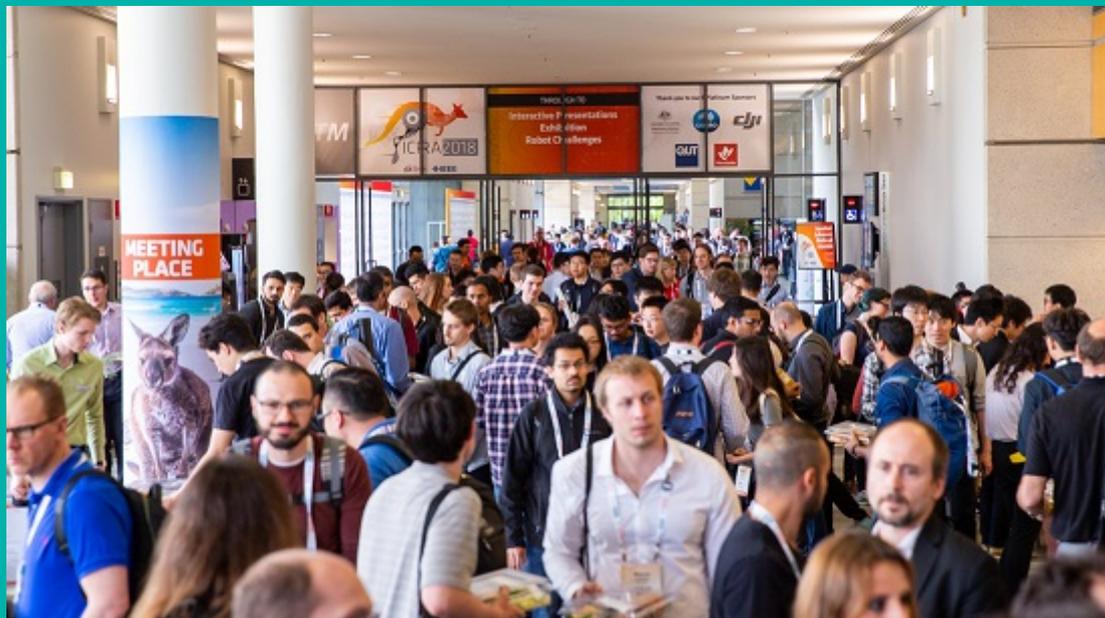


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Eye on Q

24 January 2019

TOURISM
& EVENTS
Queensland



Business events deliver for economy

Queensland is flying high after a series of business event bid wins over the past three months, supported by TEQ's Business Events Acquisition and Leveraging Fund. Nine events have been secured or announced since October 2018, which are estimated to bring more than 9,000 delegates and more than \$25 million in economic benefit to the state's economy. With business event visitors spending on average double that of a leisure visitor, these wins are particularly valuable for Queensland's tourism industry.

Amongst the events secured for the state, Cairns will host the 13th Congress of International Society for Plant Molecular Biology in 2021, and Brisbane will host both the Society for Freshwater Science Annual Meeting and the FIP World Congress of Pharmacy and Pharmaceutical Sciences in 2021.

In just over two months, 'QODE', a brand new business-to-business event supported by the Queensland Government through Tourism and Events Queensland (TEQ) and Brisbane City Council through Brisbane Marketing will kick off, bringing the world's best entrepreneurs and venture capitalists to the state.

The Business Events sector is vital to the state's tourism economy because it brings high-yielding visitors, fosters knowledge sharing, continues the advancement of Queensland across a variety of industries and is a strong platform to showcase Queensland's unique tourism experiences, inspiring visitors to return with family and friends in the future.

[Read more](#)



New route brings more opportunity to Queensland

Royal Brunei Airlines will return to Brisbane this year, opening up routes for flights from Asia, the Middle East and the UK into Queensland. The airline will operate services four-times-a-week, attracting up to 30,000 visitors and generating an expected \$63 million for the state's economy.

The new route was supported through the Queensland Government's Attracting Aviation Investment Fund, administered by TEQ.

[Read more](#)



Getting your idea off the ground

Tourism businesses seeking to innovate, extend their business or implement a new concept can access emerging tourism experts for free help.

The University of Queensland's (UQ) Entrepreneurship program offers a project that requires students to perform a feasibility analysis on a tourism-related innovation in a tourism or hospitality business. UQ is seeking up to 30 tourism businesses who would be interested in participating.

Students will commence work in March and provide a full report to participating operators by the end of May, including market, competitor and environmental analyses, and recommendations on the feasibility and implementation of your idea.

Expressions of interest close 19 February 2019.

[Read more](#)



Business resource: research

Are you in the process of planning the year ahead and how you will target certain markets, make changes or introduce new facilities or services?

Don't go running into big change without ensuring the demand is there. Tourism and Events Queensland's Strategic Development and Research team regularly produce research reports aimed at assisting decision making in your business.

Access the latest tourism visitor statistics for your region, view trends in the accommodation sector, unpack international market insights and preferences, or delve deeper into specialised market segments - and much more.

[Access research](#)

Industry Opportunities



Tourism Australia has released its [2019 calendar of industry events](#), already with more than 65 events listed.

Other opportunities:

[ATEC South Queensland Distribution Seminar](#)
Brisbane, 31 January 2019

[TEQ's Great Barrier Reef forums](#)

Bundaberg, 1770, Yeppoon, Airlie Beach, Port Douglas, Cairns, Mission Beach, Townsville, Brisbane
February 2019

[Free digital-ready program](#)

Statewide, starting February

[How to attract customers to your website](#)

Brisbane, 12 February 2019

[2019 National Sustainability Conference](#)

Brisbane, 1-2 April 2019

Tourism industry job opportunities

- Tourism and Events Queensland - Website Specialist
- Events Management Queensland - Marketing and Communications Coordinator
- Brisbane Marketing - Senior Communications and Media Advisor

Quick snippets

- \$40m Brisbane Domestic Airport terminal upgrade continues
- Baillie Lodges expands with Port Douglas's Silky Oaks Lodge
- Red Cat Adventures joins forces with Prosail Whitsundays



Special event offer

Calling all Eurovision fans! Don't miss your chance to be in the live audience for the first ever Eurovision - Australia Decides at the Gold Coast Convention Centre with this special 'Four for the price of three' deal, ending 31 January.

[Get tickets](#)

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