from 123 Queensland tourism businesses attending the event in Perth next week.

The event brings together Australian tourism businesses, wholesalers and retailers from around the world through a combination of scheduled business appointments and networking events.

The event is Australia's largest annual travel and tourism business-to-business event, attracting about 1,500 Australian seller delegates from approximately 550 companies, 650 key buyer delegates from more than 30 countries, and more than 70 international and Australian media.



GBR island rejuvenation

Work has begun on the first projects under the Queensland Government's \$25 million Great Barrier Reef Island Resorts Rejuvenation Program.



Clean-up work is under way at Green Island Resort, 27 kilometres off the coast of Cairns. The rejuvenation works started with the removal of the island's decommissioned underwater observatory.

Green Island is one of 10 islands on the Great Barrier Reef to receive rejuvenation funding.

The project, which will feature infrastructure upgrades to the island resorts, will create as many as 150 construction jobs and 30 ongoing jobs.

[Read more](#)

Industry Resource

International fact sheets

TEQ has recently published updated fact sheets on 2018 consumer demand research from 12 key international markets.

The data outlines how consumers view Australia and Queensland, what motivates them to travel, key demand drivers, travel behaviours and preferences, purchase funnel and brand health metrics to help tourism businesses understand what motivates their customers.

The fact sheets include key markets such as China, India, UK, US, New Zealand and Japan.

[Read more](#)



Industry opportunities

Queensland Tourism Awards webinar

If you're planning on nominating your business for the 2019 Queensland Tourism Awards, this webinar hosted by the Queensland Tourism Industry Council will provide invaluable information on criteria, rules and insider tips.



15 April, online

[Register here](#)

More opportunities

[Queensland Sellers - Welcome to ATE19 Perth](#)

8 April, Perth

[Facebook Advertising for Small Business](#)

21 May, Brisbane

[Email Marketing for Small Business](#)

25 June, Brisbane

[Australia Marketplace India 2019](#)

8-12 August, Kerala, India

Applications open 1 April

[Australia Marketplace North America 2019](#)

26-29 August, Los Angeles

Applications now open

[Queensland on Tour Japan](#)

3-7 September, Japan

Expressions of interest now open

[Queensland on Tour UK/Europe](#)

26 Nov-4 Dec, UK/Europe

Expressions of interest now open

[Tourism and Travel Management course](#)

Free, online

[View industry opportunities calendar](#)

Industry job opportunities

- [Tourism and Events Queensland - Media and Trade Program Director](#)
- [Tourism and Events Queensland - Design Specialist](#)
- [Townsville Enterprise Limited - Director, Tourism and Events](#)

Quick Snippets

- [Disaster assistance extended after TC Trevor](#)
- [More funding for Proserpine as TC Debbie recovery remains on track](#)
- [Accommodation figures for February 2019](#)
- [New Qantas service for Sunshine Coast](#)
- [Gold Coast to host 2020 Global Wave Conference](#)

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