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Eye on Q

28 February 2019

TOURISM  
& EVENTS  
Queensland



## 'Come and play' on the Gold Coast

A \$2.5 million marketing campaign launched last Sunday will see the Gold Coast promoted as the ultimate family-friendly destination for Aussies this Easter and beyond.

The campaign entices families to 'come and play' and positions the region as a must-visit from key visitor markets Sydney, Melbourne and Brisbane.

The targeted campaign - a partnership between Tourism and Events Queensland, Destination Gold Coast, Village Roadshow and Dreamworld owner Ardent Leisure - is designed to capitalise on the momentum created by the Gold Coast 2018 Commonwealth Games and convert awareness into bookings.

The promotion is the biggest marketing initiative for the Gold Coast in 2019.

[Read more](#)



## Magic Round entices NZ visitors

A tourism campaign 'kicks off' in New Zealand this week to encourage Kiwis to visit Queensland for the NRL Magic Round in Brisbane in May.

The three-week multimedia campaign is being delivered in conjunction with key partner Radio Hauraki, which is running a competition to win tickets to the event, accompanied by their high-profile announcers.

The aim of the campaign is to encourage visitation to the event, as well as visitor dispersal to enjoy Queensland's tourism experiences while here.

The campaign also features print and digital packages showcasing Brisbane as an events destination.



## GBR featured on German trams

As Germans have shivered through winter, these trams (pictured above) have been circling the city of Munich inspiring a warm Queensland holiday.

The tram activity is part of a wider Great Barrier Reef (GBR) project in Germany in partnership with seven GBR RTOs, which also includes digital and point of sale activity with Boomerang Online and other Out of Home advertising.

The campaign runs throughout winter while the Boomerang content is live from December 2018 – April 2019.



## 'Feel grounded' in TNQ

A new campaign by Tourism Tropical North Queensland launched this week is encouraging visitors to 'feel grounded'.

The domestic campaign features Australian model Samantha Harris and is aimed at high-value travellers from the southern states.

Vlasoff Cay, Fitzroy and Dunk islands, the Atherton Tablelands and Mossman Gorge will all be featured.

## International students choose Queensland



[New data released](#) last week shows that Queensland is highly regarded as a place for international students to study, with the international education sector worth \$4 billion to the state.

Modelling released by 'i-graduate' showed international students' inclination to recommend Queensland secondary schools, TAFEs and colleges and universities was higher than the national average.

International Education is a high-value market to Queensland's tourism and events industry due to international students' length of stay, spend and the part they play in encouraging visiting friends and relatives to Queensland.

TEQ has developed the International Education Tourism Paper 2025 to guide tourism's role in marketing Queensland and its destinations to the international education market.

[See TEQ's international education paper](#)



## Queensland operators vie for national honours

Twenty-five Queensland tourism operators will be in Launceston, Tasmania tomorrow for the 2018 Australian Tourism Awards.

The event is the industry's peak awards night, recognising excellence in tourism.

Best of luck to the Queensland finalists.

[View finalists](#)



## New training in France

In addition to the recent Tourism Australia France Roadshow, TEQ's Europe team also attended a joint agency training event in partnership with Qantas and Air France last week.

The event, held in Paris, updated about 50 travel agents about the new Qantas/Air France codeshare and Queensland's latest news.

[Watch the highlights](#)



## Olympian Meares signs on as Brisbane Cycling Festival ambassador

Olympic and Commonwealth Games gold medallist Anna Meares has been announced as the official ambassador for the inaugural Brisbane Cycling Festival.

Meares' involvement is a strong show of support for the festival ahead of its first showing in a month's time and will do wonders to encourage more people to get involved.

The festival, which is designed to appeal to both elite and amateur cyclists, is expected to contribute \$8 million to the Queensland economy in the first year.

[Read more](#)

## Business Resource



### New China market research

In 2018 Tourism and Events Queensland conducted market research to better understand travel behaviours and preferences of Chinese travellers and the level of activity Queensland tourism operators were undertaking to market to Chinese visitors. The snapshots provide a summary of key findings from this research.

[View the snapshots](#)



## Industry opportunities

### Digital Ready Workshops

Various, March

### Destination Australia conference

Brisbane, 14 March 2019

### Queensland on Tour Japan 2019

Japan, 3 – 7 September 2019

Expressions of interest now open

### Queensland on Tour UK/Europe

UK/Europe, 26 Nov-4 Dec  
Expressions of interest now open

[Read more](#)

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## Tourism job opportunities

- Tourism and Events Queensland - Media and Trade Program Director
- Tourism Australia - Regional Partnerships Manager, Americas
- Tourism Australia - Event Coordinator

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## Quick snippets

- Queensland small businesses urged to tap into export market
- Government announces grants funding to create sustainable jobs
- New laws to protect Great Barrier Reef

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## WHAT'S ON IN QUEENSLAND

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*in Queensland*



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