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Eye on Q

6 December 2018

TOURISM
& EVENTS
Queensland



Apply now for events funding

The next round of funding for the Queensland Destination Events Program (QDEP) is now open with \$10,000 to \$25,000 available to help with event costs, such as marketing, strategic planning, short-term hires and infrastructure.

QDEP recognises the crucial link between events and their destinations and is perfect for organisers trying to grow their event to attract more visitation.

[Apply now](#)



Latest insights into accommodation

The latest data on the performance of the Queensland accommodation sector is now available for October 2018.

Take a look at the report for in-depth information to help you make better-informed decisions about your business.

[Read the report](#)



Chinese trade partners meet in Queensland for first time

TEQ's China Industry Advisory Group, a key group of influential trade partners, met in Queensland for the first time last week, after launching in Beijing earlier this year.

The group, consisting of 14 VIP delegates, spent six days in Queensland, hosted by TEQ and industry partners and sampled a range of Queensland tourism experiences.

The group meets biannually to enhance collaboration between Chinese trade partners to strategically grow visitation to the state.

China is Queensland's biggest international market, with 514,000 visitors contributing \$1.3 billion to Queensland's economy.

[Find more industry opportunities](#)



TEQ's UK team give lessons in



Registrations open for Queensland on Tour India

Registrations are now open for TEQ's Queensland on Tour India 2019.

The tour takes place from 17-22 February and will provide opportunities for trade engagement with strategically identified partners in India, to help Queensland tourism operators connect with this important growth market.

Latest figures show 78,000 Indian visitors travelled to Queensland spending over \$149 million.

[Register now](#)



UK journalists touch down

ultimate road trip

TEQ's United Kingdom team is currently taking part in Australia on Tour, hosted by Tourism Australia.

The tour has seen the team travel to Bristol, Oxford, Leeds, Canterbury and Belfast to speak to agents on 'ultimate road trips', providing insights into the amazing road trips in and around Queensland.

TEQ and Qantas have teamed up to bring five UK-based travel writers to Queensland to gain insights into the experiences available to travellers.

The group arrived last Saturday for their eight-day itinerary, which will take the group through a range of experiences in Brisbane, the Sunshine Coast and the Great Barrier Reef.

The trip is focussed on Brisbane's new hotels and developments, preservation efforts on the Great Barrier Reef and the Sunshine Coast's food and coastal experiences.



Events continue to deliver for Queensland

More than \$80 million will be pumped into Queensland's economy this summer thanks to a [blockbuster line-up of events](#).

The list of events includes last week's River City Rumble, which was estimated to have [generated about \\$5 million](#) for the state's economy and the upcoming Woodford Folk Festival, among many others.

New events secured for Queensland include the inaugural World Flying Disc Federation World Masters Ultimate Championship on the Gold Coast in 2020 and the Noosa Festival of Surfing announced as the opening leg of the [2019 World Longboard Championships](#).

Meanwhile, the Gold Coast continues to benefit from the [legacy of the Commonwealth Games](#), with new data revealing more than 90 major events are already booked-in for Gold Coast Commonwealth Games venues in 2019.



National Geographic showcases Queensland

Loveable larrikin Nick 'Honey Badger' Cummins will be back on television screens this weekend, with the airing of National Geographic's latest episode of *Meanwhile in Australia*.

The episode will feature Cummins road tripping from the Whitsundays to Cape Tribulation, providing an insight into the wonderfully unique tourism experiences available in the region and promoting Queensland as a desirable travel destination.

[Watch the trailer](#)



How to manage Google reviews

Google is a major player in the online travel space and offers a range of products for travellers.

A big part of their offering is Google Reviews, with recent ReviewPro analysis showing it to be the largest source of online reviews for hotels.

If you are new to Google Reviews or just want to enhance the experience your customers have, check out this handy webinar from ReviewPro, with insights into the latest data, trends and strategies related to Google Reviews.

[Watch the webinar](#)



Industry Opportunities

Storytelling for Tourism

Webinars, 6, 13 and 19 Dec 2018

The Business of Events Conference

Sydney, 7-8 Feb 2019

Queensland on Tour India 2019

Registrations now open, 17-22 Feb 2019

[More industry opportunities](#)

Job opportunities

- [TEQ Regional Manager United Kingdom - Closes 23 December 2018](#)
- [TEQ Western Markets Director - Closes 23 December 2018](#)
- [Tourism Australia Social Media Producer - Closes 14 December 2018](#)

Quick snippets

- [Gold Coast to host 2024 Lifesaving World Championships](#)
- [Airnorth launches flights between Townsville and Gold Coast](#)
- [Destination Gold Coast annual report](#)
- [Mary Vale Rattler back on the rails](#)



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