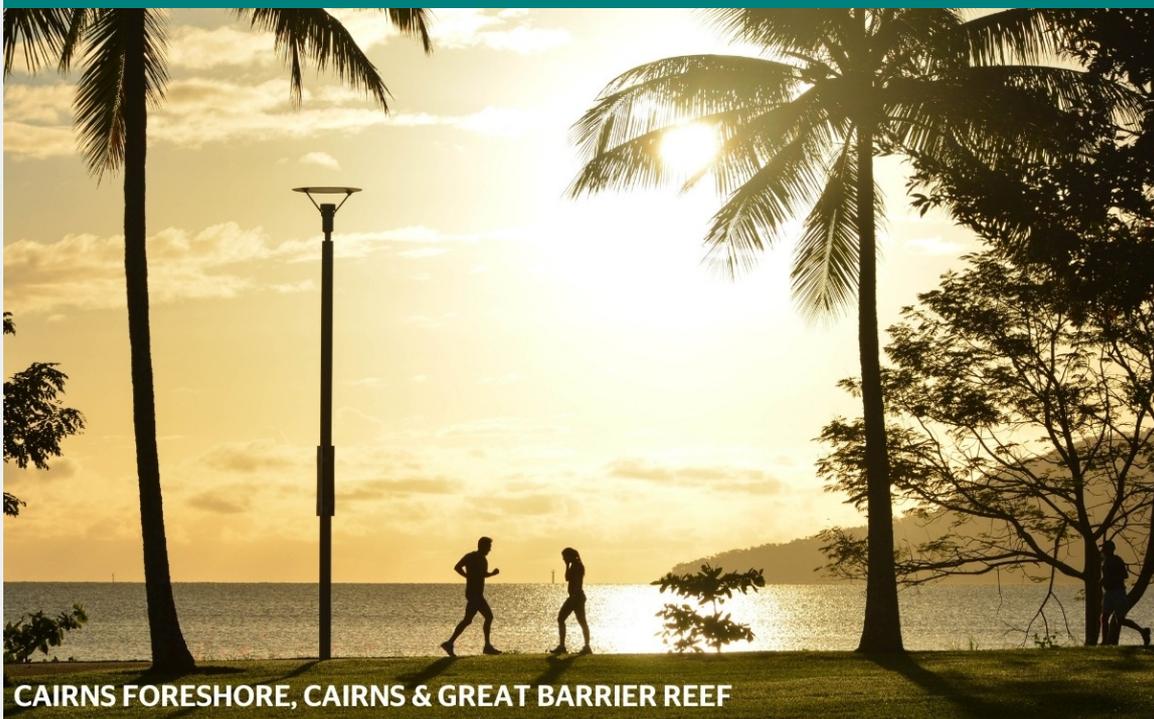


24 June 2021

Marketing blitz for last-minute holiday deals



In the wake of the New South Wales hotspot declarations, TEQ is launching an intrastate marketing blitz this Sunday, 27 June to encourage Queenslanders to book a last-minute winter holiday to fill any cancellations or remaining availability.

The campaign will provide tourism operators with a platform to offer last-minute deals, backed by a short-burst intense marketing campaign on radio, social media and out-of-home. There is no charge to participate in the campaign, and operators simply need to update their [Australian Tourism Data Warehouse \(ATDW\)](#) listings now with their latest winter holiday deals to help support the campaign.

The campaign will push potential travellers to a dedicated Last-Minute [Holiday Deals page on Queensland.com](#), urging Queenslanders to get out and around their state over the winter break, with the message that 'last-minute winter holidays are Good To Go.' Deals will be bookable on Queensland.com, or direct with operators.

How to update your ATDW listing with a holiday deal

Tourism operators can take advantage of the new campaign by updating (or creating) your ATDW listing with your latest holiday deal/s:

1. Go to www.atdw-online.com.au.
2. Enter your username (email address) and password.
3. From your Listing Dashboard, click the 'Update' button next to the listing you would like to update.
4. Navigate to the 'Add a Deal/Offer' section on the left-hand side menu and add the details of your holiday deal.
5. Click on 'Send for Review' when you have finished updating your listing.
6. Your updates will be reviewed and approved within 1-2 business days.

Don't have ATDW membership? Join for free.

In response to the unprecedented challenges facing the state's tourism and events industry as a result of COVID-19, Tourism and Events Queensland, in partnership with Queensland's regional tourism organisations, is currently offering ATDW membership with no annual fee, providing a saving of \$150 per year. This offer is available to all tourism and events operators in Queensland.

Operators looking to take up this offer should visit www.atdw-online.com.au and click 'Register now' in the top right corner to create an ATDW listing.



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COVID-19: Stay on top of the changes

The COVID-19 situation in Australia is rapidly evolving and TEQ is working to support industry in staying across all the latest developments that impact tourism and events

businesses. Find the latest updates below.

Current travel restrictions

New South Wales:

From 1:00am AEST today, Thursday 24 June 2021, the local government areas in the regions of Greater Sydney, the Central Coast, Blue Mountains, Wollongong and Shellharbour in New South Wales (NSW) are declared COVID-19 hotspots. Visitors who have been in these regions in the last 14 days will not be able to enter Queensland (if they are returning residents they will need to complete 14 days hotel quarantine).

[More information.](#)

Victoria:

From 1:00am AEST Friday 25 June 2021, there will no longer be declared hotspots in Victoria. [More information.](#)

All travellers:

Queensland has [current contact tracing alerts and related public health advice](#) for people who have been in Queensland, Australian Capital Territory, NSW and Victoria. Anyone who has been to an interstate exposure venue is required to follow quarantine requirements.

Anyone travelling to Queensland needs to fill out a [travel declaration](#) and from 9 July the use of the Check In Qld app will be expanded. [Read all the details here.](#)

Relaxing of restrictions

From 1:00am AEST 25 June 2021 some restrictions are easing for all Queensland, allowing tourism and hospitality operators increased capacity. Additionally, fewer COVID Safe Plans will be required – instead they will be replaced with a single checklist. Some eased restrictions include:

- Three people per 4m² or 100 per cent allocated seated and ticketed capacity (e.g. restaurants, cafés, pubs, clubs, museums, art galleries, places of worship and convention centres).
- Three people per 4m² for commercial residential facilities (including hostels, B&Bs and short term rentals).

View Queensland's COVID Safe Future roadmap and more details [here](#). The [official Public Health Direction](#) will be published tomorrow morning, providing the finer details for specific business types.

What do tourism businesses need to do?

While tourism businesses are required to make their guests aware of public health requirements, they do not need to enforce compliance. If you have concerns about the health of a guest you can contact Queensland Health, or if you have concerns that someone is not following Public Health Directions you can contact the Queensland

Police. You can also direct your guests to [this webpage](#) for further information and a summary of current alerts.



Reef education experience program opens

Applications are now open for schools to apply for the Great Barrier Reef Education Experience Program.

From Term Three 2021, the program will provide up to \$150 per student paid directly to schools to go towards the cost of a school excursion which includes at least one curriculum-related reef activity facilitated by a commercial reef tourism operator registered with the program.

Operators taking part in the program will have the opportunity to enhance and develop their educational products and experiences to stimulate travel from this new market. The Department of Tourism, Innovation and Sport is still accepting expressions of interest from reef operators wanting to participate in the program.

[FIND OUT MORE](#)

Business support and opportunities

Australian Event Awards and Symposium

Early Starters entries close: 11:59pm AEST Friday 25 June 2021

The Australian Event Awards and Symposium is the national awards program and conference for the Australian events industry. Submitting payment for an Early Starters entry by the deadline attracts up to 25 per cent off the cost of entry and allows you to make edits up until the general close of entries date of Monday 19 July 2021.

Business Events Boost Program 2021/22

Applications close: 5:00pm AEST Wednesday 30 June 2021

The program aims to support the Australian business events industry by providing the opportunity to leverage funding and Tourism Australia's expertise to deliver marketing and distribution projects to drive demand. For program details and the program prospectus are available on the [Business Events Australia website](#).

TEQ's Conversations with Industry dates

Gladstone: 11:30am - 1pm, Tuesday 6 July

Capricorn: Monday 9 August 2021

Cairns & Great Barrier Reef: Thursday 26 August 2021

TEQ invites tourism and events businesses to join us to connect with the latest insights, TEQ's marketing and event activities and opportunities to get involved. There will also be an opportunity to connect with TEQ specialists during breakout sessions to provide feedback and ask questions. More information to come soon.

Tourism Australia industry webinar

Online: Thursday 9 July

Tourism Australia's Managing Director Phillipa Harrison will be joined by former Federal Minister for Tourism, the Hon. Martin Ferguson AM to talk about the work of the [Reimagining the Visitor Economy](#) Expert Panel and NAIDOC week. Registration details for the webinar will be shared in the next week.

INDUSTRY CALENDAR

Quick snippets

Ikon communications - responsible for delivering the [Industry Media Agency for the Tourism & Events in Queensland](#) (IMATE) service - recently merged with AKQA Media. Along with the merge the IMATE team has now grown leading to an update to IMATE contacts for industry. Moving forward, [Jonathon Betros](#) will remain a key

IMATE contact, with [Marcel Hashimoto](#) as Communications Director and [Melissa Daines](#) joining as the Industry Account Manager.

To entice Kiwis back to the Sunshine Coast, a [campaign is being rolled out](#) with Visit Sunshine Coast (VSC), Tourism Noosa and Sunshine Coast Airport in partnership with Air New Zealand. [Download the campaign toolkit](#).

Destination Gold Coast will host 26 delegates this week for ‘[This is Gold Coast](#)’, a three-day event showcasing some of the best venues, experiences and professional services on offer on the Gold Coast which is set to boost over \$14 million in business events recovery.

From 1 July, Mackay Tourism will change its name to Mackay Isaac Tourism to reflect the partnership with both Isaac and Mackay Regional councils. The destination will continue to be marketed as The Mackay Region.



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

[View past editions of Eye on Q](#)

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