

13 August 2020

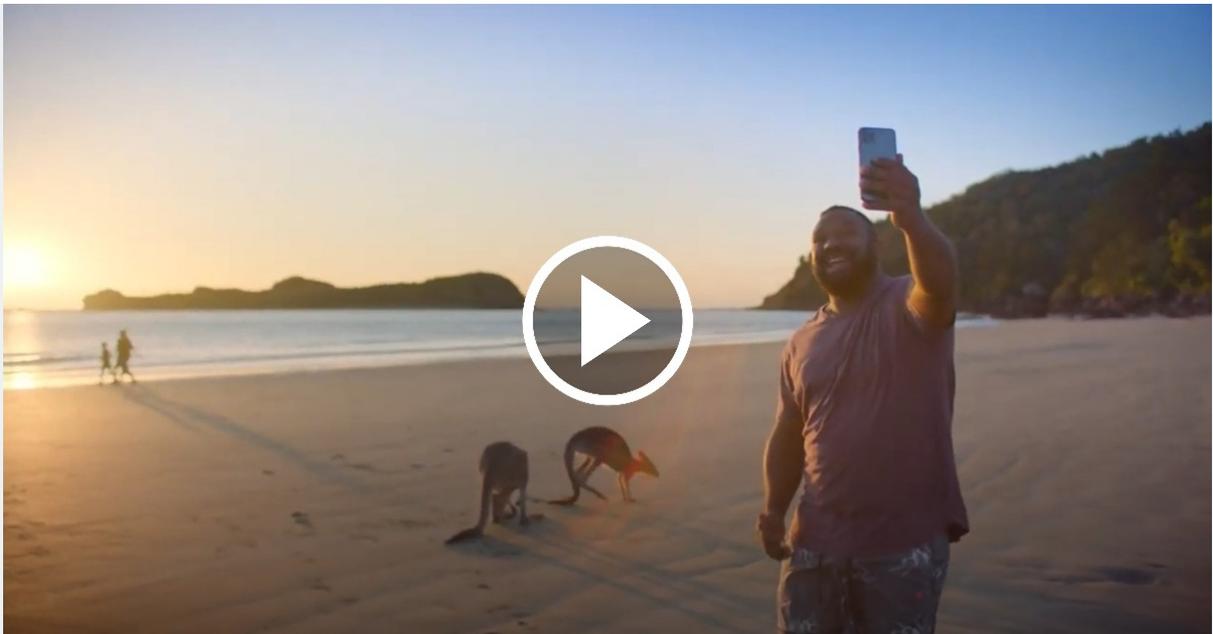
World Number 1 shares Queensland's Indigenous tourism experiences



Over the weekend, with the help of the world's Number 1 female tennis player Ash Barty, a spotlight was shone on the state's Indigenous tourism experiences. Barty, Tennis Australia's Indigenous tennis ambassador, was in Cairns to help announce funding for Indigenous tennis programs, and took the opportunity to experience the world's oldest tropical rainforest with six young Indigenous tennis players, while also taking part in a traditional Welcome to Country ceremony from the Kuku Yalanji people and a guided walk at Mossman Gorge.

Videos of the experience will be shared with hundreds of thousands of fans across Barty's own social media accounts, as well as Tennis Australia and TEQ's platforms.

[WATCH NOW](#)



Good To Go extends into South Australia

As the COVID-19 situation in Australia continues to evolve, TEQ continues to take a measured approach to the roll-out of the Good To Go campaign.

TV, radio and out of home advertising will commence in South Australia from this Sunday to drive bookings ahead of the September school holiday period.

Campaign activity also continues within Queensland, while ‘inspirational’ content remains in broader interstate and international markets.

Within the state, the message to Queenslanders is evolving to ask ‘how far will you go for Queensland?’, aimed at encouraging travel throughout the entire state. Radio and TV activity is now carrying this message, in addition to a series of billboards.

To get involved, there are several opportunities outlined further down in this newsletter including using the Good To Go stamp, optimising your presence on Queensland.com and utilising the services of IMATE.

[WATCH TVC](#)



Latest research and insights

New to TEQ's COVID-19 research newsfeed this week:

- We continue to see a strong focus on intrastate travel, with short-term intentions for intrastate trips outpacing interstate by more than two times.
- A slight shift backwards for intended travel by Australians, with more moving to the December/February or March 2021 onwards.
- The proportion of Australians who indicate 'moderate to extreme concern' about COVID-19 are at levels not seen since April 2020, however the Global Consumer Confidence Index for July was up for the first time since January 2020.
- Kantar has released a segmentation to classify people into six COVID-19 'tribes' based on their response to the pandemic. These classifications may assist in planning your marketing and service delivery.

Find these insights and more at our [COVID-19 research newsfeed](#).

Global market update - TEQ is producing a regular update on the status of global markets and aviation to help Queensland's tourism businesses gain insights into the state of travel, aviation and the impacts of COVID-19 around the world.

Japan market update - In the second of a planned regular series, TEQ's international offices will produce a comprehensive update on their marketing activities, showcasing

recent work, updating on the status of their market and providing insights to TEQ's strategy in that market.

Industry opportunities

TEQ's Conversations with Industry series continues - with the first in the series scheduled as a face-to-face session in Toowoomba on 17 September. The events link tourism and events businesses with the latest insights, updates on TEQ's marketing activities and opportunities to get involved, with presentations specifically tailored to the needs of the businesses in each region and interactive sessions including the opportunity to ask questions.

[Register](#) for the Southern Queensland Country region event.

Free trial of online sales and customer engagement service

Thanks to Queensland Government funding, tourism and hospitality businesses across the state are invited to trial an online engagement service on their website for two months at no charge. Chat2 Concierge is providing the live chat service, which is delivered seamlessly through your own website and staffed by real people using a knowledge base specific to your business, making your business available to respond to customer enquiries 24 hours a day. There is no obligation to continue following the free trial. You can attend a 30-minute session to understand how the service works and the benefits. [Find out more and register](#).

TravMedia virtual IMM events

[Germany](#) - 29 and 30 September

[Australia](#) - 21 and 22 October

International Media Marketplace (IMM) is the travel industry's only global networking event connecting journalists and PR professionals and enabling brands and destinations to make top-level media contacts. IMM Virtual brings the media direct to you to pitch your post-COVID stories and influence future output.

Optimising your product on the new Queensland.com

The new [Queensland.com](#) provides a rich user experience to showcase the amazing experiences on offer in Queensland. Playing an important role in the 'dreaming' and 'planning' phases for would-be international travellers, and a vital role in converting domestic travellers, if you haven't already ensured your ATDW listing is refreshed, it's time to do so as soon as you can. [Learn more about what you need to do.](#)

How to get the Good To Go stamp

Once you have the [required COVID Safe documentation](#) in place, you can display the 'Good To Go' stamp in your marketing, on your website and through your communications channels to help assure visitors you are offering a safe travel experience.

To have the Good To Go stamp displaying on Queensland.com, log into ATDW Online, navigate to the 'Accreditations' section and select the COVID Safe programs you have completed: COVID Safe documentation in place, COVID Clean module completed and/or COVID Ready Program completed. You only need to complete one of these in order for the stamp to display. [Read more.](#)

Leverage TEQ's marketing spend to amplify your own marketing

TEQ's IMATE team is available to assist businesses via no-charge insights and alignment collateral and strategic campaign advice. You can also utilise IMATE's services to plan, book and deliver individual campaigns that benefit from leveraging TEQ's media buy. As a Queensland tourism or events business you are able to engage the IMATE team on any of these opportunities. [Read more.](#)

Quick snippets

A [Tourism Restart Taskforce](#) has been established by the Australian Chamber of Commerce and Industry to provide advice to industry and government on the short, medium and long-term priorities to rebuild tourism in Australia. The Taskforce has produced a number of advocacy pieces, including a 'restart timetable' all the way through to international borders re-opening.

Last week's Eye on Q highlighted the latest destination content banks, a new resource available to tourism and events businesses, however the link was not functioning. We will provide a new link in the next edition of Eye on Q.



We hope you are enjoying the new format of Eye on Q. Feedback is welcomed at industry.news@queensland.com

We are now sending Eye on Q from a new email platform. Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

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