



## CEO's statement

### Inspiring the world to experience the best address on earth.

Tourism and Events Queensland (TEQ) is driven by that mantra, determined to be innovative and collaborative while delivering both economic and social benefits for the state. We are a consumer-led, experience-focussed and destination-delivered organisation intent on capitalising on growth opportunities and developing authenticity in our tourism offerings.

The Queensland tourism industry faced its fair share of challenges and again showed its resilience in 2016-17 as it continued to build on the success and momentum of previous years.

In 2016-17, Queensland welcomed record international and domestic visitation through a combination of targeted campaign marketing, a focus on new air routes servicing the state and, above all, the hard work and commitment of the industry and its stakeholders.

International visitor expenditure reached a record \$5.2 billion, an increase of 3.2 per cent, underpinned by an 5.6 per cent increase in total visitors to 2.6 million. These visitors spent 53.9 million nights in Queensland.

On the domestic front, overnight expenditure in Queensland increased 5.5 per cent to a record \$15.4 billion for the period while domestic overnight visitor numbers increased 6.2 per cent to 21.5 million.

China continues to be our largest international source market, delivering just over \$1 billion in overnight visitor expenditure. Strong gains in

expenditure were recorded from several source markets including Japan (18.2%), Taiwan (31.7%), Hong Kong (19.0%) and India (22.6%).

Increasing aviation capacity remains central to creating growth in the industry and in partnership with Queensland airports, the Department of Tourism, Major Events, Small Business and the Commonwealth Games (DTESB), Tourism Australia (TA) and Regional Tourism Organisations (RTOs), TEQ has utilised the Advance Queensland: *Connecting with Asia* fund and the Attracting Aviation Investment Fund (AAIF) to secure new flights and increased capacity from domestic markets as well as key international markets including China, South Korea and Japan.

The first flights secured under the Connecting with Asia funding were finalised in late June with the signing of an agreement with China Southern Airlines to fly three flights a week between Guangzhou and Cairns, a service forecast to pump \$90 million into the Queensland economy.

TEQ also transitioned its strategic marketing approach in 2016-17, moving to include a greater focus on Queensland as the master brand while highlighting signature experiences designed to leverage key target markets. Under the five pillars of Reef, Islands and Beaches; Natural Encounters; Adventure and Discovery; Events; and Lifestyle, Culture and People, the new experience framework has been designed to give Queensland a competitive advantage.

TEQ's targeted approach to reaching new consumers saw the "I know just the place" marketing campaign rolled out across key markets, showcasing Queensland's unique tourism offering told through the words of locals. The campaign, supported by a series of 90 second videos, aims to grow visitation, increase awareness of our tourism offerings and inspire more travellers to choose Queensland in an increasingly competitive market where travellers demand not just a holiday but to feel and be immersed in experiences.

Since its launch in late November, the campaign has received more than one million Facebook likes, comments, shares and views while on Twitter more than 360 hours worth of footage was viewed in the first 24-hour period. The campaign has run in print, television, outdoor, digital and cinema formats in Queensland, New South Wales, Victoria and New Zealand since its launch.

Throughout early 2017, TEQ rolled out the new campaign messaging starting with trade engagement across Europe, the UK and the Americas. The new-look campaign targeting consumers started in the US in February, China in March and the UK in April. We have successfully worked to integrate our creative with key partners including Qantas in the United States and Disney in Australia through

the promotion of the film *Pirates of the Caribbean: Dead Men Tell No Tales*, which was filmed in Queensland.

In total, more than \$293 million in publicity and promotional value was achieved through TEQ activities in the 2016-17 financial year. This was further enhanced in the digital space where TEQ continued to connect with consumers across the globe by innovatively showcasing the state through social media and targeted online marketing.

The *It's Live! In Queensland* major events calendar continued to grow in 2016-17 to an asset now worth more than \$600 million to the Queensland economy, more than half of which comes from events directly supported by TEQ.

Events continue to be a major driver of tourism outcomes in Queensland and the variety of offerings continues to be the strength of the state's calendar. In 2016-17, events on the calendar were as varied as the Brisbane International, Blues on Broadbeach, the Julia Creek Dirt and Dust Festival and the Marvel: Creating the Cinematic Universe exhibition at the Gallery of Modern Art.

Our Queensland Destination Events Program (QDEP) continues to go from strength-to-strength, supporting growth in a wide range of events across regional Queensland. In 2016-17, the program supported 87 events across the state with grants totalling \$2 million and generating 752,800 visitor nights.

In June, the Queensland Government announced a continuation of the four-year funding guarantee of TEQ, securing \$100 million per year through to 2020-21. That guarantee allows us to further strengthen our competitive edge and secure long-term partnerships which work towards our strategic goals.

Across the 2016-17 financial year, TEQ continued to work with our key partners to further secure Queensland's reputation as Australia's premier tourism and events destination. With the ongoing success of the *It's Live! In Queensland* events calendar and Connecting With Asia and AAIF, combined with a new strategic marketing approach, TEQ will keep inspiring the world to experience the best address on earth.

Leanne Coddington

Chief Executive Officer  
Tourism and Events Queensland



## Acting Chair's statement

**The coming 12 months will be like nothing Queensland has seen before and will provide an incredibly rare opportunity for our state's tourism industry. In the 2018 Commonwealth Games, we have an amazing opportunity to showcase Queensland to the world while also welcoming as many as 1.5 million spectators to what will be the biggest event in Queensland this decade.**

The enhancing of Queensland's reputation during the Games will drive tourists to the state long after the closing ceremony, giving us an unprecedented opportunity to take tourism to the next level. Already the event has kick-started strong investment across Queensland, ensuring the legacy of the Games will continue to benefit the tourism industry for years to come. This investment coupled with new infrastructure presents a great opportunity for an even stronger major events calendar to continue to drive visitation into the future and further unlock Queensland's tourism potential.

The industry again grew in 2016-17, now contributing \$25 billion and employing 225,000 people directly and indirectly, underpinning its importance to the Queensland economy. Tourism now employs more Queenslanders than mining, agriculture, fisheries and forestry combined and with 68 per cent of tourism nights occurring outside of Brisbane, many of the jobs created and sustained by the industry are in Queensland's regions.

The forecast growth from Asia has come to fruition with Chinese visitors now topping 471,000 in the year ending June contributing over \$1 billion to the economy. Strong results out of Japan, South Korea and Taiwan again highlighted the importance of the Asian market.

TEQ will continue to work to capitalise on this growth by utilising the Connecting with Asia fund to secure new flights into Queensland and expand existing services. The announcement of a three-weekly service by China Southern Airlines into Cairns signalled the first flights secured, and we continue to negotiate with several interested parties across Asia.

Once again the *It's Live! In Queensland* events calendar continues to grow into an asset that is now worth more than \$600 million to the Queensland economy. The Battle of Brisbane at Suncorp Stadium in July kicked 2017-18 off with a bang in a year which will also see the Bledisloe Cup, the Rugby League World Cup and the Commonwealth Games all staged in Queensland.

The past year also threw up its fair share of challenges and the resilience and determination of residents and tourism operators in the path of Cyclone Debbie in March and April inspired us all. TEQ will continue to work with state and federal governments, RTOs, industry partners and individual operators to ensure Queensland continues to build its reputation as Australia's leading tourism and events destination.

With the continuation of the four-year funding guarantee confirmed in the 2017 State Budget and the successful implementation of our new strategic marketing framework, TEQ's vision to inspire the world to experience the best address on earth will continue to deliver for the state and the tourism industry in the year ahead.

I'd also like to pay tribute to our chairman Bob East and thank him for the vision and leadership he provided TEQ during his tenure. We wish him all the best in his new role as chairman of the TA board in the 2017-18 year.

Julieanne Alroe

Acting Chair  
Tourism and Events Queensland