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Eye on Q

8 March 2018

TOURISM
& EVENTS
Queensland



Off and racing!

Three different races and relays recently staged bring the GC2018 Commonwealth Games ever closer, and continues to be a platform for TEQ to leverage the diverse tourism opportunities Queensland offers.

Snowy London proved the perfect backdrop to showcase Queensland and last Friday, 2 March, TEQ in partnership with STA Travel UK did just that. Almost 50 Brits participated in a [STA Travel 'Challenge Yourself' Relay](#) around London for a chance to win a trip to Queensland during GC2018. The activity was part of a \$400,000 "Game On Queensland" youth marketing campaign underway in the UK running from February to June.

The [Queen's Baton Relay arrived in Queensland](#) on Saturday after travelling 230,000km on its 388-day trip around the world. Horn Island in the Torres Strait was the first stop on the final stretch of the relay that will see the Baton journey throughout Queensland to the Gold Coast, arriving on 1 April. TEQ has coordinated activations leveraging the Baton Relay to share the many tourism stories of the state with the world.

In another sign that the Games are well and truly ready to begin, Australian swimmers have given the Gold Coast Aquatic Centre the seal of approval following the [Australian Swimming Trials](#) hosted at the venue last week, giving crowds a preview into the swimming action we can expect to witness during the Games.

[Read more about the STA Travel promotion](#)



TV WEEK Logies voting opens

Voting has officially opened for the 60th TV WEEK Logie Awards, as the Gold Coast prepares to welcome the A-list of Australian television stars. Queensland will roll out the red carpet to host the event with TEQ working to leverage the stars involved with the awards and inspire TV viewers across Australia to visit Queensland. The Logies will cap off an exciting few months on the Gold Coast, headlined by the 2018 Commonwealth Games.

[Read more](#)



Promote your products via famils

Building trade and media relationships is an essential part of doing tourism business. After all, your product competes not just on a regional level, but with tourism destinations and products across the globe. Familiarisations (famils) are a relatively low-cost way to promote your product to larger networks of trade and media. Learn about how to make the most of famil opportunities and more via our Big Marketing Guide.

[Read more](#)

'Best of Queensland Experiences' update

This week TEQ, in partnership with regional tourism organisations, shared the interim results of the Best of Queensland Experiences program. This program will identify the very best experiences from across the state that bring the Queensland story to life and help deliver our 'best address on earth' promise.

If you are registered with ATDW and did not receive an email with a report outlining your detailed results, please contact your [TEQ Partnerships representative](#) or email experiences@queensland.com

[Find out more about the program](#)



Latest data on visitor information centre users available now

An estimated 2.4 million visitors stopped at a Queensland visitor information centre in the year ending September 2017.

Our latest research reveals:

- a third of users were domestic daytrippers
- around half of users were domestic overnight visitors
- international visitors accounted for 14 per cent of users

[View the snapshot](#)



2018 Queensland Tourism Awards nominations open today

Winning a Queensland Tourism Award is a glory moment and a truly rewarding occasion for you and your business.

Engage your staff, review your successes and showcase your innovation to be in the running to be recognised as the very best in Queensland tourism.

The nomination only takes five minutes, then there's several months to prepare the submission for the awards.

[Nominate now](#)



Job vacancies

Senior Financial Specialist

TEQ - applications close 11 March 2018

Trade Marketing Manager New Zealand

TEQ - applications close 11 March 2018

Executive Director Tourism Project Development

TEQ/DITID - applications close 14 March 2018

Marketing Manager

Bundaberg Brewed Drinks

Industry opportunities

[How to Work with Online Travel Agents Workshops](#)

Cairns, Port Douglas and Mission Beach, 12-14 March 2018

[Changing Climate, Changing Business Workshop](#)

Brisbane, 15 March 2018

[Whitsundays Becoming Digital Ready Workshop](#)

Bowen, 19 March 2018

[Gladstone Online Operator Assessment Workshop](#)

Gladstone, 21 March 2018

[How to get the Media's Attention Workshop](#)

Brisbane, 4 April 2018

TEQ Conversations with Industry forums:

[Tropical North Queensland](#), 9 May 2018

[Mackay region](#), 16 May 2018

[Gladstone region](#), 21 May 2018

[Capricorn region](#), 4 June 2018

[Townsville North Queensland](#), 27 June 2018

[View more industry events](#)

Quick snippets

- [Industry survey: how is digital technology disrupting your business?](#)
- ['Ray Extra Pale Ale' released to promote the Southern Great Barrier Reef](#)
- [Gold Coast Tourism CEO announces intention to resign](#)
- [Senior management reshuffle at Tourism Whitsundays](#)
- [Brisbane Airport becomes world's first to accept Bitcoin](#)

EVENTS

IT'S LIVE!
in Queensland

[MOOLOOLABA
TRIATHLON
FESTIVAL](#)
Sunshine Coast
9-11 Mar 2018

[QUIKSILVER PRO
AND ROXY PRO GOLD
COAST](#)
Gold Coast
11-22 Mar 2018



[CMC MUSIC AWARDS](#)
Gold Coast
15 Mar 2018

[CMC ROCKS QLD](#)
Ipswich
15-18 Mar 2018



WORLD SCIENCE
FESTIVAL BRISBANE
Brisbane
21-25 Mar 2018

GOLD COAST SUNS
VS NORTH
MELBOURNE
**Tropical North
Queensland**
24 Mar 2018

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