

Strategic Priorities — Highlights 2016-17

Deliver and promote a world-class events calendar

Queensland events are crucial to delivering measurable benefits for the State's economy and its regional communities. Supporting events in Queensland helps attract visitors, increase visitor spending, encourage dispersal in region and support local jobs. The variety in Queensland's events offering is key to inspiring the world to experience the best address on earth.

TEQ is committed to delivering and promoting an annual world-class events calendar for Queensland via the *It's Live! in Queensland* platform. Queensland's calendar of events is estimated to be worth \$600 million in economic impact for the state. The calendar works as a sustainable high-value asset for the State and is guided by TEQ's *Events Strategy 2025*, which provides a framework to ensure events align with TEQ's overarching objectives and that investment is maximised to ensure the best tourism outcomes. The *Events Strategy 2025* is also designed to meet the objectives as stated in the *Act*: contribute to the Queensland economy; attract visitors to Queensland; enhance Queensland's profile; and foster community pride. To optimise the value of these events and ensure Queensland remains a premier events destination, TEQ works in partnership with industry, RTOs and event organisers across the State.

TEQ invests in three different types of events in Queensland - major, business and destination events - which collectively play a vital role in attracting visitors to Queensland and supporting the state's tourism industry.

In 2016-17, TEQ supported 49 major events, 87 destination events, and 16 business events, growing TEQ's portfolio of events by almost ten per cent from the previous financial year to generate \$349.7 million in overnight visitor expenditure, \$415.2 million in direct and incremental spending, 1,985 million direct visitor nights and attracting 242,350 visitors to Queensland. Almost half of the events that TEQ invests in are held outside of the South East Queensland corner, promoting the unique tourism opportunities on offer in regional Queensland.

Key events contributing to this success include the Gold Coast Airport Marathon, Supercars events in Townsville, Ipswich and the Gold Coast, the IRONMAN events in Noosa, Cairns and Mooloolaba, and the Blues on Broadbeach Music Festival. The latter is one of the largest free music festivals in Australia, which generated more than \$20 million in direct spending and attracted over 13,000 interstate and international attendees in 2017.

Case study

More than 3,600 competitors from 83 countries descended on Mooloolaba in September 2016 for the IRONMAN 70.3 World Championship, bringing with them over 4,000 supporters. This was the first time the Championship was held in the Southern Hemisphere, and it attracted the largest IRONMAN 70.3 Championship competitor field ever. It was a huge success for tourism in the region with attendees spending an average of seven nights away from home to attend the event.



What types of events does TEQ invest in?

Destination Events

The Queensland Destination Events Program (QDEP) is an event investment program designed to create a growth pathway for events across Queensland that play a role in attracting visitors to a destination and promoting the destination's visitor experiences. In 2016-17, TEQ allocated funding via three competitive funding rounds.

In 2016-17, TEQ invested \$2 million in regional events and supported 87 events across Queensland which generated 752,800 visitor nights.

Business Events

TEQ remains committed to securing business events through its annual funding support for the six Queensland Convention Bureaux as well as the Acquisition and Leveraging Fund.

Queensland Convention Bureaux

Funding for the *Queensland Convention Bureaux* provides additional support to market destinations to attract business event opportunities. Six Queensland Convention bureaux received funding through TEQ in 2016-17, with each bureau required to match the funding provided dollar-for-dollar.

Acquisition and Leveraging Fund

The *Acquisition and Leveraging Fund* allows Queensland convention bureaux, convention centres, professional conference organisers and international associations to apply for financial support to assist in securing international association business events and international incentive group events for Queensland. In 2016-17, 16 business events were successfully secured and 16 were held, which welcomed more than 15,000 delegates to Queensland.

Major events

Queensland is one of Australia's leading destinations for major events, with our unique destinations and stunning backdrops adding to an unmatched consumer experience. In 2016-17 Queensland supported 49 major events, including sport, lifestyle, and arts and culture events, which have been pivotal in attracting visitors to Queensland and supporting the state's tourism industry.

TEQ classifies major events as either one-off or recurring sporting, lifestyle, entertainment, cultural or design events that have the potential to deliver significant value against the organisation's objectives.

Of the total benefits delivered by all TEQ supported events in 2016-17, major events accounted for:

- Almost 220,000 visitors to Queensland;
- More than 1.73 million direct visitor nights; and
- Direct and incremental spending of \$395 million for Queensland, a growth of \$30 million from the previous financial year.



Gold Coast 2018 Commonwealth Games

The Gold Coast 2018 Commonwealth Games (GC2018), to be held in April 2018, will be the most significant sporting event in Australia this decade, providing Queensland with the opportunity to generate economic and social benefits for many years to come.

It is anticipated the Commonwealth Games will create up to 16,000 full-time equivalent jobs and inject \$2 billion into the economy.¹¹ Through attracting worldwide public attention, the Games will increase interstate and international visitation and enhance Queensland's brand as a tourist destination.

Using a cross-organisation approach, TEQ is working to optimise the tourism value of GC2018 for Queensland in close partnership with the Gold Coast Commonwealth Games Corporation (GOLDOC), City of Gold Coast, Office of the Commonwealth Games, TA, and RTOs including Gold Coast Tourism, Tourism Tropical North Queensland, Townsville Enterprise and Brisbane Marketing, to leverage the Games to generate overnight visitor expenditure, enhance the brand image of the Gold Coast and Queensland globally, and leave a marketing legacy for other future major events.

Activity undertaken by TEQ is geared to deliver upon four key objectives:

- maximise interstate and international visitation to Queensland for GC2018;
- maximise interstate and international visitor length of stay and Overnight Visitor Expenditure (OVE) pre, during and post GC2018;
- enhance the awareness and perception of Queensland as a tourism and events destination to maximise the legacy benefits of GC2018; and
- raise the profile of Queensland's event hosting capability to secure high value events for Queensland post GC2018.

TEQ-led activity in 2016-17 spanned several key areas including domestic and international media engagement; promotion of GC2018 via the *It's Live! in Queensland* campaign and at TEQ-supported events; delivering marketing activity with TA including a Queensland experience activation in the United Kingdom to leverage the launch of the Queens Baton Relay (March 2017); and trade engagement promoting GC2018 at numerous trade and consumer shows including the 2017 Australian Tourism Exchange in Sydney.

Having established a strong strategic partnership, TEQ has worked closely with GOLDOC on the planning and execution of marketing campaign activity into key interstate and international markets. This partnership has facilitated the authentic integration of Queensland tourism experiences into the overall GC2018 event experience offering, thus broadening the appeal of GC2018 to domestic and international visitors and encouraging athletes, officials and media to extend their stay in Queensland beyond the Games.

TEQ continues to provide strategic advice on tourism and event related matters across numerous GC2018 forums and working groups led by stakeholders including GOLDOC, Office of the Commonwealth Games and City of Gold Coast.



¹¹ Source: Griffith University, *The Economic Impacts of the Gold Coast 2018 Commonwealth Games*, August 2017

Market the best address on earth

In 2016, TEQ unveiled a new brand with an exciting new direction and vision for Queensland, helping to better showcase Queensland within Australia and globally.

Extensive marketing research helped to inform a more targeted and focused approach, with Queensland featured as the master brand, supported by the promotion of signature experiences that leverage relevant destinations. In this way the new brand presents a stronger and more competitive platform to inspire, engage and attract more visitors to Queensland.

As part of this rebranding, five experience pillars were identified to create the best competitive advantage for Queensland:

- Reef, Islands and Beaches
- Natural Encounters
- Adventure and Discovery
- Events
- Lifestyle, Culture and People.

TEQ works collaboratively with destinations across Queensland in the implementation of this experience-based strategy, which also provides opportunities for destinations and industry partners to leverage activities further, capitalise on the state's growing tourism industry and increase brand equity and market share for Queensland.

The phased roll out of the new brand through the 'I know just the place' campaign, commenced in late November 2016 in domestic and New Zealand markets and in January 2017 across Europe, the United Kingdom and the Americas. Activity under the campaign focuses on showcasing Queensland's unique tourism offerings told through the words of the people who run them. Activity included print, television, outdoor, digital and cinema advertising.

The most recent campaign tracking study, conducted by Nielsen in June 2017, showed the 'I know just the place' campaign performed above Nielsen's global norms on measures of advertising effectiveness such as communication, persuasion, empathy and impact; and nearly three quarters of respondents indicated they intend to visit Queensland in the next 12 months. This is above the benchmark of 71 per cent set prior to the launch of the 'I know just the place' campaign.⁸

⁸ The Nielsen Company, *Campaign Tracking Study*, July 2017 - Australian residents in Brisbane, Sydney and Melbourne

Great Barrier Reef

One of Queensland's most valuable and iconic tourism experiences is the Great Barrier Reef, a vast and diverse natural asset with around 2300 kilometres / 1400 miles of living coral. The Great Barrier Reef is a living treasure to protect and share with visitors from around the world. It is Queensland's most valuable natural tourism asset with around two million visitors experiencing it every year. In June 2017, TEQ welcomed the Deloitte Access Economics report which showed that the Great Barrier Reef contributes \$6.4 billion to the Australian economy and supports over 64,000 jobs.

TEQ plays a key role in marketing the Great Barrier Reef and its experiences. Activity is delivered in partnership with industry and TA and focuses on promoting the Great Barrier Reef's unique-selling points, such as size and use, diversity of wildlife and conservation to key domestic and international markets. TEQ also highlights the Great Barrier Reef as one of the five experience pillars, *Reef, Islands and Beaches*, under the Queensland brand, supported by extensive media promotion and the development of key marketing products. Key highlights from 2016-17 include:

- o partnering with TA and industry to deliver a global media familiarisation program with ten key media representatives from the United Kingdom, Europe and New Zealand. The familiarisation program took place during April and May 2017 and focused on connecting media with sources of truth on reef health.
- o delivering the Great Barrier Reef 'ATE Talks' event held on Tuesday, 16 May 2017 at the Australian Tourism Exchange in Sydney. Over one hundred international travel buyers and media and tourism operators attended.
- o partnering with TA and the Great Barrier Reef Marine Park Authority at the Australian Tourism Summit in United States of America for the "The Future of Travel" event. TEQ participated in a panel discussion about sustainability which was moderated by Costas Christ, National Geographic Traveller Editor-at-Large and included a live cross to Reef HQ in Townsville.

TEQ works to strengthen key strategic partnerships with stakeholders including the Great Barrier Reef Marine Park Authority, the Great Barrier Reef Foundation and the Citizens of the Great Barrier Reef on a range of industry initiatives to promote responsible and sustainable management practices and build Great Barrier Reef resilience. TEQ recognises the important role that the tourism industry plays to advocate for the Great Barrier Reef and promote world leading best management practices of this highly treasured natural asset to protect it for future generations. Currently tourism dollars contribute towards protection and management of the Great Barrier Reef. For example, every person who visits the Great Barrier Reef with a commercial operator currently contributes to sustaining the Reef through an Environmental Management Charge.



Tropical Cyclone Debbie

To assist the tourism industry in its recovery efforts following Tropical Cyclone Debbie, TEQ has continued extensive marketing activity through its brand to welcome back travellers to the impacted regions. Central to this marketing campaign was the key message that *Queensland is still the best place in Australia to holiday* and that the best thing visitors can do to support the industry is to holiday in Queensland.

Major domestic and international campaign activity was delivered in partnership between TEQ and TA, featuring print, digital and television commercials to encourage travellers to holiday in Queensland. The campaign activity included support for impacted areas such as the Whitsundays and sent a clear message to consumers that Queensland is ready to welcome visitors.

As part of the recovery marketing effort, TEQ partnered with Flight Centre to deliver marketing activity with a focus on cyclone-affected areas. TEQ also provided additional funding to Tourism Whitsundays, Capricorn Enterprise and Mackay Tourism Limited to support their marketing efforts post-cyclone. Overall, a total 99 pieces of media coverage and 90 pieces of content were achieved throughout the campaign.

TEQ's most recent campaign tracking study, conducted by Nielsen in June 2017⁹, showed in total, 65 per cent of respondents agree or strongly agree that Queensland has recovered from Tropical Cyclone Debbie and the subsequent flooding.

Destination and experience development

TEQ works in partnership with RTOs, the Queensland Tourism Industry Council (QTIC) and industry to ensure Queensland experiences deliver on consumer expectations. TEQ focuses on promoting the experiences that have the strongest potential to drive visitation and grow Queensland's share of overnight visitor expenditure (OVE).

Developed during 2016-17, TEQ's Experience Framework guides the implementation of the organisation's marketing direction, particularly with regards to consumer messaging and maximising Queensland's competitive advantage. Based on consumer research and competitor analysis, the framework identifies five key experience pillars and a range of supporting Hero Experiences that reflect the heart and soul of the Queensland story and represent where Queensland has a competitive advantage. TEQ's experience marketing approach is being implemented through activity focusing on relevant Hero Experiences that have the best potential to drive visitation and expenditure from our target market segments.

Other key experience development activity undertaken in 2016-17 included:

- developing the Best of Queensland Experiences program (to be launched in 2017-18) which will identify the best of the best experiences across Queensland;
- working with TA to leverage and promote Queensland's key experiences internationally through TA's *Signature Experiences of Australia* program;
- leading an Aboriginal and Torres Strait Islander Experience Development tour with ten emerging businesses and representative organisations; and
- developing a storytelling toolkit for Queensland tourism operators, and facilitating ten workshops and up to 80 mentoring sessions across Queensland; and
- working with Tourism Tropical North Queensland to market indigenous tourism offerings globally, build capacity amongst indigenous tourism operators and develop the *Queensland Aboriginal and Torres Strait Islander Experiences Guide* for travellers.

⁹ The Nielsen Company, Campaign Tracking Study, July 2017 - Australian residents in Brisbane, Sydney and Melbourne

Queensland's Experience Framework

Queensland's Experience Framework identifies five key Experience Pillars and supporting Hero Experiences that reflect the heart and soul of the Queensland story and represents where we have a competitive advantage.

The Framework will guide TEQ's marketing activities by focusing on Hero Experiences that have the best potential to drive visitation and expenditure. The Framework will also identify Queensland's exceptional tourism products and guide the future development of quality and innovative experiences.

Experience Pillars

These five experience pillars have been identified through consumer research as categories that set Queensland apart. They form the backbone of Tourism and Events Queensland's creative strategy and define how messaging is delivered to consumers.



Reef, Islands and Beaches



Natural Encounters



Adventure and Discovery



Lifestyle, Culture and People



Events

Hero Experiences

Each Experience Pillar has a suite of Hero Experiences that reflect the heart and soul of the Queensland story and represent where we have a competitive advantage.

- Great Barrier Reef
- Islands
- Beaches
- Diving and Snorkeling
- Sailing

- Natural Landscapes
- Wildlife Experiences
- Marine Life Experiences

- Adventure Experiences
- Dinosaurs and Fossicking
- Theme Parks
- Journeys

- Food and Beverage
- Outback and Country Life
- Local Characters
- City Experiences
- Indigenous Experiences

- Endurance Events
- Food and Beverage Events
- Country Music Events
- Music and Entertainment Events
- Brisbane's Cultural and Creative Precincts
- Blockbuster Sport
- Outback Events
- Indigenous Events

Best of Queensland Experiences

The Best of Queensland Experiences are identified as exceptional tourism products, events and iconic locations that bring to life Queensland's Hero Experiences.

Focus on Asia

Over the past decade, the importance of Asian travellers to Queensland and Australia has grown significantly and is projected to continue this growth. A strategic priority for TEQ is maximising the growth opportunities out of Asia and promoting Queensland as Australia's leading destination for Asian travellers.

To ensure Queensland is in the best position to capitalise on this growth and better meet the needs of Asian travellers in 2016, TEQ, in partnership with the Queensland Government and in consultation with various stakeholders, developed the *Queensland Asia Tourism Strategy 2016-2025* based on extensive research and insights, to maximise Queensland's competitive position with Asian travellers, drive sustained growth in Queensland's tourism industry and deliver jobs in regional Queensland. Key targets as part of this strategy include increasing overnight visitor expenditure from Asian markets to \$6.8 billion by 2025, supporting up to 30,000 additional jobs.

The strategy forms a core component of the Queensland Government's overarching *Advancing Queensland: Connecting with Asia Strategy*. Under this strategy TEQ works closely with industry to identify and pursue new opportunities that drive tourism growth from Asia through the Queensland Government's \$33.5 million *Advance Queensland: Connecting with Asia Fund*. A recent highlight is the landmark agreement with China Southern Airlines, led by TEQ in partnership with key stakeholders, that will see three flights a week direct from Guangzhou to Cairns, the first year-round service by a Chinese airline into Cairns. This agreement is set to deliver \$90 million into the Tropical North Queensland region.

The Queensland Government's AAIF also provides opportunities to secure new and increased aviation business and routes into Queensland from a number of markets, including Asia, an example being the 16 Jin Air seasonal services between Seoul and Cairns in 2016-17.

TEQ is continuing to work with the industry to identify ongoing opportunities with the aviation industry that encourage new routes, increase aviation capacity into Queensland from across Asia, and support growth in Queensland's tourism industry.

Partnerships

Strategic partnerships

To achieve the best tourism outcomes for Queensland, TEQ recognises the importance of developing key strategic partnerships that enable close collaboration across industry and maximise opportunities to grow overnight visitor expenditure through showcasing Queensland experiences to key target markets.

TEQ collaborates with a range of partners including TA, RTOs, tourism industry operators and associations, state and local government, commercial partners, airlines and industry-related tourism associations to drive tourism outcomes for Queensland.

TEQ has developed a range of strategic commercial agreements with various stakeholders including Queensland's thirteen RTOs, QTIC, a number of airlines and other tourism industry partners, which open up extensive opportunities for the state.

Another key achievement in 2016-17 was the signing of a two-year agreement (2017-2019) with key distribution partner Utour, a private travel agency based in China, designed to enhance the promotion of Queensland's destinations and experiences to Utour's significant customer base of over 1.5 million customers each year.

TEQ also successfully delivered two campaigns with Mafengwo, China's largest online travel social platform, as part of its two-year agreement (2016-18). The agreement enables TEQ to reach the growing online travel market in China and provides the opportunity to showcase Queensland product on the site. The first campaign focused on promoting the Gold Coast and Cairns and Great Barrier Reef regions, in conjunction with the Hong Kong Airlines service to these destinations, and the second campaign focused on promoting Brisbane, in conjunction with the launch of China Eastern Airlines' service from Shanghai to Brisbane, which launched in December 2016.

In addition to the Connecting with Asia Fund activity, TEQ worked in partnership with DTESB, RTOs, airports and industry members to secure new, and expand existing, routes into Queensland from domestic markets and key and emerging international markets under the \$10 million AAIF. Recent highlights include:

- Tigerair launching a service from Melbourne to Townsville. The service, which commenced on 23 June 2017, is delivering better connections to regional Queensland and is expected to inject an additional \$12.5 million in overnight visitor expenditure and 28,000 additional seats into the region each year; and
- Qantas commencing a three times weekly service on the Christchurch–Brisbane route in June 2016. During 2016-17 the route delivered an additional 27,000 seats and an estimated \$11 million in overnight visitor expenditure.



Regional partnerships

In 2016-17, \$7 million was invested in the RTO network through the Tourism Network Funding Program 2016-19 for the purposes of delivering marketing and development activity, as well as supporting some operational costs of the RTOs. The annual investment of \$7 million is to be matched by local government and/or other industry partners, thereby doubling the efforts for the destinations and creating a total resource of \$42 million over three years.

TEQ hosted 13 'Conversations with Industry' forums across Queensland, attracting over 900 attendees from across the sector. The forums are a key opportunity for local tourism operators and industry to connect with TEQ, to strengthen collaboration with industry, enhance understanding of industry needs, issues and opportunities, and discuss strategies to grow tourism and events in Queensland destinations. These sessions provide tourism businesses with an opportunity to meet representatives from TEQ, TA, RTOs, DTESB and QTIC.

DestinationQ and other Government priorities

DestinationQ is an annual forum delivered in partnership with the Queensland Government and tourism industry based on three core principles, *Invest, Excel and Grow*. It is a unique platform for industry to engage with the Queensland Government and identify new opportunities to continue growing Queensland's tourism market as well as plan for the future. In 2016-17, the forum was held in Mackay in October 2016, attracting more than 280 stakeholders.

TEQ supported the delivery of a range of actions under *Destination Success: the 20-year plan for Queensland Tourism* in 2016-17, in collaboration with Government and industry. Further information regarding *DestinationQ* and the 20-year plan is available at destq.com.au.

TEQ actively participates in the Australian Standing Committee on Tourism (ASCOT) and Tourism Ministers Meeting process. In addition, TEQ contributes to intergovernmental groups that focus on tourism established under the National Long Term Tourism Strategy which aims to increase the supply and quality of Australian tourism product and make the industry more resilient and competitive.

