



Robert Irwin stars in new tourism video

Queensland tourism icon Robert Irwin is fronting the next phase of Tourism and Events Queensland's [latest domestic campaign](#), designed to entice as many Australians here as possible.

Irwin has joined other Queensland tourism operators to feature in a new video launching today across Queensland's social platforms to tell Australians that Queensland is 'a beautiful place to holiday here this year'.

The \$2 million campaign is rolling out in the wake of the impacts of the Australian bushfires and the coronavirus, and leverages Tourism Australia's latest marketing campaign.

Tourism operators across the state are encouraged to share the video on their social platforms using the hashtags #HolidayHereThisYear and #thisisqueensland.

[View and share the video](#)



[How to get involved](#)

TEQ has created an industry toolkit outlining all you need to know about leveraging Queensland's ['it's a beautiful place to holiday here this year'](#) campaign, including:

- image and logo assets,
- advice on using the campaign line,
- more detail on the social video,
- social media campaign messaging suggestions.

[Download the toolkit](#)

TEQ international activity

Korean TV show to showcase Gold Coast

Korean superstars Eric Mun and Go Won-hee have been on the Gold Coast over the past week shooting a television show as part of a campaign to entice more travellers to hop on board new Jetstar flights from Seoul to holiday on the Gold Coast.



The new television series called 'Yoo Byul Na! Chef Mun' will be broadcast on Korean network Channel A in early March and reach more than 10 million Koreans.

The campaign is a TEQ initiative in partnership with Tourism Australia, Jetstar and key Korean trade agents.

[Read more](#)



Virgin Australia trade seminar

TEQ, Virgin Australia and partners Destination Gold Coast and Brisbane Marketing hosted a trade seminar in Japan last weekend promoting the new flights



Bushfire recovery briefings

TEQ representatives last week joined Tourism Australia and other Australian state tourism organisations to launch the first of 11 bushfire recovery industry briefings across North America.

from Tokyo to Brisbane, which will commence from 29 March 2020.

The 70 key distribution partners in attendance received updates from the airline and regional tourism organisations on their business model, long-term commitment to the Japanese market and new visitor experiences on offer in Queensland's south-east.

The briefings will provide accurate information and context regarding the impact of the bushfires on the Australian tourism industry and future marketing approach in North America.

The first briefing was held in Los Angeles with the others to take place in Dallas, Denver, New York City, Chicago, Boston, Seattle, San Francisco, San Diego, Vancouver and Toronto.

Business resources to respond to corona virus

Several important resources are available to tourism businesses providing advice and information in response to the current coronavirus situation:

- [Details on travel restrictions to Australia.](#)
- The Australian Government has also issued a range of [fact sheets](#) specific to the travel industry.
- Australia's Chief Medical Officer issued [updated advice](#) this week to hotel and tourism operators addressing concerns about the spread of the virus.
- The [Queensland Health website](#) has up-to-date information on the situation in English and other languages.



Industry opportunities

Get involved in TEQ's major domestic campaign encouraging Australians to 'holiday here this year'
[Download the toolkit](#)

[Southern Queensland Country New Product Workshop](#)
Gold Coast, 25-26 February 2020

[Australian Tourism Exchange 2020](#)
Melbourne, 10-14 May 2020

[Queensland on Tour Japan 2020](#)
Japan, 8-11 August 2020

[Inbound Up North 2020](#)
Tropical North Queensland, 14-16 September 2020

Adventure Travel World Summit
Adelaide, 6-9 October 2020

[View more industry opportunities](#)

Quick snippets

- [December 2019 Queensland accommodation data](#) now available
- Gold Coast to lure 50+ travellers with major [tourism campaign](#)
- Spicer's Retreat to build [world-class eco project](#) in the Scenic Rim
- Outback Queensland set to host an [expanded calendar of events](#) in 2020

TEQ Executive team update

Rick Hamilton, Group Executive Partnerships at TEQ has tendered his resignation to pursue other commercial opportunities within the corporate arena.

Rick began at TEQ in 2014 and over the past six years has forged solid relationships with TEQ's many industry partners, regional tourism organisation network and international markets. Under his leadership, TEQ has spearheaded many valuable campaigns and programs to the benefit of Queensland's tourism industry, including the Attracting Aviation Investment Fund (AAIF) and Connecting with Asia (CwA) Strategy.

We thank Rick for his dedicated contribution to TEQ and the industry and wish him well in his new endeavours. Rick's last day will be 21 February 2020.

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