Eye on Q

25 July 2019

TOURISM & EVENTS Queensland

Big names coming to Queensland

Huge international names have been announced as coming to Queensland in the next six months, headlining major events supported by TEQ.

Recently crowned the world's number one women's tennis player, Ash Barty will headline the Brisbane International in January 2020. Now running as a peak women's-only event, concurrently with the new men's ATP Cup, the Brisbane International attracts tens of thousands of tennis fans to Brisbane each year, with the high-profile headliner sure to make next year's event another success.

Meanwhile the Gold Coast will welcome some of the world's biggest musical acts, with US rapper Travis Scott confirming an Australian exclusive performance at the debut of 'SandTunes' to be held on the beach at Coolangatta later this year. He joins other music artists Logic, Carly Rae Jepsen and Australia's Dean Lewis to headline the new and unique event that is expected to attract 70,000 people over two days to the southern Gold Coast.

Securing such high-profile names further cements Queensland's reputation as a world-class event host, driving visitation and growing the state's tourism economy.

'Like' it or not - Instagram trial begins

Instagram implemented a major change last week with the removal of 'likes' from showing up on posts. Debate has raged both for and against the change (which is currently under trial in Australia), but it has highlighted some key considerations for marketers.

Of course, Instagram remains a fantastic platform for the tourism industry, particularly for inspiring and driving visitation to specific destinations and attractions. Businesses can still see the performance of their own Instagram posts, so TEQ encourages businesses to continue to monitor how their own posts are preforming in terms of engagement and to use that data to guide future activity. TEQ also continues to encourage industry to work with influencers that produce content aligned to their content gaps, their brand and to ensure they negotiate ownership of content that can be use in future marketing activity.

These helpful articles look at how brands need to evolve to succeed under the new change:

- Now brands can focus on real marketing
- Why the change is a big deal and how brands can adapt

New attractions underway for North Queensland

North Queensland is set to boast spectacular new underwater attractions to drive more visitors, with the first of several underwater sculptures installed in the Whitsundays this week and the Museum of Underwater Art off Townsville progressing.

The series of six underwater sculptures in the Whitsundays will provide combined tourism and reef rehabilitation benefits. 'Turtle Dream' by artist Col Henry was installed this week at Langford Reef, near Hayman Island, with three other sculptures by local artists to be installed at nearby locations to create a snorkelling trail for visitors.

Meanwhile Townsville's Museum of Underwater Art continues to edge closer to reality, with the first artwork 'Ocean Siren' due to open on The Strand in December. Artists impressions and imagery from other locations demonstrate what the finished product will look like off the coast of Townsville once complete.

TEQ marketing update

Two of TEQ's recently supported familiarisation trips to Outback Queensland are showcasing some of the unique experiences of the region, as part of ongoing 'Year of Outback Tourism' marketing efforts.

A content piece showcasing a family focussed trip to Undara, Cobbold Gorge and Lawn Hill by Courtney Atkinson has been shared by popular accounts including Tourism Australia (3.8 million followers), @livingonearth

(1.6 million followers) and @redbulladventure (402,000 followers).

This photo album by @seanscottphotography highlights the unique experience of golfing in the Outback, following the Winton leg of the Outback Queensland Masters Golf event which tours six of Australia's most unique courses.

Business resources

Are reviews that influential?

A recent survey of 23,000 people across 12 markets concludes that they are - showing four out of five people say TripAdvisor makes them feel more confident in their booking decisions.

- When booking accommodation 81 per cent say they always or frequently read reviews before booking.
- Recency of reviews is important, with 78 per cent saying they focus on the most recent reviews in their research.
- 52 per cent say they would never book a hotel with zero reviews.

Read more

Free Chinese tour guide notes

The Austrade ADS Unit has put together information on 100 attractions across NSW, QLD and VIC translated into both simplified and traditional Chinese.

The information is available to assist Mandarin speaking tour guides and is free to download from the Austrade website.

Queensland destinations included are Brisbane, Gold Coast and Cairns, with a range of natural attractions and tourist experiences covered. Operators in these regions are encouraged to access this free resource to enhance the experience for their Chinese speaking guests.

Download the guides

Industry opportunities - better your business

Registrations still open - DQEvents

The DestinationQ Events Conference, on Tuesday, 6 August in Cloncurry, will focus on the theme of 'How our

Past Shapes our Future' and will cover resilience and bouncing back to grow events to be bigger, better and stronger. A talented line-up of speakers will share their insights on how to overcome challenges in order to innovate and grow. Both event organisers and tourism operators can benefit from the knowledge the speakers will share.

A travel subsidy, jointly funded by the Commonwealth and Queensland Governments under the Disaster Recovery Funding Arrangements (DRFA), is available for delegates who meet the eligible criteria.

More information

Other opportunities

TEQ's Conversations with Industry
Brisbane, 2 August 2019

DestinationQ Events Conference
Cloncurry, 6 August 2019

Women in Tourism Lunch
Brisbane, 8 August 2019

QTIC Prize for Innovation
Recognising tourism businesses in Queensland that have introduced an innovative product, service or process.
Nominations close 16 August 2019.

TEQ's Conversations with Industry
Yeppoon, 28 August 2019

ATEC Inbound Up North
Cairns, 16 - 18 September 2019

Growing wine tourism
Toowoomba, 28 - 29 October 2019

Destination IQ
Sunshine Coast, 6 November 2019

DestinationQ forum
Sunshine Coast, 7 - 8 November 2019

Focus Queensland | Digital Marketplace China
Save the date - Chengdu, China, 7 - 9 November 2019

Australia Marketplace China
Chengdu, China, 11 - 15 November 2019
Registrations close Friday, 26 July 2019

Australia Premium Showcase China
Chengdu, China, 14 - 16 November 2019
Registrations close Friday, 26 July 2019

National Sustainability Conference
Save the date - Brisbane, 27 - 28 April 2020

More on TEQ's industry events calendar

Quick snippets

- The Premier has announced that the Queensland Government will take the next step towards considering an Olympic bid for Queensland.

- Sunshine Coast's first new internationally branded hotel in three decades announced for Maroochydore.

- Clean up works complete on Wilson Island.

- Whitsundays reef restoration project delivering positive results.

- Latest National Visitor Survey results have been released for the year ended March 2019. All Queensland regions saw growth in expenditure and visitation on the three-year trend.

- TEQ has updated its Queensland Events Guide to include new information in chapters six and 11 on Welcome to Country and Acknowledgement.

WHAT'S ON IN QLD?

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