

Chair's statement



Tourism has again shown its importance to the Queensland economy, with the latest figures revealing the industry has grown to be worth \$27 billion, supporting more than 235,000 jobs.

To ensure tourism continues to grow and prosper in Queensland, we at TEQ remain focused on working closely with industry to serve them as best we can. With new infrastructure and ever-evolving consumer demands, the opportunities of the next decade give us the chance to collectively drive more visitors to our state who will experience a destination and lifestyle unlike anywhere else on Earth.

Over the past 12 months, we've worked hard to enhance Queensland's reputation as a destination of choice, to market our unique experiences and to build on what is already a world-class events calendar, however we continue to look for new and innovative ways to increase visitor expenditure and contribute to the state's economy.

In coming years, Queensland's world-renowned nature-based experiences will come to the fore even more as the ecotourism and adventure-based travel segments continue to grow, while we'll also continue to promote Queensland as the only place on Earth where two ancient cultures meet and thrive side-by-side.

Our strategic outlook will ensure we continue to market our experiences to High Value Travellers both domestically and internationally, while some big wins in the events space over the past 12 months have highlighted our determination to build Australia's best events calendar.

Partnerships play a vital role in what we do at TEQ, and once again our collaboration in the areas of aviation, experience development and strategic marketing continue to pay dividends for the Queensland tourism industry.

Nothing has highlighted Queensland's unique natural experiences better in the past year than scUber, proof that the industry is prepared to innovate and take risks in order to showcase our state and meet the needs of consumers.

On top of scUber, TEQ's marketing approach continues to reach key target markets with the 'Find Your Perfect Next...' campaign now also encompassing Queensland's food and beverage offering, further playing to our strengths.

SportAccord on the Gold Coast in May headlined what has been a huge year in the events industry while new events like the NRL Magic Round, Curiosity, QODE and Outback Queensland Masters Golf show our strategy to grow the calendar is working. Events are a vitally important part of Queensland's tourism economy, helping disperse visitors across the state and extending length of stay.

Growing aviation access continues to be a hugely competitive environment and never has it been more important to have strong industry partnerships. In the past 12 months we have secured several new routes by utilising the Attracting Aviation Investment Fund and the Connecting With Asia Fund, while we continue to maintain and strengthen our industry partnerships in order to identify new routes into the future.

Lastly, I'd like to thank the Queensland tourism industry for another year where collaboration and innovation has delivered strong results. The TEQ Board remains committed to further strengthening tourism in Queensland and I'm confident the future is bright for the industry.

A handwritten signature in black ink, appearing to read 'Brett Godfrey'. The signature is stylized and cursive.

Brett Godfrey

Chair
Tourism and Events Queensland

CEO's statement



A global Great Barrier Reef campaign, hosting the leaders of world sport, developing new events and launching a suite of collaborative marketing campaigns in key source target markets have ensured tourism in Queensland continued to grow in 2018-19.

This past financial year, Tourism and Events Queensland (TEQ) has continued its strategy of targeting High Value Travellers – those visitors who spend more than average during their time in Queensland.

Queensland's overnight visitor expenditure (OVE) was \$24.5 billion for the year ending March 2019, an increase of 12.9 per cent year-on-year, and just as importantly, Queensland's market share is beginning to show positive growth signs, increasing to 23.3 per cent in the past 12 months.

However, Queensland is a large state and while we are delighted to see this market share growth, we know there are areas within the state that have experienced a challenging year. We operate in a highly competitive environment and we'll continue to collaborate with Regional Tourism Organisations (RTOs), state and local government partners to ensure we seize opportunities and tackle challenges together.

TEQ's ongoing efforts to promote the state and its experiences was this year highlighted by scUber – designed to showcase the wonder, life and colour of the Great Barrier Reef to the world. A joint campaign with Uber which launched the world's first rideshare submarine on the Great Barrier Reef, scUber targeted Queensland's key domestic and western markets with the message that amazing experiences can be found on the reef and throughout the state.

We expect the campaign to deliver Queensland an additional \$1.8 billion in OVE over the coming three years, with integrated marketing campaigns already underway across key international markets to entice more visitors to the reef now and into the future.

'Beautiful One Day, Perfect The Next' continues to remind consumers of the lifestyle they can experience in Queensland as part of the 'Find Your Perfect Next...' campaign, with recent iterations focusing on telling the state's

food story. With food and beverage experiences a top consideration for travellers, TEQ this year launched the 'Taste the State campaign', fronted by celebrity chef Matt Sinclair.

The campaign features a range of fresh Queensland produce from ice cream in the Daintree, to Fraser Isle spanner crabs and organic Outback beef, with a video series telling the story of how it's sourced and the people behind it. As well as new multimedia content focusing on our world-class food and beverage offering, TEQ this year brought Network Ten's top rating show MasterChef Australia to Queensland to film a week's worth of episodes, highlighting our world-class destinations and culinary experiences to millions of viewers worldwide.

Outback Queensland delivers a diverse offering of experiences and events, and TEQ is proud to be working closely with government stakeholders, the Outback Queensland Tourism Association (OQTA) and industry to promote and support the Year of Outback Tourism. We have partnered with OQTA and event operators to host a media activation in Brisbane as well as delivering a tactical sales campaign with Sunlover Holidays and Qantas targeting the vital fly-drive market. Outback Queensland Masters Golf was a new signature event launched for its inaugural year as part of Year of Outback Tourism.

Events play a vital role in Queensland's tourism economy and TEQ has continued to maximise the value of the *It's Live! in Queensland* events calendar to be worth \$800 million to the state's economy in 2019. During 2018-19, TEQ supported 194 events including 79 major events, 97 destination events and 18 business events generating more than 36 million visitor nights and dispersing visitors across Queensland. Several new events have been featured on this year's calendar, including NRL Magic Round which will continue to build an inextricable link to Brisbane, and Queensland, in coming years.

In May, TEQ partnered with Tourism Australia, the Department of Innovation, Tourism Industry Development and the Commonwealth Games (DITID), City of Gold Coast and Destination Gold Coast to bring SportAccord, the world's leading sport and business summit, to Australia for the first time. Securing the event was a direct result of the Gold Coast 2018 Commonwealth Games and provided the opportunity for the world's leading sporting organisations and federations to see first-hand Queensland's sporting facilities and event hosting capabilities.

TEQ, working closely with partners, has also secured a number of new, high-profile events to be held in Queensland in coming years including the Ring Cycle Opera in 2020, the ITU World Triathlon Multisport Championships in 2021, the ATP Cup from 2020, the Lifesaving World Championships in 2024 and the World Masters Ultimate Championships in 2020.

Increasing aviation capacity into Queensland is critical to growing OVE and remains a key focus for TEQ which leverages the Attracting Aviation Investment Fund (AAIF) and the Advance Queensland: Connecting with Asia (CWA) strategy to market Queensland and

drive benefits for the state. Queensland faces stiff competition from other states and international ports when it comes to attracting aviation services and while several new routes were added in the 2018-19 financial year, challenging conditions have resulted in the slowest growth in inbound capacity to Australia since 2007-08.

Going forward, TEQ is undertaking some exciting initiatives including a digital transformation, which will give Queensland a heightened online presence, and a new brand strategy, which will inform all future marketing and campaign activities. The *Best of Queensland Experiences Program* also continues to expand as we collaborate with RTOs, the Queensland Tourism Industry Council and the department to inform industry on the delivery of exceptional Queensland experiences.

The visitor economy is our state's third largest industry and a vital contributor to economic growth and jobs across Queensland. We look forward to collaborating with our partners to continue to deliver exceptional consumer experiences which will inspire the world to experience the best address on Earth.



Leanne Coddington

Chief Executive Officer
Tourism and Events Queensland