

## Chair and CEO statement

**The past financial year delivered unprecedented challenges for Queensland's tourism and events industry - from bushfires, to drought, to a global pandemic. Despite it all we stand united in the knowledge that recovery will be a long journey, but one made easier by us all working together for a better future.**

TEQ remains optimistic about the future of the Queensland tourism industry. The state has done a terrific job of not only handling the initial stages of the COVID-19 pandemic but also of keeping case numbers low and slowly mapping its way out of restrictions. As Queensland slowly returns to normality, with an ever-heightened level of vigilance, TEQ has focused its work on recovering from the pandemic, working hand-in-hand with industry and government stakeholders to establish clear guidelines for businesses and event proponents on what planning and documentation are needed to operate safely.

We have seen first-hand the challenges brought on by tourism businesses having to go into hibernation and events having to postpone or cancel, and have marvelled once again at the resilience of this industry as we all tried to work out what markets might return when, how sales and marketing would have to be restructured and how we would all meet new customer expectations. However, we also know that the impacts of COVID-19 will be far reaching and long-lasting, changing the shape of Queensland's tourism industry into the future.

From a TEQ marketing perspective, we undertook the necessary review of target markets, campaign approaches, budgets and the way we support industry. We launched the 'Good To Go' campaign, initially aimed at getting Queenslanders travelling in their own state before expanding it to interstate markets as some borders reopened.

The question of when international travel will return to Australia remains largely unanswered however TEQ has maintained its presence in our key source markets, using the time to engage and educate trade while also inspiring future travellers. We look forward to welcoming back international tourists in the future when it is deemed safe to do so.

During the height of the pandemic, TEQ had teams working to assist multiple Government departments to support the tourism and events industry, including helping to lead and staff a newly formed Tourism Response Team. We continued to produce a series of video and live updates to keep industry informed throughout the crisis and have recently launched a virtual version of our annual Conversations with Industry forums.

We have, as an industry, also used this time to embrace true innovation as COVID-19 reshapes the way people travel and changes what they are looking for in a destination. Already, we have supported industry in embracing new hygiene protocols, in changing the way we deliver experiences and provide accommodation and in considering how events will change in the post-pandemic environment. This is just the beginning as we all work to innovate Queensland's product offering and aim to exceed consumer expectations.

As ever, the TEQ Board and the entire team remain available and willing to support industry through this time as we continue on our course to recovery.

We have never been more certain that Queensland has what the world now wants. Fresh air, wide open spaces, pristine produce and authentic Indigenous content all underpinned and powered by Queensland's incomparable tourism and event operators. In the coming months, TEQ will ensure these experiences are promoted in our target markets while also rebuilding our renowned *It's Live! In Queensland* events calendar. We all know the positive impact travel has, not only on the traveller but on the destination, and that too will be vital during our recovery.

We look forward to working together as Queensland's tourism industry rebuilds to not only reach its former heights, but to exceed them as we remind travellers that Queensland is a beautiful place to be.



**Brett Godfrey**

Chair  
Tourism and Events Queensland



**Leanne Coddington**

Chief Executive Officer  
Tourism and Events Queensland