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Eye on Q

27 June 2019

TOURISM
& EVENTS
Queensland



Keynote speaker announced for DestinationQ Events Conference

Former Christchurch Mayor Sir Bob Parker has been announced as the keynote speaker at the DestinationQ 2019 Events Conference in Cloncurry on Tuesday 6 August.

Recognised for his grace under pressure during the 2011 Christchurch earthquake, Parker will speak about the impact of the natural disaster on his city, as well as how to plan and bounce back from the unthinkable.

As Mayor of Christchurch during that time, Parker was knighted for his services to the disaster recovery and received the New Zealander of the Year 'Local Hero' award.

The theme for this year's conference is 'How our past shapes our future' and will focus on real life examples of events and destinations that have shown extraordinary resilience and overcome times of extreme adversity.

Registrations are also open for this year's DestinationQ forums taking place on the Sunshine Coast on Thursday 7 and Friday 8 November.

[Read more](#)



AirAsia inaugural flight touches down

The newest flights to Queensland from Asia touched down this week, providing fresh opportunities for Queensland's tourism industry to tap into key markets in the east.

Queensland welcomed the inaugural AirAsia service between Bangkok and Brisbane on Wednesday, with the new service set to bring more than 235,000 seats to the state over the next three years, providing a \$156 million boost to the state's economy and supporting 660 jobs.

In addition to providing direct flights for visitors from Thailand, the service provides additional connectivity for visitors from destinations across Asia, travelling through the busy hub of Bangkok.

The new service is supported by the Queensland Government via Tourism and Events Queensland through the Attracting Aviation Investment Fund in partnership with Brisbane Airport Corporation and Brisbane City Council via Brisbane Marketing.

Make the most of this new influx of visitors from the east with this [handy guide](#) on how to prepare for international visitors.

[Read more](#)

ScUber urges travellers to take plunge and book holiday to Queensland

The four-week scUber activation at Heron Island and Agincourt Reef may have concluded, but the campaign will continue to deliver benefits to the state.

Latest campaign tracking of the hugely successful initiative shows it delivered more than 3,900 articles



worldwide, for a potential reach of 3.3 billion people and publicity value of \$120.9 million, with efforts now underway to maximise the outcomes of that global publicity.

TEQ continues to serve the website visitors and competition entrants a tandem of inspiration and retail messaging, to help convert their interest into a perfect next Queensland holiday.

In addition, TEQ is also commencing its trade activation in key international markets, to continue promoting campaign activity in market.

Gold Coast rolls out the red carpet

Queensland will this week play host to some of the biggest names in Australian television as the Gold Coast rolls out the red carpet for the 61st TV WEEK Logies.

This is the second year in a row the state has hosted the star-studded event, with last year's edition generating \$63 million in publicity value for the Gold Coast.



Southern Queensland Country Tourism and Tourism Darling Downs sign MOU

Regional Tourism Organisation Southern Queensland Country Tourism and Local Tourism Organisation Tourism Darling Downs have this week signed a Memorandum of Understanding to combine their efforts to promote the region's tourism industry.

The unified approach was celebrated at an industry event at Toowoomba Wellcamp Airport on Monday night.

The news follows the recent appointment of experienced tourism professional Peter Homan as CEO of the newly united tourism organisation under the existing SQCT banner.

Southern Queensland Country has experienced an 18 per cent boost in visitation with two million people coming to the region since the regional tourism organisation was founded seven years ago.





Queen's Wharf milestone

The \$3.63 billion Queen's Wharf development has shifted from excavation to construction, with the installation of the first giant tower crane as works begin on the state's largest basement and underground carpark.

The tower crane is one of 10 that will eventually be visible from the construction site, which is expected to revolutionise Brisbane's riverfront with more than 50 new bars and restaurants, 2,000 residential apartments and the equivalent of 12 football fields of public space.

Queen's Wharf is expected to generate an extra 1.39 million visitors a year and deliver a \$1.69 billion dollar a year increase in tourism spending.

[Read more](#)



Toowoomba's first sensory park

Toowoomba's famous escarpment parks are set for a major upgrade which will provide visitors and locals with additional incentive to explore the region.

The parks will be transformed with commencement of a \$7.4 million upgrade, including the region's first sensory trail at JE Duggan Park.

The initiative is being funded in part by \$2.71 million from the Queensland Government's Building our Regions fund, with \$4.46 million from Toowoomba Regional Council and \$218,000 from Lockyer Valley Regional Council.

The upgrade will include the Picnic Point Parklands, Redwood, Jubilee, McKnight, JE Duggan and Glen Lomond parks, and the Tabletop Bushland Reserve.

[Read more](#)

Business resource

Stunning imagery in TEQ's visual gallery

TEQ's visual gallery has had a culinary upgrade following the addition of a series of images captured as part of the recent 'Taste the State' campaign, aimed at highlighting the state's evolving food and drink scene.

The visual gallery is a fantastic industry resource, featuring imagery showcasing the diversity and splendour of Queensland.



The gallery is available to travel and tourism industry professionals, media and anyone seeking professional images for use in the promotion of Queensland.

[View the gallery here](#)

Industry opportunities

Conversations with Industry

Registrations are now open for Conversations with Industry on the Gold Coast, Whitsundays, Southern Great Barrier Reef and Brisbane.

The forums are part of a series held throughout the state and consist of presentations from TEQ, local RTOs and Tourism Australia.



[Learn more](#)

Other opportunities

[TEQ's Conversations with Industry - Gold Coast](#)
Surfers Paradise, 11 July 2019

[Australian Event Awards](#)

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

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

Brisbane, 2 August 2019

[DestinationQ Events Conference](#)

Cloncurry, 6 August 2019

[Australia Marketplace 2019 North America](#)

Los Angeles, 26 – 29 August 2019

[TEQ's Conversations with Industry - Southern Great Barrier Reef](#)

Yeppoon, 28 August 2019

[DestinationQ forum](#)

Sunshine Coast, 7 - November 2019

[Australia Marketplace China 2019](#)

Chengdu, 11 - 15 November 2019

[Australia Premium Showcase China 2019](#)

Chengdu, 14 - 16 November 2019

[ATEC Meeting Place 2019](#)

Brisbane, 25 - 27 November 2019

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

Quick Snippets

- [Nominations are open](#) for the Queensland Government's Young Tourism Leaders program.
- [A call for papers is open](#) until Friday 31 July for the Global Eco Asia-Pacific Tourism Conference to be held from 2 to 4 December in Cairns.

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