

28 July 2021

The Honourable Stirling Hinchliffe MP
Minister for Tourism Industry Development
and Innovation and Minister for Sport
tourism@ministerial.qld.gov.au

T +61 7 3535 5441
E brett.godfrey@queensland.com
W teq.queensland.com

ABN 77 745 152 359

Dear Minister

STATEMENT OF INTENT (CTS13549/21)

Thank you for your letter of 29 June 2021 outlining your expectations of Tourism and Events Queensland (TEQ) covering the period of 1 July 2021 to 30 June 2022. In response, pursuant to section 40 of the *Tourism and Events Queensland Act 2012* (the Act), I wish to outline the below Statement of Intent.

Over 18 months ago the COVID-19 pandemic began impacting Queensland, initially with the border closure to China and then the world. The impacts of the COVID-19 pandemic and subsequent restrictions on travel and gatherings are still being felt by the tourism and events sector.

I would like to acknowledge the significant efforts of the Queensland Government in delivering the Economic Recovery Plan to help all Queenslanders get back on their feet. TEQ remains committed to the State's tourism industry through delivering against the core functions outlined in the Act: the promotion and marketing of Queensland; tourism experience and destination development; and attracting, developing and promoting major events to the State.

Sector recovery

TEQ is committed to continuing to work closely with other Queensland Government agencies, supporting the Economic Recovery Plan. TEQ has provided support and staffing resources to the broader whole-of government activities, including most recently supporting Department of Tourism, Innovation and Sport's (DTIS) *Work in Paradise* program. TEQ stands ready to support the Queensland Government's economic recovery efforts, providing skills and expertise as required.

Domestic marketing

With the ongoing impacts of the COVID-19 pandemic, TEQ has focussed on growing Queensland's share of domestic tourism by driving awareness and converting consumers who can travel now. TEQ will primarily focus on domestic market activity encouraging dispersal across the state with intrastate travel at the core and on interstate travel as borders reopen.

The success of the *Good to Go* campaign, followed by the *Holiday Dollars* program demonstrates TEQ's commitment to driving intrastate and interstate visitation to Queensland. TEQ is working closely with DTIS and other Government agencies to develop similar activities at a national level and extend to New Zealand. This will be aligned with TEQ's long-term strategy to build aspiration for Queensland and consumer confidence by highlighting safety and booking flexibility.

I would like to thank the Queensland Government for committing an additional \$15 million for marketing to promote the state to domestic and international markets. In 2021-22, \$5 million will be used to deliver key marketing activities this year.

International marketing

Tourism Australia's 2021 global consumer demand research indicates that there is pent up demand and money that is going to be spent on quality and premium experiences once international borders start opening up. Safety and security remain a top consideration for consumers which is a real competitive advantage for Australia. Whilst international borders remain closed, TEQ has continued to maintain international consumer interest in Queensland in key international source markets to ensure Queensland is top of mind for when international travel resumes.

TEQ launched an integrated New Zealand campaign in April 2021 aligned with the announcement of unrestricted travel between Australia and New Zealand. The campaign is currently in market and aims to drive awareness, intention and conversion of New Zealand travellers to Queensland and localises 'Queensland is Good to Go' messaging to the New Zealand audience.

TEQ is also preparing market re-build plans that will ensure Queensland is ready to drive conversion initiatives when international borders re-open. TEQ will continue to target international travellers, leveraging Tourism Australia's activity and partnering with our RTOs where relevant.

TEQ will report back to you and DTIS on market opportunities and in-market intelligence to help guide broader Government re-opening considerations. This will include insights on the restart of international education and prospects for the return of international business travel and events.

Experience Development

Following the development of Queensland's purpose-led brand position of 'Travel for Good', it was recognised that TEQ would need to equip the tourism industry with the tools and resources to deliver on this brand promise and continue to meet ever evolving consumer experience expectations. While this work started before the pandemic, supporting operators by focussing on how they can maximise the potential of their experience delivery, will better position them to exceed the likely heightened expectations of the post-COVID-19 domestic and international markets.

TEQ has developed the 'Ultimate Transformational Experience Guide' and is currently delivering the associated industry mentoring program which together are assisting operators in evolving their experience delivery to the changing needs of guests. TEQ's Best of Queensland Experiences Program (BOQEP) continues to provide industry with a world leading measure of guest expectations and during the year, TEQ will review the program to ensure continued alignment with experience design principles including the Queensland Brand direction and changing consumer needs.

TEQ will continue to work with Tourism Australia, RTOs, and DTIS to promote consumer experience best practice through these experience design initiatives.

Aviation route development

Rebuilding aviation access and capacity is absolutely critical to the recovery of the tourism industry in Queensland. I thank you for your support in securing \$15 million through the Government's *Unite and Recover for Queensland Jobs* plan and a further \$10 million over two years to rebuild Queensland's aviation network.

TEQ and DTIS have worked very closely over the years to grow aviation access and capacity in Queensland, and we will continue to work hand in hand to rebuild Queensland's aviation connectivity.

Major events

A ban on mass gatherings was one of the first COVID-19 related restrictions put in place, limiting gatherings to small numbers and preventing large events from taking place. TEQ, in partnership with DTIS, has worked tirelessly to support event organisers, assisting in the development of the Industry Framework for COVID Safe Events, which has led to events being held again as restrictions eased.

TEQ continues to work on rebuilding Queensland's events calendar and acquire events to ensure the calendar remains attractive to visitors in future years. As you know, Queensland became the home of major professional sporting competition such as the AFL, Netball and Women's Basketball in 2020, helping to build Queensland's reputation as the major events capital of Australia.

I would like to acknowledge the \$20 million election commitment over four years for events which will assist TEQ with evolving and reshaping Queensland's major events calendar to ensure we have a good balance of events that in total represent a strong and distinctive Queensland offering.

With the announcement of Brisbane and Queensland as the host city for the 2032 Olympic and Paralympic Games, TEQ will work alongside the Queensland Government in developing a critical events pipeline in the lead up to, during and after the 2032 Games. This is a once in a lifetime opportunity to position Brisbane and Queensland as a world-class major events destination.

Data and research

The importance of researching and analysing global economic impacts, market trends and consumer behaviour has never been more important in identifying opportunities in and during a post-COVID environment.

TEQ will continue to provide scenario analyses of the COVID-19 impacts on Queensland and will identify consumer attitudinal and behavioural changes on travel during and post COVID-19. This research, along with a variety of other complimentary data sources, including mobility data and forward booking data, will continue to be shared with Government and other partners, to provide timely insights and help inform decision making and policy development regarding economic recovery plans, including the Action Plan for Tourism Recovery.

Partnerships

Queensland's tourism and events industry has demonstrated its resilience and ability to recover, adapt and grow, and TEQ is right there supporting the industry. Over the past 18 months, stakeholders across the tourism and events ecosystem have worked together to respond and recover.

I would like to thank the Queensland Government for committing an additional \$15 million over three years for the Regional Tourism Organisation Network. Stakeholder engagement and support for the industry is critical to the economic recovery of the state and TEQ will continue to provide support and leadership to Queensland's tourism industry. TEQ will continue to work collaboratively with all industry and Government partners, in particular the DTIS, RTOs and QTIC.

Tourism and events are a critical component of the Queensland economy, and I thank you for your support and advocacy for the industry. I look forward to continuing to work together towards a COVID safe and prosperous future for Queensland.

Yours sincerely



Brett Godfrey
Chair