

2 December 2021

Good to Go campaign launches



NSW and VIC residents urged to make summer holiday bookings

This Sunday TEQ will launch the Good to Go campaign targeting people in New South Wales and Victoria to book a summer Queensland holiday. Running for three weeks in the lead up to the festive summer holiday season, the campaign will highlight all of Queensland's incredible experiences that interstate travellers can enjoy as soon as borders open (ie. as soon as Queensland reaches the 80 per cent vaccination target).

Featuring on social media and radio, the campaign will also have a strong out-of-home advertising element, including new video billboards throughout Westfield shopping centres, taking advantage of the busy pre-Christmas shopping period. The video billboards are highly engaging and will be a first in a TEQ campaign ([see example here](#)).

All Queensland tourism operators are welcome to participate in the campaign at no cost. Simply load a Holiday Deal into ATDW to appear on Queensland.com

LOAD A DEAL

MACKAY CAY, CAIRNS & GREAT BARRIER REEF



Queensland's Vaccine Plans - guidance for the tourism, events and aviation industries

Queensland has two plans currently in place for the re-opening of travel and lifting of restrictions:

1. Queensland's COVID-19 Vaccine Plan to Unite Families – A Plan for Queensland's borders outlines the changes to travel requirements for domestic and international travellers when Queensland reaches 80 and 90 per cent vaccination targets (note: the international information is on page two). This plan is activated whenever Queensland reaches the vaccination targets.

2. Public Health and Social Measures linked to vaccination status – this plan shows which restrictions will be lifted for vaccinated people once Queensland reaches the 80 per cent target and beyond. This plan will activate from 17 December 2021, regardless of whether Queensland reaches 80 per cent vaccination before then.

Queensland Health has published a range of Q&As to provide guidance for the tourism and aviation industry around Queensland's COVID-19 Vaccine Plan to Unite Families. The questions cover a range of issues including COVID-19 testing, domestic arrivals, hotspots, COVID-positive case scenario planning, issues for accommodation providers, checking vaccinations and more. The responses provide guidance for the industry to plan for the changes coming into effect from 17 December and are based on the information available

in the relevant plans now. When the Public Health Direction is published, this will provide final and absolute clarity. Keep an eye on TEQ's industry communications for the release of the official Direction.

If there's a question specific to your business that isn't covered, you can contact the Tourism Response Team via email: tourismresponse@dtis.qld.gov.au

QTIC also hosted an industry webinar last Friday 26 November with senior representatives from QLD Health and QLD Police, with practical guidance on the expectations on businesses. If you'd like to view the recording, [click here](#).

[SEE Q&A](#)

Unite & Recover

From 17 December proof of COVID-19 vaccination will be REQUIRED for entry to this business

Penalties for people refusing to comply are \$1,378.50

Please be kind to our staff – help keep everyone safe.

For a full list of proof of vaccination options, visit www.covid19.qld.gov.au

Visit www.covid19.qld.gov.au/check-in-qld/translated for information in your language.

Queensland Government

Resources and support for businesses

With restrictions changing from 17 December, the Department of Employment, Small Business and Training has this week released vital resources for businesses.

From 17 December, non-essential leisure businesses will only be able to permit **vaccinated staff** and patrons, and will no longer need to follow capacity restrictions. In order to manage these requirements, businesses will need to:

- Display the vaccination rules at the business premises.
- Use their best efforts to ask for evidence of vaccination from customers.
- If a customer cannot or refuses to provide evidence, ask them to leave (and call Police if they won't leave).

Essential businesses can also voluntarily elect to adopt these measures.

Signage for businesses is now available - including printable posters that can be used now.

[FULL UPDATE + RESOURCES](#)



Promoting vaccination

The Australian Tourism Industry Council has released a new, optional program which provides businesses with a logo they can use in marketing. The COVID Vaxx Practicing Business module can be completed in under 15 minutes via the online Quality Tourism Framework. It has been developed for businesses who want to share and communicate to both customers and staff that they have initiated policies and procedures regarding vaccinations within their workplace.

[READ MORE](#)

New research



Regional snapshots

Regional snapshots have now been released for all 13 of Queensland's tourism regions, with regional data and insights for the year ended June 2021. The snapshot reports provide an overview of visitors to each region, with high-level trip details including where visitors came from, why they came and what they spent. Changes over time, drivers of change and insights into trends are also included.

[READ MORE](#)

Accommodation report

The Monthly Accommodation report is produced by STR who provide benchmarking and analytics for the global hotel industry. For the October 2021 period, Southern Great Barrier Reef reported stronger levels of performance across all metrics (compared to October 2019). When performance is compared to October 2020, each of the Fraser Coast, Gold Coast, Mackay, Southern Queensland Country and Whitsundays regions reported steady or stronger levels of occupancy, average daily rate and revenue per available room.

[READ MORE](#)

Industry opportunities

TEQ job opportunities

TEQ is currently recruiting for several roles, including Social Media and Community Management Specialist, Events and Experiences Specialist, Research Specialist, Strategic Aviation Director, Country Manager North America and Regional Manager Europe. [See all opportunities and apply.](#)

Do you have vacancies you need to fill?

A marketing campaign is in full swing around the country to encourage Australian workers to move to Queensland for a tourism job. [List any vacancies on the Work in Paradise website](#) for no charge. As part of the promotion, cash payments are on offer to jobseekers who relocate to regional Queensland to take a job.

Have your say

The Australian Tourism Export Council are leading work to develop the national long-term strategy for recovery and sustainable growth of the visitor economy: THRIVE 2030 (The Re-Imagined Visitor Economy). COVID-19 has compounded the challenges facing the

visitor economy and has changed the landscape. Long-term strategic planning to rebuild and grow the sector is needed. [Feedback is sought on the strategy's proposed actions](#) and further ideas on actions to address the policy priorities in the strategy.

Applications open now for TEQ event funding

Round 21 of TEQ's Queensland Destination Events Program (QDEP) funding is now open for applications. The program seeks to leverage the crucial link between events and the destinations in which they are staged, extending the flow of the economic, marketing and social benefits of events throughout metropolitan and regional Queensland. There are two types of funding available: destination event funding and significant event funding. The funding can be used for marketing costs, strategic plan development, engagement of short term specialised personnel and hire of temporary infrastructure. [Information and apply now.](#)

INDUSTRY EVENTS CALENDAR

Quick snippets

The Great Barrier Reef Marine Park Authority has published an [Eye on the Reef Tourism Effort Dashboard](#), providing a searchable spatial overview of where tourism staff have been monitoring the Reef and sharing critical data via the Eye on the Reef Program.

The Queensland Human Rights Commission has produced a range of information and fact sheets on COVID-19 Public Health Directions and their impact on human rights. This includes information on compulsory vaccination and when this requirement may or may not infringe on human rights. [Access the information here.](#)

Brisbane will host eight [FIFA Women's World Cup 2023 matches](#), including five Group Stage games (including a Matildas match), plus a round-of-16 knock-out match, a quarter-final, and the third-place play-off in FIFA's showcase event on 19 August 2023.



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

TEQ holds EarthCheck Silver Certification.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

[View past editions of Eye on Q](#)

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