

4 November 2021

Attracting holiday season bookings



Four no-cost ways to grow holiday bookings

With the holiday season just around the corner, and widespread travel re-opening across the country, if you're trying to attract more bookings there's a few things you can do:

- 1. Refresh your ATDW listing with holiday season info** - for example, any special events in your region, changes to opening times, any special additions to your product. You can also refresh your images in ATDW (large 1600 pixel wide x 1200 pixel high images work best) and ensure you have links to your social media channels. [More info on refreshing your ATDW listing.](#)
- 2. Load a holiday deal to Queensland.com** - There is no charge, you simply need to load a 'Holiday Deal' into ATDW. Instructions on how to sign up for ATDW (which is free) and to load a deal [are available here.](#)
- 3. TEQ regularly publishes shareable marketing content**, like this new list of [23 places to spend your summer holiday in Queensland no matter your budget](#); or a huge

range of video content on our YouTube Channel – everything from how to explore Lonely Planet's newly named 'Best in Travel' Scenic Rim, how to do a Great Barrier Reef liveaboard, 'Days Like This' in Outback Queensland and much more. You can share this content through your marketing channels or create your own similar content to share and market to your database, social media fans or using paid digital media options.

4. Send TEQ news-worthy updates, stories, product updates and media releases (with great images) so the marketing team can consider them for a range of publicity and editorial content. Send to media@queensland.com.

If you'd like to further amplify your business, you can [contact IMATE](#) about paid opportunities, including 'Featured Deals' - a new opportunity on Queensland.com that provides preferential placements across the website - or retargeting packages to advertise to Queensland travel intenders via Facebook.



Seven travel marketing trends for 2022

With traveller expectations significantly evolving, there's many ways tourism businesses can also evolve to meet those needs (like having a clear and customer-friendly cancellation policy). There's also changing preferences for social media channels (Tik-Tok continues to grow and Instagram dominates for interactions) and direct bookings are here to stay.

[READ MORE](#)



Boosting vaccinations

With Queensland's vaccination rates edging closer to major milestones, the travel industry can continue to share the vaccination message with local communities and more broadly through their marketing channels.

Tourism Australia's 'It's our best shot for travel' campaign encourages people to get vaccinated so that travel and events can resume. It has been designed specifically for the tourism and events industry to spread the vaccination message. [More information and the toolkit is available here.](#)

Queensland Health has an extensive list of [Frequently Asked Questions](#) about the vaccine, as well as a range of videos you can share including a [full playlist of 'For the love of' videos](#) - with regional and tourism cuts - available to share from their YouTube channel.

[SHARE THE MESSAGE](#)



Funding to support international marketing

Austrade's Export Market Development Grants (EMDG) program helps Australian businesses grow their exports in international markets. These grants encourage small to medium enterprises to market and promote their goods and services globally. The EMDG has changed from a reimbursement scheme to a grant program from 1 July 2021. Tourism or events businesses planning international promotional activities from 1 July 2021 onwards will need to include a basic plan as part of their funding request. Applications are open now and close at 5:00pm AEDT (4:00pm Queensland time) on 30 November 2021.

[APPLY NOW](#)

KURANDA, CAIRNS & GREAT BARRIER REEF



Seeking service providers to mentor Indigenous tourism businesses

The [National Indigenous Tourism Mentoring Program](#) will help Indigenous tourism businesses meet the increasing demand for unique and authentic cultural experiences, including from overseas visitors, once they are able to return post-pandemic. The program will receive \$10 million over four years and is expected to start in the second half of 2022.

Local Indigenous mentors will work with tourism entrepreneurs to develop their short, medium and long-term business plans, take advantage of new and emerging market opportunities, grow their professional skills, gain new perspectives and generally work towards achieving their future business goals.

A competitive tender process is now open (closing 16 December 2021) to select service providers to deliver the program.

[FIND OUT MORE](#)

Industry opportunities

Last chance - Queensland's week of tourism

Next week Queensland's tourism industry, government representatives and key stakeholders will converge in Brisbane to attend the industry's three pinnacle events.

Register now to avoid missing out:

[Destination IQ](#) - 10 November 2021

[DestinationQ](#) - 11 November 2021

[Queensland Tourism Awards Gala](#) - 12 November 2021

Two weeks left to apply for COVID-19 Business Support Grants

Joint [State-Commonwealth Government grants](#) of \$1,000 to \$30,000 are available to eligible businesses affected by the south-east Queensland and Cairns/Yarrabah lockdowns (31 July to 8 August) and the Queensland-New South Wales border closures. Businesses need to apply before 5pm on 16 November if you employ staff or 5pm on 30 November if you're a sole trader.

[MORE INDUSTRY EVENTS](#)

Quick snippets

The [Queensland Accommodation Report](#) for September 2021 is now available. During September 2021 across Queensland, Average Daily Rates (ADR) increased to \$194.48, (up \$14.45 compared to the September 2019 period). At the regional level, the Mackay and Southern Great Barrier Reef regions reported steady or stronger levels across all reported metrics (compared to September 2019).

The Australian Maritime Safety Authority is currently exploring practical options to increase lifejacket wear on certain domestic commercial vessels. Industry feedback is being sought on three possible options. [Have your say](#).

[Tourism Australia has appointed a new Chair](#), following the conclusion of the previous Chair's term.

The Queensland Government's [Interim Action Plan for Tourism Recovery](#) has been released, outlining a strategic framework for action now and into the future.



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

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.

TEQ holds EarthCheck Silver Certification.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

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

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