

*25 November 2020*

## **COVID-19 latest: Victoria and NSW Good To Go**

NOOSA MAIN BEACH, SUNSHINE COAST



Queensland's two largest domestic tourism markets will be able to return to the state from next Tuesday, 1 December following the Queensland Government's announcements that border restrictions will be lifted for all of New South Wales and Victoria.

Details on how to cross the border and changes to the Border Restriction Direction will be updated [on this webpage](#) as the Queensland Government releases more information, and [TEQ's traveller advice page](#) will also be updated accordingly.

**[READ MORE](#)**



## TEQ marketing update

TEQ's Good To Go campaign will extend to Greater Sydney and Victoria in two bursts, aiming to drive Christmas holiday bookings (through to January), and then a second burst in early 2021 to stimulate the next shoulder and holiday season. Retail partnerships are confirmed with Helloworld, Expedia, Webjet, Virgin Australia, Qantas, Accor, BIG4, Flight Centre and Luxury Escapes to drive conversion.

Out of home advertising, such as the example pictured above, will feature in large, small, retail and panorama formats consistently from December to the end of February, as well as television, radio and social media advertising.

[WATCH SOCIAL VIDEO](#)

## Get involved

There are a number of ways Queensland's tourism businesses can get involved with the Good To Go campaign:

- [View the fact sheet](#) which outlines the background and key information that tourism businesses need to know to leverage the campaign.
- Ensure your business is Good To Go by having the required COVID Safe documentation in place – you can then use the Good To Go stamp in your marketing.
- To have the Good To Go stamp displaying on Queensland.com, log into ATDW Online, navigate to the 'Accreditations' section and select the COVID Safe

programs you have completed. You only need to complete one of these in order for the stamp to display.

- Update (or create) your ATDW listing - with holiday deals, refreshed images and up-to-date content about your business operations and information to reassure customers about safety - this will ensure an optimal presence on the new Queensland.com, which is the call to action for the campaign.
- [Connect with TEQ's Industry Media Agency for Tourism and Events \(IMATE\)](#) to gain greater insight into TEQs media plans, receive a comprehensive toolkit or to assist in planning, booking and delivering your own advertising activity that leverages TEQ's media buy.

[MORE INFORMATION](#)



## All businesses must:

- ✓ Allow for social distancing
- ✓ Have a current WHS Plan
- ✓ Collect information for contact tracing
- ✓ Increase cleaning and hygiene practices

### COVID safety critical

As more visitors return to Queensland, the tourism industry plays a vital role in the first-line COVID-19 response, and having COVID Safe plans in place and in action remains critical.

All businesses must ensure they allow for social distancing, comply with the relevant approved Industry Plan/s (if hosting more than 50 guests), have a Work Health and Safety Plan with COVID-19 strategies in place, collect and securely store contact information and ensure hygiene and cleaning practices are regular and thorough.

## International updates



### With love from Aus

Parisians will find it hard not to feel inspired as they pass the Australian Embassy, located 400 metres southwest of the Eiffel Tower. In partnership with Tourism Australia, the giant 7.5m x 13m embassy banner placement, while not for sale, has an advertising equivalent value of more than \$500,000 and will be on display for the next six months.



### Japanese media inspired

Japanese media were treated to a literal taste of Queensland this week at Elezo Gate, a Tokyo restaurant that imports premium Sirromet wines produced exclusively for them and paired with owner-chef Shota Sasaki's innovative cuisine. TEQ's Japan office hosted the group of prestigious lifestyle media to provide an update on Queensland's experiences in preparation for future travel.

## Industry opportunities

### Best of Queensland Experiences program

TEQ's Best of Queensland Experiences Program will be restarting in 2021. Don't miss the opportunity to receive your





detailed operator report, valued at more than \$1,000, with tailored information on how customers are reviewing your business online and other valuable consumer insights.

To be assessed, make sure you have a live and up-to-date listing on the Australian Tourism Data Warehouse (ATDW) before 1 December 2020 (currently no fees applicable). [Read more.](#)

## More opportunities

TEQ is delighted to seek expressions of interest for an acquisitive artwork to feature in the TEQ Reconciliation Action Plan. The artwork must reflect Queensland Aboriginal and/or Torres Strait Islander distinctive art and culture. To receive a copy of the commissioning brief, please contact [Kathryn Morton](#), TEQ's Strategic Partnerships Leader.

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### [Consumer and travel insights webinar with The Lab](#)

10:00am, Thursday 26 November 2020; virtual

TEQ is pleased to welcome researchers and brand strategists 'The Lab' as part of our Special Invite Series to help businesses gain insights from their national sentiment tracking study on what we can do to ensure Queensland experiences are top of the list in a competitive domestic market and how we can deliver to the changed needs and preferences of the post-COVID-19 traveller.

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### [Mobility data insights webinar with DSpark](#)

10:00am, Thursday 3 December 2020; virtual

As part of TEQ's Special Invite Series, DSpark will show how mobility data is enabling the tourism and events sectors, as well as local governments, to be more demand-responsive by understanding visitor travel patterns and behaviours to make better informed business decisions.

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## Global market briefing

11:00am, Friday 4 December 2020; virtual

Join TEQ for an update on our global marketing approach, an update on the Queensland brand and consumer segments and market updates from TEQ's Australia and New Zealand teams.

[MORE OPPORTUNITIES](#)

## Quick snippets

[Luxury Escapes are the latest to report research](#) showing Queensland tops travel lists for 2021, with Tropical North Queensland coming in as the number one place Aussies want to visit next year, followed by the Whitsundays, and the Gold Coast coming in fourth.

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[Queensland's first official wine trail](#) is open for business, offering the chance to discover wine varietals found nowhere else in Australia along the [#VineAndShineTrail](#)  
[Promote the trail using these resources.](#)

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[Destination Gold Coast has announced Patricia O'Callaghan](#) as their new Chief Executive Officer, commencing in February 2021.

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The Australian Government has released its [Roadmap and National Principles for Reactivating Live Performance Venues and Events](#), providing guidance documents and some additional certainty for the arts sector with a nationally consistent health-based approach to reactivating safely.

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Aid your decision making with the latest COVID-19 research, consumer insights and travel sentiment at [TEQ's COVID-19 research newsfeed](#), updated monthly with the latest research from around the world.

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There are a [range of resources available](#) to assist accommodation and tour operators who may have schoolies staying/travelling with them.



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Feedback on Eye on Q is welcomed at [industry.news@queensland.com](mailto:industry.news@queensland.com).

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