

Queensland on Tour

North America 2019

16 – 23 August 2019



TOURISM
& EVENTS
Queensland

Objectives

The objectives of the Queensland on Tour North America 2019 are to:

- increase awareness of Queensland as a destination
- raise the profile of Queensland's tourism product suppliers
- grow business opportunities with key trade partners
- strengthen and establish travel industry relations with product and marketing managers
- provide training sessions for retail sales and reservation staff
- generate media exposure for Queensland in USA and Canada

We expect to meet with more than 100+ partners from the USA and Canadian tourism industry, targeting product managers, wholesale and retail travel agents.

Overview

The Queensland on Tour (QoT) North America will be hosted from 16 to 23 August 2019, immediately preceding the Australia Marketplace North America (commencing Monday, 26 August 2019).

During this period, multiple trade events are hosted in North America. The QoT North America is designed to allow Queensland industry maximum opportunity to participate in the other trade events as may be applicable for your business.

Other trade events occurring in August are:

- Virtuoso Travel Week, August 10-15
- Swain Summer Bonding, August 16-17 (Included in QoT)
- Goway Corroboree, August 20-22 (Partially Included in QoT)
- Helloworld Symposium, August 24
- Australia Marketplace, August 26-29

Unlike in previous years, registration at the Australia Marketplace is NOT required to participate in the QoT North America.

Eligibility to Participate

Queensland on Tour is an extremely popular trade mission with Queensland industry, therefore, strict criteria applies to ensure maximum exposure for participating products.

With only 25 slots available, in order 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 2019 QoT North America. The decision made by Tourism and Events Queensland will be final and no correspondence entered into.

To keep the event interesting and innovative, we will reserve 20% of total participation space for new products which are internationally ready.

Applicants must meet and demonstrate the following criteria:

- Suitability of product for the market in North America.
- Availability of product in North America, appropriate booking facilities or inclusion in trade programs, and a brochure suitable for North America.
- 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 North American industry.
- National operators or products representing destinations other than Queensland will be requested not to promote or sell those products – total emphasis must be on Queensland-based products
- Participants must have no outstanding debts with Tourism and Events Queensland.
- Preference will be given to applicants who demonstrate active participation in Regional and International Inbound Tourism forums
- Receipt of requested materials and payment by deadline dates
- Preference will be given to relevant product represented by a Queensland/Australia-based delegate

North American Participation Package: (based on one delegate)

- 7 nights of accommodation in 4-5-star hotels (single room occupancy) including breakfast
- North American orientation briefing and market update in Philadelphia
- Welcome package including market intelligence, luggage and name tags
- Air Travel as detailed in the itinerary
- Bus transfers (return) to Airports and Hotels
- Bus transfers (return) to workshop locations in each city
- Industry training and networking events in each city (different formats adopted according to the different partner needs and opportunities)
- Catering (cocktail buffet/finger food, beer, wine and soft drinks) at all functions
- All attending agents will receive a mission manual containing participants' product information
- Delegation will be escorted by the entire TEQ Americas team throughout the entire mission

The participation package excludes the following:

- Items of a personal nature such as laundry, mini bar, phone expenses
- All other ground transfers not outlined in the program
- Meals and beverages not outlined in the program
- Accommodation outside the QoT North America program dates
- Brochure shipment or freight charges
- Travel insurance, passport and visa applications
- Flights between Australia and North America
- Flight from Calgary to Los Angeles

Delegate Application and Payment for 2019 Queensland on Tour North America

Total cost per delegate: USD 4,900 (approx. AUD 6,500 excluding GST) based on TEQ exchange rate of 0.75 as at date of prospectus being finalised. The event has been costed in USD \$ and with a fluctuating exchange rate this year, we will require all delegates to pay the equivalent cost in AUD at the TEQ exchange rate on the day that invoices are raised.

A delegate application form must be submitted online by **31 May 2019**. TEQ will not process any applications without submission of all the required information.

An invoice will be raised in AUD on Monday 17 June 2019 at the TEQ exchange rate of the day, equivalent to **USD 4,900 (approx. AUD 6,500 excluding GST)**

This payment is required to secure your place and must be paid within TEQ's payment term deadlines.

This mission will consist of maximum 25 suitable Queensland products plus the team of Tourism and Events Queensland North America.

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

Cancellation and Refund Policy

For cancellations received before 1 July 2019 a refund of airline costs will be made. For cancellations received after 1 July 2019 **no refund** will be made

All cancellations must be confirmed in writing to Michael Sommer (michael.sommer@queensland.com)

Air Travel

International Flights:

International flights from Australia or any other destination to the start destination and from the end destination of the itinerary will be the responsibility of the participant.

Domestic Flights:

Domestic flights within America as per the itinerary will be arranged and are included in the participation fees.

Please note you will need to follow the luggage restriction of the carriers we/you will be using and we recommend travelling as light as possible for ease of travel. This restriction will be strictly enforced.

Accommodation

Pre and post accommodation can be arranged at the same accommodation used in the itinerary. Additional nights outside the official itinerary will be at your own expense.

Transfers

Transfers outside the official itinerary will be at your own expense.

Miscellaneous

Shipment:

There will be no distribution of collateral in the workshops. TEQ will instead create a dedicated Queensland on Tour North America 2019 product manual containing collective participants' product information. You will be contacted in June 2019 to provide this information.

Decoration and Giveaways:

The venues will be decorated with generic Queensland posters and pop-ups. **Please refrain from bringing your own pop-ups.** 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 Seattle, Vancouver and Calgary (number of family places TBD). The prize winners will travel to Queensland for a family, 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.

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 North America 2019

Day 1	Friday, August 16	Philadelphia, USA
AM	Arrival Philadelphia at Own Arrangements	
1200 Noon	TEQ Welcome Lunch & Orientation	
PM	Swain Summer Bonding Networking & Training Swain Private Residence	

Overnight: **The Radnor Hotel**
591 Lancaster Avenue
Wayne, PA 19087

Day 2 **Saturday, August 17** **Philadelphia, USA**
ALL DAY Swain Summer Bonding
Networking & Training
Swain Private Residence

Overnight: **The Radnor Hotel**
591 Lancaster Avenue
Wayne, PA 19087

Day 3 **Sunday, August 18** **San Antonio, USA**
0840 Depart Philadelphia International Airport
American Airlines AA1389 / AA 2483 via Charlotte International Airport
1459 Arrive San Antonio International Airport
PM San Antonio Orientation & Dinner

Overnight: **Sheraton Gunter Hotel**
250 East Houston Street
San Antonio, TX 78205

Day 4 **Monday, August 19** **Seattle, USA**
0730 About Australia Breakfast & Training
w/ San Antonio Media Promotion
226 W Rector #1
San Antonio, TX 78216
1435 Depart San Antonio International Airport
American Airlines AA35 / AA 2009 via Dallas/Ft Worth International Airport
1909 Arrive Seattle-Tacoma International Airport

Overnight: **Seattle Marriott Bellevue**
200 110th Avenue NE
Bellevue, WA 98004

Day 5 **Tuesday, August 20** **Seattle, USA**
0930 Down Under Answers Training – Staff Group 1
400 108th Ave NE #401
Bellevue, WA 98004

1200 Down Under Answers Luncheon
Seastar Restaurant and Raw Bar
205 108th Ave NE #100
Bellevue, WA 98004

PM At Leisure

1800 Down Under Answers Preferred Agent Reception & Training

Overnight: [Seattle Marriott Bellevue](#)
200 110th Avenue NE
Bellevue, WA 98004

Day 6 [Wednesday, August 21](#) [Vancouver, Canada](#)
0930 Down Under Answers Training – Staff Group 2

400 108th Ave NE #401
Bellevue, WA 98004

1200 Depart Seattle by Private Bus Charter

1500 Arrive Vancouver

1830 Goway “Vancouver Preferred Agent Corroboree”
The Permanent
330 West Pender Street
Vancouver, BC V6B 3K2

Overnight: [Sheraton Wall Centre](#)
1088 Burrard Street
Vancouver, BC V6Z 2R9

Day 7 [Thursday, August 22](#) [Calgary, Canada](#)
1000 Depart Vancouver International Airport

Air Canada AC 208

1226 Arrive Calgary International Airport

PM At Leisure

1800 Anderson Vacations Staff & Preferred Agent Dinner & Training
Hotel Arts
119 12 Ave SW
Calgary, AB T2R 0G8

Overnight: [Hotel Arts](#)
119 12 Ave SW
Calgary, AB T2R 0G8

Day 8

Friday, August 23

2019 Queensland on Tour North America Concludes
Departures at Leisure

****final schedule of events may be subject to change dependent on QoT registrations and will be sent closer to the time of the mission.**

Queensland on Tour North America 2019 Application Process

The application process for Queensland on Tour North America 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 31 May 2019.

Online Registrations click [here](#)

Terms and Conditions

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

Contact Us

For any questions relating to the Queensland on Tour North America 2019 please contact:

Leigh Arredondo (leigh.arredondo@queensland.com)

Michael Brown (michael.brown@queensland.com)