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Eye on Q

4 July 2019

TOURISM
& EVENTS
Queensland



New 'mini program' to target Chinese travellers

An innovative new 'mini program' within WeChat, China's most popular mobile application, has been announced this week which will provide a platform to showcase and book some of Queensland's key attractions to Chinese visitors.

The newly developed Queensland 'CityExperience Mini Program' is powered by content from Ctrip, Asia's largest online travel company, which has signed a Memorandum of Understanding with TEQ.

The program will deliver Queensland content to the more than one billion active monthly users of WeChat including a map-driven layout, feature travel guides prepared by TEQ, travel blogs by key opinion leaders, suggested itineraries and a FAQ section.

[Read more](#)

Events showcase the state's tourism assets



Major events bring impacts

One of the world's premiere marathons, the Gold Coast Marathon, is set to attract more than 60,000 people to the Gold Coast this weekend.

Fuelled by strong international and interstate participation, the runners and their support teams and spectators are expected to exceed the more than 100,000 visitor nights and \$28 million generated for the local economy by 2018's event.

Further north, the V8 Supercars will be in action at the Wapac Townsville 400 this weekend - another spectacular coastal course that showcases the host destination to a global viewing audience.

[Read more on the marathon](#)



Stars shine on the Gold Coast

From one of the state's largest events to one of its most glamorous, the 61st TV WEEK Logies were held on the Gold Coast on Sunday. With television audiences up 10 per cent on last year, the event is expected to eclipse the \$63 million in publicity value achieved by the 2018 event.

TEQ worked to maximise exposure for the Gold Coast and Queensland through promotions and publicity, as well as a focussed marketing campaign running in conjunction with the live broadcast. On top of that, Queensland's food story was on show through the event menu and Queensland theming ensured attendees relaxed into the Queensland vibe.

The feedback from Australian TV's top celebs was unanimous – the Logies is very much at home on the Gold Coast.

[Watch the wrap up video](#)



Water polo on the reef

The Water Polo Australia Aussie Stingers women's squad, Australian junior men's squad and Cairns Water Polo Club enjoyed a world first game at Sunlover Reef Cruises' Moore Reef Marine Base off Cairns on the outer Great Barrier Reef on Sunday.

The innovative training opportunity was a great way to showcase the destination, which is hosting them as they prepare for the FINA World Championships to held in South Korea later this month.

Watch

TEQ marketing update



Qantas to showcase Tropical North Qld

Three videos showcasing Tropical North Queensland will run on the Qantas in-flight entertainment service for the next fortnight after TEQ hosted Jarrad Seng (former Survivor Australia contestant and Qantas Ambassador) on a visit to Tropical North Queensland and a ride in scUber.

The videos showcase Tropical North Queensland, the Great Barrier Reef and scUber itself, driving interested visitors to the [Qantas Great Barrier Reef landing page](#). The videos are also being promoted across the airline's global social media channels.

Watch



The food story continues

The latest chapter of Queensland's food story is being told in partnership with car rental company Avis, with chef Alistair McLeod following the flavour trail in Bundaberg.

The Avis partnership sees car rental deals on offer for visitors to explore Queensland's many food stories across the state.

The Australian also featured an article detailing a food trail through Bundaberg's food bowl that visitors can explore and enjoy.

Read more



Changing the conversation

A key objective of the scUber campaign was to tell the positive stories of the reef's resilience, diversity and beauty.

While scUber was operating, two longer form video pieces were produced with reef experts talking about their parts of the reef and what a healthy reef looks like.

More than 75,000 people have viewed the two videos combined, and these are an excellent resource for reef operators who want to get the message out about the reef's health.

Watch: [Heron Island](#)

Watch: [TNQ](#)

Business resources

[The Amazon effect on travel customer service: patience is no longer a virtue](#)

In today's world where people are served personalised experiences in an instant, patience is a threatened species which has impacts across all service industries as consumers demand fast, efficient and personalised service.



This thought-provoking article considers the impacts on the hotel check-in process (which could be applied across all tourism operations).

[Read more](#)

Free resources at your fingertips

This week Mackay Tourism has launched a [regional toolkit](#) to help their region's event organisers promote their events and provide outcomes for the Mackay region. The toolkit links to many of the useful resources on TEQ's website, and TEQ encourages tourism operators to make the most of the resources available to you. Some examples include:



- [How-to guides](#) covering digital, storytelling, marketing, events, going international, obtaining a grant and more
- [Experience development tools](#)
- [Free images](#) to be used in tourism marketing
- [Research and insights](#)

[Visit TEQ's website](#)

Industry opportunities

TEQ's Conversations with Industry

All tourism operators and stakeholders are invited to join TEQ for the annual 'Conversations' series. This is your opportunity to personally meet with TEQ's specialists in the areas of international marketing, social media, public relations, events, the Best of Queensland Experiences Program and more. TEQ will also present their strategic direction and consumer trends and insights, as well as showcasing some of the marketing campaigns and initiatives of the past year.



[Gold Coast - 11 July 2019](#)

[The Whitsundays - 25 July 2019](#)

[Brisbane - 2 August 2019](#)

Learning from the past to deliver exceptional events in the future

Event organisers and tourism stakeholders interested in supporting and leveraging events are invited to celebrate the 'Year of Outback Tourism' and join TEQ in Cloncurry on 6 August for the annual DestinationQ Events Conference.



The conference theme - 'How our Past Shapes our Future' – carries the underlying message of resilience and bouncing back after adversity to grow events to be bigger, better and stronger.

The conference will feature talks from keynote speaker Sir Bob Parker, the former Christchurch Mayor who was recognised for his grace under pressure during the 2011 Christchurch earthquake and New Orleans Jazz and Heritage Festival Communications Director Matthew Goldman, who will speak about the inspirational story of how the New Orleans Jazz and Heritage Festival rebuilt after the devastation of Hurricane Katrina.

It will also include insights from event professional Joanna Jordan, who has previously worked with the Toowoomba Carnival of Flowers and Horizon Festival, and founder of the Birdsville Big Red Bash Greg Donovan, among others.

The day will cover a range of topics, including resilience, staging regional events, how to deliver and grow an event, working with partners to provide packages, leveraging sponsorship, engaging and inspiring volunteers, measuring the economic impact of events and more.

[Register to attend](#)



Other opportunities

[The Interactive Minds Digital Summit 2019](#)
Brisbane, 17 July 2019

[DestinationQ Events Conference](#)
Cloncurry, 6 August 2019

[DestinationIQ](#)
Sunshine Coast, 6 November 2019

[DestinationQ forum](#)
Sunshine Coast, 7 - 8 November 2019

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

Quick snippets

- Faster, more reliable internet to businesses in regional Queensland is one step closer with the [establishment of FibreCo Queensland](#) this week.
- Australia's first Aboriginal owned and operated whale watching tours, [Yalingbila Tours](#), launched from North Stradbroke Island last week.
- The latest data on the performance of Queensland's accommodation sector is [now available for May 2019](#), including occupancy, average daily rates, revenue per available room and supply and demand data.
- [TEQ's Visual Gallery](#) has a suite of delicious new foodie images taken as part of the new 'Taste the State' series promoting Queensland's evolving food and wine scene.
- CEO of Tourism Tropical North Queensland, Pip Close, has [announced her resignation](#).

WHAT'S ON?

IT'S LIVE!
in Queensland



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