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Eye on Q

15 November 2018

TOURISM  
& EVENTS  
Queensland



## GBR focus of new European campaign

The Great Barrier Reef will be front and centre of a new campaign targeting European travellers.

Delivered by TEQ in partnership with Tourism Tropical North Queensland and other Regional Tourism Organisations along the Reef, as well as Tourism Australia, the campaign will showcase the jewel in our tourism crown, using stunning imagery across a range of outlets.

The integrated marketing campaign will tap into traveller's desires to visit this unique wonder and promote the Reef as Australia's number one experience by highlighting the number of ways they can experience the Reef as well as the drive itineraries along the full length of the Reef's coastline.

It will leverage partnerships with Cathay Pacific and Silk Air, a subsidiary of Singapore Airlines, as well as key trade partners across multiple media.

You can make the most of this campaign by ensuring all of your content, imagery and messaging about the reef is up to date.

[Take a look at the GBR resources on our website](#)



## Chinchilla wins the big melon

Chinchilla was the fan favourite and official winner of WOTIF's Next Big Thing campaign announced this week, with the Queensland town unveiling a big melon on Wednesday, weighing four tonnes and spanning nine metres in width.

The huge melon will also promote next year's MelonFest, the biennial celebration of everything to do with watermelons and provide people with another reason to visit the region.



## Optimise your Google Reviews

Customer reviews are more important than ever, with travellers strongly influenced by what others are saying. Find out everything you need to know about managing your Google Reviews via this handy webinar by ReviewPro on Tuesday, 27 November.

[Register now](#)



## Make the most of the Queensland Tourism Awards

If you are named a winner at tomorrow night's Queensland Tourism Awards on the Gold Coast, find out how you can make the most of opportunities to promote

your business! QTIC has prepared these handy suggestions to get you started.

[Read more](#)



### Unlocking the spend potential of Chinese travellers

TEQ is hosting two upcoming workshops on the Gold Coast and in Tropical North Queensland, which will provide clarity on Chinese payment ecosystem, with opportunities to meet with UnionPay and Alipay as well third-party providers and help you become 'payment ready'.

[Sign up](#)



### Be China ready

With Chinese New Year just a few months away, there are also a number of other ways you can prepare your business to better understand the needs of Chinese travellers - Queensland's largest international market.

Learn how you can meet the expectations of Chinese travellers, cultural sensitivities and more.

[Read more](#)

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## New marketing partnership for the UK

Tourism and Events Queensland and Tourism Australia have this week announced a new partnership in the UK. The partnership is a new approach to marketing Queensland in the UK and will provide the opportunity to leverage TA's international activities by more closely aligning the State and National Tourism Organisations' strategic priorities. The new partnership comes into effect on 1 January 2019.

[Read more](#)

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### Industry Opportunities

The cutting edge of travel marketing strategies and ideas



Cairns, 22 November 2018

[Future proofing the tourism industry: research insights](#)

Brisbane, 22 November 2018

[China Payment Expos](#)

Gold Coast, 26 November 2018

Cairns, 4 December 2018

[Intensive China marketing training](#)

Online, three one-hour sessions, 27-29 November 2018

[Queensland on Tour India 2019](#)

EOI now open, 17-22 Feb 2019

[Queensland on Tour Greater China Mission 2019](#)

Tianjin, China 5-8 March 2019

[Destination Australia Conference](#)

Brisbane, 14 March 2019

[ATE19 Media Program](#)

Perth, 6-9 April 2019

[More industry opportunities](#)

## TEQ jobs

- [Analytics and Audience Specialist - closes 18 November 2018](#)
- [Content Planner - closes 25 November 2018](#)

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## Quick snippets

- [Leading speakers at Tropical North Queensland Marketing Conference](#)
- [Tourism Australia 2017-18 Annual Report](#)
- [Brisbane's hotel market booms as new Westin opens its doors](#)
- [Gold Coast voted Australia's family-friendly capital](#)
- [Have your say in Queensland's creative future](#)

## EVENTS

**IT'S LIVE!**  
*in Queensland*

### BRISBANE

[Walkley Awards for Excellence in Journalism](#)  
22 November 2018

### BRISBANE

[River City Rumble: Jeff Horn vs Anthony Mundine](#)  
30 November 2018

### SUNSHINE COAST

[Jungle Love Festival](#)  
30 November-3 December 2018

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