

Our performance 2020-21

Queensland Government objectives for the community

In 2020-21, TEQ contributed to the Government's objectives for the community to *Unite and Recover*:

1. Supporting jobs

TEQ supported this objective by:

- marketing and promoting tourism in Queensland to generate OVE and support jobs;
- tourism experience and destination development that meets consumer expectations;
- working to identify, attract and promote major events that generate economic impact;
- providing support and leadership to Queensland's tourism industry; and
- undertaking research and analysis of the Queensland tourism industry to inform strategic decision making.

2. Growing our regions

TEQ supported this objective by:

- driving visitation to Queensland regions;
- guiding the tourism network to deliver best practice tourism and event experiences; and
- delivering an events calendar to drive visitation and foster community pride.

Government support and initiatives

TEQ's partnerships with state, local and federal governments are critical in delivering government objectives and commitments to the community. Industry and commercial partnerships provide Queensland with the ability to actively pursue global consumers in key source markets and ensure Queensland experiences deliver on consumer expectations.

TEQ has provided support to tourism and events businesses throughout the COVID-19 pandemic and, in accordance with ministerial directions issued under section 10 of the *Tourism and Events Queensland Act 2012*, supported broader whole-of-government and departmental initiatives to recover and rebuild the Queensland economy using existing resources and funding.

TEQ remains committed to working closely with DTIS and other Queensland Government agencies, supporting COVID-19 response activities and assisting with the delivery of new economic recovery activities to support businesses and jobs. Highlights in this area are included in the *Key achievements 2020-21* section on page 19.

Service areas and service standards

TEQ contributed to the implementation of *Queensland's Economic Recovery Plan: Unite & Recover for Queensland jobs*.

Service area objective

To achieve economic and social benefits for the state by growing the tourism and events industry in partnership with industry and government.

TEQ committed to deliver seven service standard measures in the *2020-21 Queensland State Budget - Service Delivery Statements*. Results against each measure are detailed in the Annual Performance Statement 2020-21.

Table 2: Annual Performance Statement 2020-21

Service Area: Tourism and Events Queensland	Notes	2020-21 Target	2020-21 Actual
Service standards			
<i>Effectiveness measures</i>			
Overnight visitor expenditure generated by events within the TEQ portfolio	1	\$200 million	\$293 million
Direct visitor nights generated by events within the TEQ portfolio	1	1,400,000	1,410,858
Direct and incremental spending generated by events within the TEQ portfolio	1	\$250 million	\$414 million
Visitors to Queensland generated by events within the TEQ portfolio	1	120,000	129,401
Publicity and promotional value generated by TEQ activities	2	\$150 million	\$209 million
Value of collaborative support	3	\$10 million	\$27.5 million
<i>Efficiency measure</i>			
Efficient leverage of regional and strategic partnership investment	4	2:1	1:1

Notes:

1. The 2020-21 targets were exceeded due to greater than expected intrastate travel and daytrip expenditure.
2. The 2020-21 target was exceeded due to a greater than expected volume of broadcast television projects in the domestic market.
3. The tourism and events industry's ability to attract and provide collaborative support for activities that support the growth of tourism and events in Queensland was expected to be significantly impacted by COVID-19 in 2020-21, however has outperformed these expectations.
4. The tourism and events industry's ability to provide partnership investment was expected to be significantly impacted by COVID-19 in 2020-21, however has outperformed these expectations. The name of this measure has been updated to 'Ratio of TEQ's investment to regional and strategic partnership investment' in the 2021-22 *Service Delivery Statements*, to accurately reflect the ratio of TEQ funding to partner investment.