

Queensland on Tour Greater China 2019

Tuesday 5 March – Friday 8 March 2019
Tianjin, China



TOURISM
& EVENTS
Queensland

Event Overview

Tourism and Events Queensland (TEQ) is committed to delivering high quality opportunities for trade engagement with strategically identified partners in Greater China, for the Queensland tourism industry.

Additionally, TEQ is focused on maintaining a leading position working with trade, particularly in the rapidly evolving China market. To deliver on this, we will continue to ensure our strategy and approach in relation to trade engagement and trade events is aligned with market trends, to ensure the Queensland industry is able to capitalise on emerging opportunities in the market.

Following the delivery of the Focus Queensland | Digital Marketplace event in Shenzhen in December 2017, TEQ's Greater China team is pleased to announce, the biennial **Queensland on Tour Greater China 2019**, which will be hosted at the [Ritz-Carlton Tianjin](#) from 5 - 8 March 2019.

Queensland on Tour Greater China 2019 will incorporate a seller briefing, market update, one on one meetings with buyers, industry gala, front-line staff training and networking opportunities.

Objectives

The objectives of the **Queensland on Tour Greater China 2019** are to:

- increase awareness of Queensland as a destination with trade partners
- raise the profile of Queensland's tourism product suppliers
- grow business opportunities with key trade partners
- strengthen and establish travel industry relationships with product and marketing managers
- Provide training sessions to retail sales and reservation staff

We expect to meet with approximately 100 partners from the Greater China tourism industry, targeting product managers, FIT agents and online travel agents, as well as selected new and emerging platforms.

Eligibility to Participate

Queensland on Tour Greater China 2019 is expected to be a popular trade mission with Queensland industry, therefore, strict criteria is in place to ensure maximum exposure for participating products.

With limited slots available, to showcase the depth and diversity of Queensland tourism product and to maintain and stimulate interest in the destination, TEQ reserves the right to determine final product participation for the trade event. The decision made by Tourism and Events Queensland will be final and no correspondence entered into.

Applicants must meet and demonstrate the following criteria:

- Suitability of product for the Greater China market
- Availability of product in the Greater China market, appropriate booking facilities or inclusion in trade programmes, and a brochure suitable for the Greater China market
- Demonstrated marketing activities in the region including advertising in trade/consumer promotions and/or participation in previous in-market initiatives
- Long-term operational stability and commitment to selling to the Greater China market

- National operators or products representing destinations other than Queensland will be asked not to promote or sell those products – total emphasis should be on Queensland-based products
- Participants must have no outstanding debts with Tourism and Events Queensland.
- Receipt of requested materials and payment by deadline dates
- Preference will be given to applicants who demonstrate active participation in Regional and International Inbound Tourism events
- Preference will be given to relevant product represented by a Queensland/Australia-based delegate

Participation Package: (based on one delegate)

- 3 nights' accommodation at the Ritz-Carlton Tianjin (single room occupancy) including breakfast
- Queensland on Tour Greater China event briefing, market update and seller seminar (a 'New Comer' session will be held for first time operators in addition to the event briefing)
- A welcome pack including market intelligence, name tag, program and profiles of agents attending the mission (to be provided in electronic version one week prior to the event)
- All attending agents will receive a Queensland Product e-Manual containing participants' product information in Chinese
- Welcome function on evening of arrival
- One sole booth space - maximum of one sole booth per company
- Appointment schedule with 12-minute appointments
- Catering at all functions as indicated in the program
- Delegation will be escorted by the TEQ China team throughout the entire mission

The participation package excludes the following:

- Airfares (international or domestic within China)
- Accommodation outside the Queensland on Tour Greater China 2019 program dates
- Transfers (except where specified in the program)
- Items of a personal nature such as laundry, mini bar, phone expenses
- Meals and beverages not outlined in the program
- Brochure shipment or freight charges
- Travel insurance, passport and visa applications

Delegate Application and Payment for Queensland on Tour Greater China 2019

Total cost: **AUD 5,000 (plus GST) Primary Delegate**
 AUD 4,500 (plus GST) Additional Delegate/s

For participants requiring an interpreter for the workshop days, this can be arranged through TEQ at a cost of AUD700 (plus GST). Please confirm your requirements in the online application form.

***Please note:**

- Maximum two delegates per desk. If more than one additional delegate pass is purchased, only two delegates will be allowed at the desk at the one time.
- Sellers who wish to bring an interpreter at their own arrangement will be required to register their interpreter as an additional delegate.
- Entry into the business sessions and social functions will only be permitted to registered delegates.

A delegate application form must be submitted online by **Friday 16 November 2018**. TEQ will not process any applications without submission of all the required information.

Payment: An invoice for the total participation fee for primary and additional delegates (if applicable) will be sent in **late December 2018** and must be paid within TEQ's payment term deadlines.

This mission is planned based on a minimum number of **30 suitable Queensland products** plus the team from Tourism and Events Queensland Greater China. Should the minimum number of products not be reached, the mission may not proceed – this decision will be made at the discretion of TEQ. This decision will be made by **Monday 26 November 2018** and all applicants will be advised.

Tourism and Events Queensland reserves the right to select final participants should the mission be oversubscribed. Failure to meet submission and payment deadlines will result in the cancellation of your application, as space is limited.

Should your application be successful, confirmation of your participation will be sent to you via email from the TEQ Greater China team on **Monday 26 November 2018**.

Cancellation and Refund Policy

For cancellations received before **Friday 25 January 2019**

Refund of total fee applies

For cancellations received after **Friday 25 January 2019**

No refund will be made

All cancellations must be confirmed in writing to vivien.yuen@queensland.com.

Key Dates and Deadlines

Please take note of the key dates and deadlines outlined below. Adherence to these deadlines will assist you in planning your participation in **Queensland on Tour Greater China 2019**.

Applications open	Thursday 18 October 2018
Applications close	Friday 16 November 2018
Acceptances advised	Monday 26 November 2018
Signed indemnity form to be returned to TEQ	Friday 7 December 2018
Invoices issued	Wednesday 19 December 2018
Cancellation fees applicable from	Friday 25 January 2019
Freight delivery labels supplied	Wednesday 16 January 2019

Air Travel

International Flights:

International flights to/from Australia or any other destination to Tianjin to participate in the mission will be the responsibility of each delegate.

Visas and Travel Documentation

Foreign citizens must obtain a Chinese visa for entry into China. TEQ will prepare a letter that will need to accompany your visa application form, on your request. You must have a valid passport with at least six months of remaining validity.

You are advised to apply for a visa at least one month in advance of your intended departure date but no earlier than three months prior.

For further information on visas please visit www.visaforchina.org or au.china-embassy.org.

You should also be aware of customs formalities when entering China.

Accommodation

Pre and post accommodation can be arranged by individual operators at the same accommodation used in the itinerary. Additional nights outside the official itinerary will be at your own expense. The room rate and contact information for the hotel will be supplied to operators in February 2019.

Transfers

Ground transfers in China will be at each participants' on own expense, unless outlined in the program.

Miscellaneous

Product Manual:

TEQ China will create a dedicated **Queensland Product e-Manual** containing participants' product information. The e-Manual will be sent to all agents one week prior to the event and will also serve as a reference tool for the agents after the event.

Contact details, a company logo, one product image, one delegate image and a company biography will be included in the manual for each tourism supplier. You will be required to submit your company logo, one product image (hi res .jpg or .eps file format), delegate photo and a 250-word biography once your registration for the event has been confirmed.

Shipping:

It is not a requirement, however should you wish to bring promotional brochures in addition to the information you have supplied in the Product e-Manual, then it is suggested that you ship approx. 200 brochures to give away during the mission. If possible, your collateral should be translated into Chinese. It is recommended that you do not post any goods to China, but rather use a freight forwarding company to courier your brochure materials. Delivery labels and contact details for the venue will be provided in early January 2018. Please note, your brochure materials should NOT arrive before 25 February 2019 due to storage room capacity at the hotel.

It is recommended that you only include printed material in your shipment, as USBs and other promotional items are likely to get delayed at customs and/or incur large import taxes. TEQ is unable to assist in processing goods held in customs.

Decoration and Giveaways:

The venue will be decorated with generic Queensland posters and pop-ups. *Please refrain from bringing your own pop-ups, however, you are invited to decorate your individual table.* You are also more than welcome to bring along **small giveaways** for the participating travel industry contacts to be given out during your presentation/meetings.

Familiarisation Prize:

Airline ticket/s will be given away during the events in Tianjin. The prize winner/s will travel to Queensland for a famil, to learn about your products in person. Please let us know if you would like to offer complimentary accommodation or admission for tours/attractions. Please provide us with a clear definition of what travel component you would like to donate in your registration form and advise any applicable terms and conditions. You will also need to supply a voucher for the prize.

Travel Insurance

All participants are responsible for personal travel and health insurance including public and products liability, workers compensation and property insurance coverage for the duration of the mission. It is highly recommended that coverage be purchased prior to departure. Please note that should you miss mission activities as a result of being "bumped" en route or if you wish to deviate from the itinerary at any time, it will be your responsibility to catch up with the remainder of the group. There is no reduction in costs for delegates who do not use accommodation, flights or transfers or attend functions as outlined in the itinerary.

TEQ does not accept responsibility or liability for any loss suffered by participants or visitors, does not provide or arrange any insurance for or on behalf of participants or visitors and does not provide any indemnity for loss or injury suffered by participants or visitors.

Itinerary for Queensland on Tour Greater China 2019

Day 1 **Tuesday 5 March 2019** **Tianjin**

Morning	Queensland operators arrive in Tianjin and check-in to accommodation
Afternoon	Queensland seller briefing and industry market update (Plus a 'New Comer' session for first time operators)
Evening	Welcome dinner with Group A buyers

Overnight: *The Ritz-Carlton Tianjin*

Day 2 **Wednesday 6 March 2019** **Tianjin**

Full Day	Full day one on one appointments with Group A buyers (including morning tea, lunch and afternoon tea)
Evening	Gala Dinner

Overnight: *The Ritz-Carlton Tianjin*

Day 3 **Thursday 7 March 2019** **Tianjin**

Morning	Networking activity with all buyers
Afternoon	One on one appointments with Group B buyers
Evening	Happy Hour

Overnight: *The Ritz-Carlton Tianjin*

Day 4 **Friday 8 March 2019** **Tianjin**

Morning	One on one appointments with Group B buyers
Afternoon	All delegates depart after lunch

**** Please note the above is a draft schedule of events. A final schedule will be sent closer to the time of the mission.**

Queensland on Tour Greater China 2019 Application Process

The application process for the **Queensland on Tour Greater China 2019** is via an online registration form. Your application must be completed using this online system. Submission of an application does not guarantee a place on the mission. Applications will be assessed based on the selection criteria and tourism suppliers will be notified in writing as per the key dates outlined above.

Applications close on Friday 16 November 2018.

[Click here](#) to view the online application form

Terms and Conditions

Terms and conditions apply to participate in the Queensland on Tour Greater China 2019. These are outlined via the application process (please refer to the Eligibility to Participate section of this prospectus) and participants are asked to sign indemnity forms on acceptance of their place in the mission.

Contact Us

For any questions relating to the Queensland on Tour Greater China 2019 please contact:

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