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Eye on Q

13 June 2019

TOURISM
& EVENTS
Queensland



Cloncurry to host Queensland's event industry

Cloncurry has today been named host of this year's DestinationQ Events Conference, set to attract hundreds of delegates to Outback Queensland on August 6. The DestinationQ Events Conference is a free event aiming to support event organisers, local councils and tourism industry stakeholders to grow their events to provide even more value to the state's tourism industry. The conference theme is 'How our past shapes our future' and, in the Year of Outback Tourism, the conference will showcase the diversity of events held across the state.

Queensland has established a global reputation as a world-class event host after hosting blockbusters like the Gold Coast 2018 Commonwealth Games, exclusives like the World Science Festival, international business events and a diverse portfolio of destination events that showcase the Queensland lifestyle. TEQ's *It's Live! in Queensland* events calendar is expected to generate \$800 million to the state's economy in 2019 and hosting this conference is a vital part of TEQ's strategy to build the industry's capacity to host major and destination events that provide returns for the tourism industry.

Event organisers, local councils and tourism industry stakeholders are encouraged to register for the free event, to be held on Tuesday 6 August 2019 in 'Queensland's Friendliest Town', Cloncurry.

[More information and register](#)

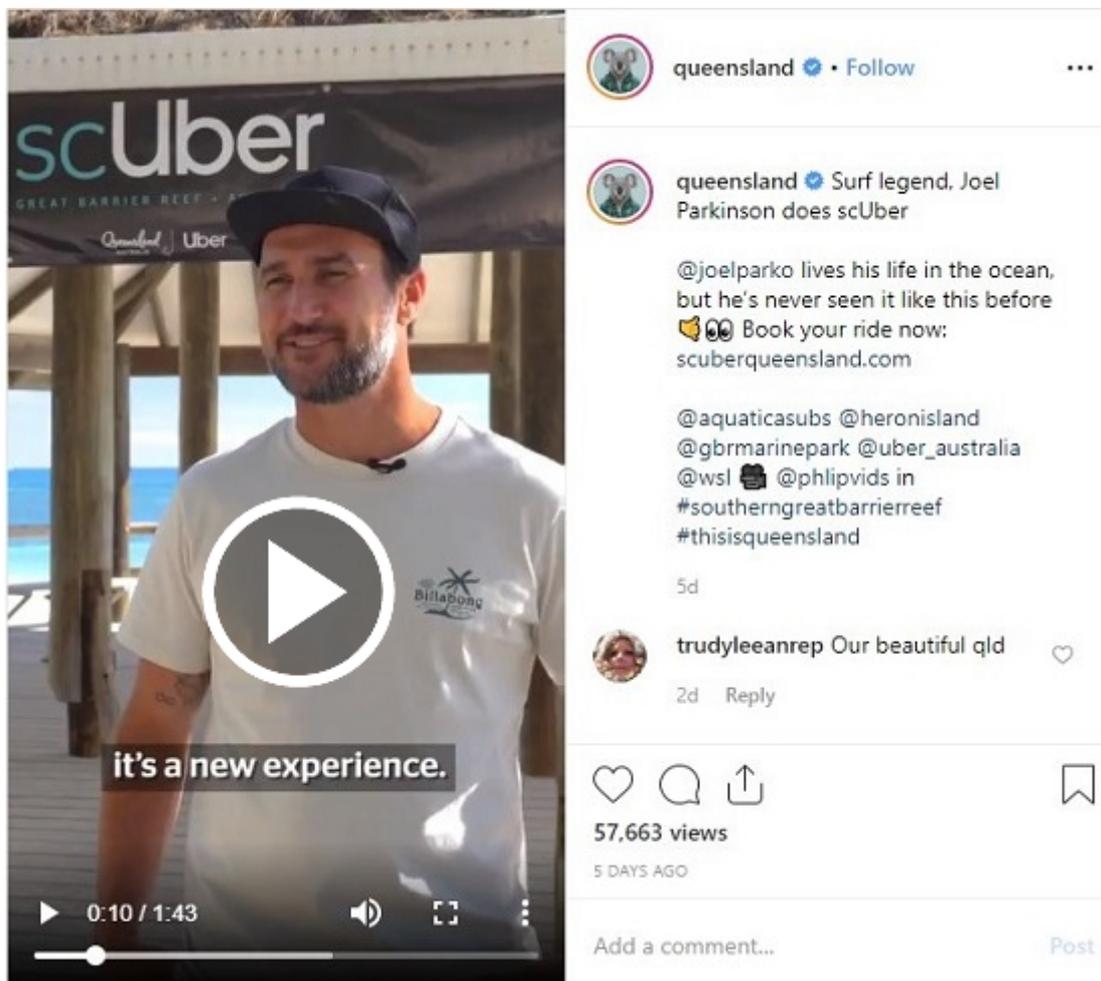


Conversations begin

The first in TEQ's 2019 'Conversations with Industry' series took place last week on the Fraser Coast with more than 45 operators connecting with experts to discuss the significant year the region has had as well as trends and insights for the future and one-on-one appointments with marketing specialists. From the insightful panel sessions and productive one-on-ones, everyone walked away with inspired knowledge to grow and develop their tourism and events businesses.

Keep an eye out for your region's 'Conversations with Industry' event as details are confirmed via the industry events calendar on TEQ's website - including the [Whitsundays](#) and [Gold Coast](#) events which are now open for registration.

[View TEQ's industry events calendar](#)



ScUber momentum continues

The driving force behind launching scUber was to tell the positive stories of the Great Barrier Reef and showcase the reef's diversity and resilience from a new, very deep, angle. Surfing legend Joel Parkinson took a ride on scUber on Heron Island and his experience of the reef teeming with fish and a magnificent turtle gliding past him has already been viewed by more than 50,000 people – exactly the kind of exposure for the reef that the campaign is aiming for.

[Watch Joel's experience](#)

How to leverage scUber

As the campaign enters its fourth week, don't forget that as a tourism business you can continue to leverage the huge international interest in the initiative. Our guide on how to get involved in the campaign will help spark some ideas on how you can make the most of scUber for your business.

[Read more](#)

TEQ marketing updates



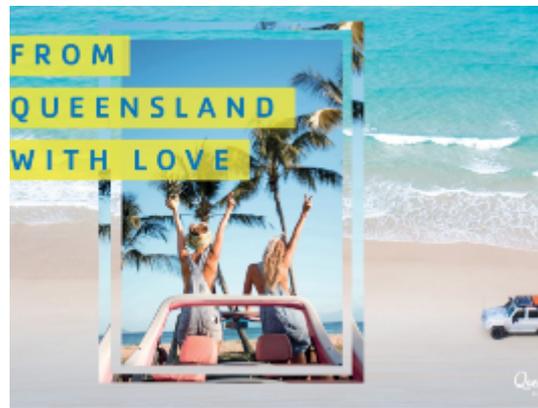
Outback campaign launches

The next phase to market the *Year of Outback Tourism* kicked off last Friday, with special holiday deals including airfares launched by Sunlover Holidays across Australia.

This phase of activity follows a three-week campaign staged in March, with the campaigns aiming to reach more than three million people, doubling the room nights booked by Sunlover for Outback Queensland in 2019 and providing significant economic returns for regional communities.

Outback Queensland's tourism season is now in full swing with major events being staged over the next few months as well as the region's unique tourism attractions including everything from dinosaur fossils to star gazing.

[Check out the deals](#)



TEQ puts Queensland on show

Queensland holiday deals are currently on sale with STA travel in the UK and with Australie a la Carte in France, as TEQ leverages [Tourism Australia's 'Australia Inc'](#) initiative which aims to encourage working holiday makers Down Under. The [Queensland campaign](#) in the UK includes digital and social media, Spotify advertisements, amplification through STA's channels and retail and university activations.

Meanwhile, more than 30 German team leader sales agents from DER Touristik have arrived in Queensland this week to experience three different itineraries showcasing a diverse range of Queensland experiences. DER Touristik is Germany's largest travel wholesaler and market leader for travel to Australia.

TEQ has also hosted some of the world's leading dive media and content creators on the Great Barrier Reef in the past week as part of a dedicated campaign to increase awareness and consideration of Queensland's world-class diving experiences.

[View the STA deals being promoted](#)

Other industry news



Tourism's future in Queensland

TEQ has supported the Courier-Mail's 'Future Tourism' campaign - a series of editorial features on the future of the state's tourism industry and an expert panel featuring TEQ's CEO Leanne Coddington and Tourism Industry Development Minister Kate Jones at the Future Tourism lunch being held in Brisbane today.

Features in the series so far have included the demand for Indigenous tourism experiences, the future of Queensland's island resorts, Brisbane's focus on extending visitor stay, how baby boomers could contribute to tourism's labour force and how TEQ's marketing campaigns and strategy are planned to maximise returns for the state's tourism industry. Follow the stories each day in the Courier-Mail until next Friday 21 June.

[Read more](#)



April data available

The latest data on the performance of the Queensland accommodation sector is now available for April 2019. The monthly report features a breakdown of occupancy, Average Daily Rates (ADR), Revenue Per Available Room (RevPar) and supply and demand data for Brisbane, Gold Coast, Tropical North Queensland, Sunshine Coast, Southern Great Barrier Reef, the Whitsundays and Townsville regions.

[April 2019 international visitor arrivals](#) have also been released by the Australian Bureau of Statistics.

[April accommodation report](#)

Business resource

Music to their ears

Audio is a vital component of your marketing campaign. This blog by Shutterstock looks at the impact of current music and audio trends on consumer behaviour (and therefore your marketing campaigns), how to select the right music for your campaign and where to access royalty-free music.

[Read more](#)



Industry opportunities

Global ecotourism conference in Cairns

Ecotourism Australia's Global Eco Asia-Pacific Tourism Conference will be held in Cairns from 2 - 4 December this year, surrounded by two World Heritage sites, the Great Barrier Reef and the Wet Tropics Rainforest. The world's longest-running and highly regarded ecotourism conference brings together all the key players that contribute to a sustainable industry - the operators, tourism commissions, protected area managers, industry professionals, researchers and scientists.



The 2019 conference will give voice to the diversity of stakeholders who enable ecotourism to thrive. The Queensland Government is the major sponsor of the event through a partnership between TEQ and the Department of Innovation and Tourism Industry Development and Department of Environment and Science, and its support once again reflects the priority being placed on this high value industry.

Take an active role at the 2019 Global Eco Asia-Pacific Tourism Conference and [submit a paper](#) now.

[Read more](#)

Other opportunities

[Stand out in the age of online influence](#)

Webinar, 19 June 2019

[Tourism Innovators Conference](#)

Gold Coast, 19 – 21 June 2019

[TEQ's Conversations with Industry - Gold Coast](#)

Surfers Paradise, 11 July 2019

[Australian Event Awards](#)

Entries to the Australian Event Awards are open now, recognising the best events across a range of industries, innovative event products and services and leading individuals. Entries are completed online and close 15 July 2019.

[The Interactive Minds Digital Summit 2019](#)

Brisbane, 17 July 2019

[TEQ's Conversations with Industry – Whitsundays](#)

Airlie Beach, 25 July 2019

[Australia Marketplace 2019 North America](#)

Los Angeles, 26 – 29 August 2019

Australia Marketplace 2019 South East Asia

Kuala Lumpur, 30 September – 2 October 2019

Applications close today, 13 June 2019

ATEC Meeting Place 2019

Brisbane, 25 - 27 November 2019

[View TEQ's industry events calendar](#)

Quick Snippets

- TEQ is [inviting tender submissions](#) for trade marketing services in Korea for the period 1 August 2019 – 30 June 2021.
- Tourism Australia has [won a TV WEEK Logie Award](#) for Most Popular Television Commercial.
- The Australian Accommodation Association of Australia has [released a video](#) to be shown to approximately 50,000 job seekers to inspire them to pursue a long term career in the industry.
- [Nominations are open](#) until 26 July for the Queensland Government's Young Tourism Leaders program.
- Applications are open until Wednesday 26 June for funding through [TEQ's Queensland Destination Events Program](#).

IT'S LIVE! CALENDAR

IT'S LIVE!
in Queensland



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