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Eye on Q

31 May 2018

TOURISM
& EVENTS
Queensland



Accommodation boost in April

Queensland's accommodation sector was boosted in April, largely thanks to the Gold Coast 2018 Commonwealth Games. The figures showed a strong increase in revenue per available room of \$21.78 to \$132.91 compared to April 2017. The results are more great news for the Queensland tourism industry with the collective focus now on building the legacy of the games into the future.

April accommodation insights



TEQ marketing blitz under way

Several Queensland marketing campaigns, delivered in partnership with industry, are currently in

market aiming to drive visitation to the state.

Magnetic Island local Melia Hinks invites travellers to experience the Townsville region as one of five current domestic digital campaigns promoting the 'local invitation' series. The series of Queensland tourism promotional videos features Queensland's new 'Find your perfect next' message.

In the US, TEQ launched a follow-up Dundee campaign to encourage visitation from the North American market following the hugely successful campaigns of the past three months, capitalising on the heightened awareness among American travellers.

International travel agents from the AOT Group were hosted in Tropical North Queensland where they experienced the region's reef and rainforest, Indigenous culture and unique wildlife encounters. The 37 participants hailed from retail brands across the US, UK and Europe, expanding their product knowledge as they head home to promote Queensland to high-value travellers.

[View the Magnetic Island video](#)



Tourism initiatives set to benefit reef destinations

A design and business case will be put forward for an **Australian-first new ecotourism trail**, potentially adding a new attraction to Tropical North Queensland's tourism offering. The news follows **several announcements** made last week designed to benefit the Great Barrier Reef and its tourism regions.

Reef destinations continued to be in focus this week as TEQ hosted **Conversations with Industry** in Airlie Beach, bringing together about 50 Whitsundays operators.

[See more reef](#)



Connect with Qld's culture this National Reconciliation Week

In embracing National Reconciliation Week, TEQ is encouraging industry to learn more about Aboriginal and Torres Strait Islander cultures and histories as Indigenous experiences grow in demand among travellers.

With the help of TEQ's latest resource, *Connect with Culture: 50 ways to experience Indigenous culture*, which includes listicles, itineraries and articles, you can assist visitors to connect with and easily incorporate Indigenous experiences into their perfect next Queensland holiday.

[View the e-Book](#)



International education visitation grows

TEQ's latest figures show 1 in 24 international visitors to Queensland were education visitors, while education visitation grew nine percent each year over the past three years.

China leads the way as the state's largest source market for international education visitors, followed closely by Japan, the USA and Korea.

The data reinforces Queensland's popularity as a destination for study and travel.

[View the data](#)

Women's leadership development opportunity

There is still time to apply for this great leadership opportunity - a national initiative supporting the development of female leaders at various stages of their career with grants of between \$3,000 - \$8,000.

Expressions of interest close Friday, 22 June



Industry opportunities

Small Business Entrepreneur Grants Program
Applications open until 6 June 2018

Visitor Information Centre Storytelling Workshops
Queensland-wide, until 19 June 2018

Southern Queensland Tourism Industry Conference
19-20 June 2018

Welcome Dinner - Air China's Direct Flight Beijing to Brisbane
Brisbane

TEQ's Conversations with Industry
Queensland-wide

ATEC Queensland Showcase Inbound Tourism Operator Workshop
Sydney, 11 July 2018

2018 Storyology - The Walkley Journalism Festival
Brisbane, 27-28 July 2018

Career opportunity:
Chairperson, Great Barrier Reef Marine Park Authority
Applications open until 10 June 2018

[Find more industry events](#)

Quick snippets

- TEQ radio campaign in Christchurch wins award for "Best Client promotion/Activation"
- Get ready for the plastic shopping bag ban from 1 July

- Investor confidence grows for Tropical North Queensland Global Tourism Hub proposal
- New \$150m state-of-the-art theatre in Brisbane to deliver more Qld performing arts events

EVENTS

IT'S LIVE!
in Queensland

CAIRNS AIRPORT
ADVENTURE
FESTIVAL
**Tropical North
Queensland**
6-10 June 2018

COOLY ROCKS ON
Gold Coast
6-10 June 2018



QANTAS WALLABIES
VS IRELAND
Brisbane
9 June 2018

VISION SPLENDID
OUTBACK FILM
FESTIVAL
**Outback
Queensland**
29 June-7 July 2018

MARY POPPINS
FESTIVAL
Fraser Coast
29 June-8 July 2018

SCENIC RIM EAT
LOCAL WEEK
Scenic Rim
30 June-8 July 2018

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