

8 April 2020

Message from TEQ's CEO Leanne Coddington



Ahead of a very non-traditional Easter break, TEQ's CEO Leanne Coddington thanks the industry for supporting the tough measures to encourage everyone to stay at home for the long weekend, and shares some of the future planning that TEQ has commenced.

[WATCH NOW](#)



An Easter at home

In completely uncharted times for Queensland's tourism industry, this year we all need to encourage every potential traveller to plan their Easter break at home.

You can help by being clear on official health directions, and sharing these messages with your fans or potential travellers:

- This year, Easter is at home.
- Queenslanders are confined to their household and should not travel for recreation.
- Stay at home as much as possible, except for the essential, permitted reasons (official Home Confinement Directive [here](#)).
- Campgrounds and high-use areas of National Parks are closed.
- Many beaches are closed, and can only be used by locals for exercise purposes, not for leisure. Check your local Council website.
- Fishing trips are to catch fish to feed your family only – not for leisure.
- Short term accommodation properties can only accept bookings for essential travel, and these guests are subject to the Home Confinement Directions and must respect social distancing requirements. [More details](#).

[Access resources to help any guests keep safe.](#)

And in good news for children across Queensland, it has been confirmed by the Premier that [the Easter Bunny has been granted a special exemption to cross our borders](#) this Easter weekend.

[ACCESS MORE BUSINESS ADVICE](#)

A note for accommodation providers:

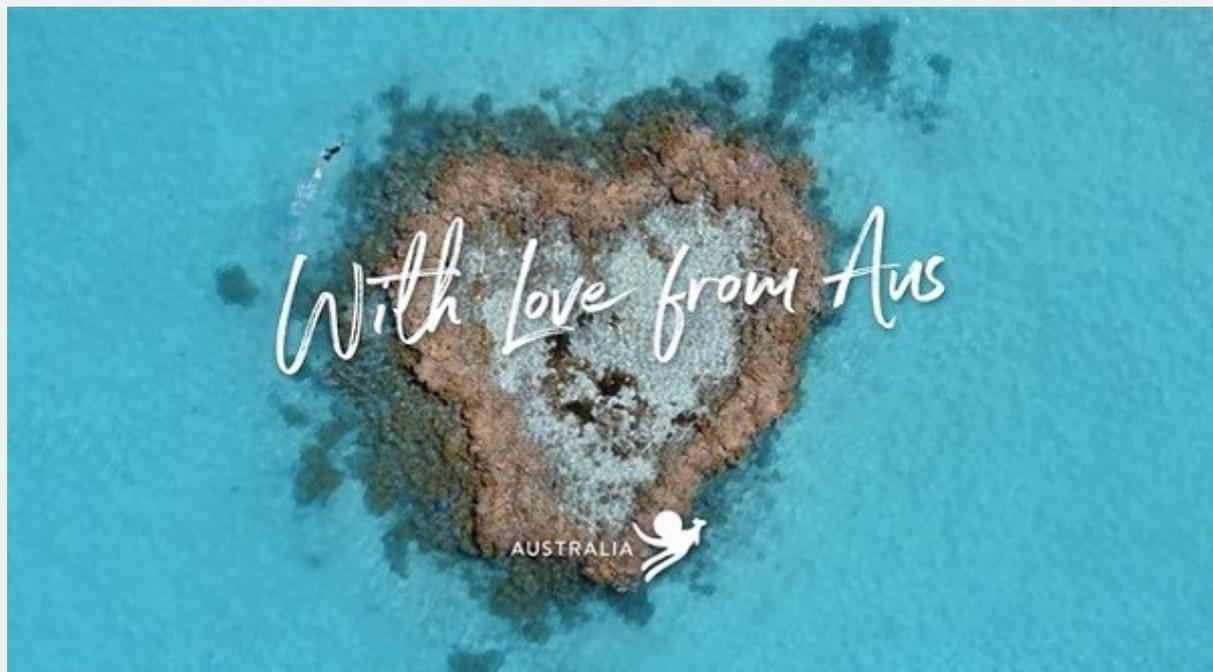
TEQ, together with the efforts of the Department Innovation and Tourism Industry Development and the Queensland Tourism Industry Council, have secured clarity on the operation of accommodation under current health directions:

Queenslanders are currently confined to their household and should not travel for recreation. Like hostels, B&Bs, backpacker, boarding houses, camping and caravan parks, Airbnb and similar short term accommodation properties can remain open for:

- Those people who live permanently there or who require interim accommodation where their primary residence is not available;
- For workers delivering essential goods and services, including backpackers who have secured seasonal employment; and
- For people undertaking essential travel (e.g. travelling to provide care for a sick relative you may not be able to stay with).

At all times, social distancing should be observed and all temporary residents, at any form of accommodation, are subject to home confinement and should only leave the premises for the permitted purposes.

Airbnb and similar short-term accommodation offerings which meet these exemptions can continue to operate, though this accommodation for other reasons such as recreation should not currently be offered.



With love from Aus

Tourism Australia has created a moving social media video sharing what's happening in Australia's nature during the crisis, inspiring potential travellers to keep us in mind

for when it's safe to travel.

Tourism and events businesses are encouraged to share the inspirational video on their social media channels.

[SHARE THE VIDEO](#)



Visit virtually

With Easter a time to stay at home, many Queensland businesses are getting creative with sharing some of the state's great experiences virtually - sharing our famous lifestyle and hospitality, and inspiring future visits when it is safe to travel.

With new announcements this week including a [virtual marathon](#), [live streaming of sunny city vistas set to local music](#) and [virtual road trips](#), there's plenty of ways to whet the appetites of aspiring travellers.

[SEE HOW TO VISIT VIRTUALLY](#)

Business support

Navigating the wide range of support available for businesses as a result of COVID-19 can be overwhelming.



There is a range of State and Federal Government support packages, advice from the ACCC on cancellations, information from the ATO and a newly announced Indigenous Business Australia support package.

[FIND SUPPORT](#)



Business resource

This blog, courtesy of Hootsuite, gives you some ideas on how to use your social media channels for good, in a sensitive way during crisis times.

[HELP WITH CRISIS MARKETING](#)

Quick snippets

Tourism Australia updates

Tourism Australia is running weekly webinars to provide businesses with help and access to information to navigate this crisis. [View the recordings.](#)

Presentations from Tourism Australia's Destination Australia conference, held in March 2020, [are now available.](#)



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.

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

This email is intended solely for the use of the addressee and may contain information that is confidential or privileged. If you receive this email in error please notify the sender. If you would like to no longer receive these emails please unsubscribe below.

[Unsubscribe](#)



© Tourism and Events Queensland