Strategic priorities – highlights 2017-18

Deliver and promote a world-class events calendar

Events play an important role in promoting a destination, driving visitation, generating jobs and fostering community pride, contributing significantly to the state’s economy through tourism spend. During 2017–18, TEQ supported a wide variety of events state-wide spanning major, business and destination events, all of which provide a unique local experience, celebrate the many facets of Queensland’s culture and provide a platform to sell the best address on earth. The major highlight during the 2017–18 financial year was undoubtedly GC2018, which showcased Queensland to the world.

During 2017–18, TEQ continued to deliver and promote Queensland’s annual world-class events calendar – a sustainable high value asset for the state - leveraging the success of the It’s Live! in Queensland platform and growing the value of the events calendar significantly to $780 million in economic impact. TEQ’s Events Strategy 2025 ensures TEQ focuses on attracting events which deliver maximum return on investment and are clearly aligned with TEQ’s overarching objectives to contribute to the Queensland economy; attract visitors to Queensland; enhance Queensland’s profile; and foster community pride. Key to the success of Queensland’s events is working in partnership with multiple stakeholders, from industry and RTOs to event organisers, to ensure the value of these events are maximised.

Key events contributing to the great outcomes shown above include the Gold Coast Marathon, Supercars events in Townsville, Ipswich and Gold Coast, IRONMAN events in Gold Coast, Sunshine Coast and Tropical North Queensland and the Manny Pacquiao v Jeff Horn (Battle of Brisbane).

IN 2018, THE QUEENSLAND EVENTS CALENDAR HAS GROWN TO: $780 MILLION IN ECONOMIC IMPACT

IN 2017-18, TEQ SUPPORTED:

<table>
<thead>
<tr>
<th>Major Events</th>
<th>Destination Events</th>
<th>Business Events</th>
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<tr>
<td>69</td>
<td>70</td>
<td>19</td>
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ALMOST 10% FROM THE PREVIOUS FINANCIAL YEAR

GENERATING:

- $477.3 MILLION IN DIRECT AND INCREMENTAL SPENDING
- 2.357 MILLION DIRECT VISITOR NIGHTS
- 267,332 VISITORS TO QUEENSLAND

ALMOST HALF of all events are held outside South East Queensland, promoting the unique tourism opportunities on offer in regional Queensland.

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14 The economic impact of the 2018 calendar includes events not directly supported by TEQ such as the Rugby League State of Origin, the Royal Queensland Show (Ekka), and Riverfire as well as the tourism component of the Gold Coast 2018 Commonwealth Games. Economic impact also includes flow on economy wide impacts as a result of direct spending.
Manny Pacquiao v Jeff Horn (Battle of Brisbane)

The Manny Pacquiao v Jeff Horn (Battle of Brisbane) was the biggest boxing bout in Australia’s history, welcoming more than 51,000 boxing fans from across Australia and the world to Suncorp Stadium in July 2017. Following Jeff Horn’s victory over Manny Pacquiao, TEQ, in collaboration with its partners, secured the first World Boxing Organisation Welterweight Title Fight defence on Australian shores between Jeff Horn and Great Britain’s Gary Corcoran.

Collectively, these events delivered an economic boost of more than $28 million and showcased Queensland to a global audience in approximately 150 countries around the world.

What types of events does TEQ invest in?

Destination Events

QDEP seeks to leverage the crucial link between events and the destinations in which they are staged, extending the flow of the economic, marketing and social benefits of events throughout metropolitan and regional Queensland.

The objectives of QDEP are to:

- generate local economic activity and development in the host destination;
- attract external visitation to the destination;
- drive social and community outcomes for the host destination, noting the important link between community outcomes and economic benefits; and
- enhance the profile and appeal of the host destination.

DURING 2017-18,

TEQ INVESTED

$1.39 MILLION

IN REGIONAL EVENTS

AND SUPPORTED

70 EVENTS

IN QUEENSLAND

WHICH GENERATED

371,064 VISITOR NIGHTS

IN QUEENSLAND
Business Events

TEQ works in collaboration with Queensland’s Convention Bureaux to secure international business events which provide economic benefits to Queensland’s destinations and support the Queensland Government’s Advancing Tourism 2016-20 plan to grow tourism and jobs. Support is provided through annual funding to the six Queensland Convention Bureaux as well as the Acquisition and Leveraging Fund.

Queensland Convention Bureaux

Queensland’s six Convention Bureaux were provided marketing support funding in 2017–18 to support the acquisition of business event opportunities. Each bureau is required to match the funding provided dollar-for-dollar.

Acquisition and Leveraging Fund

The Acquisition and Leveraging Fund supported 19 business events held in 2017–18 which resulted in 19,500 delegates to Queensland. The 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.

Major Events

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.

Major events provide significant value to the Queensland economy, driving visitation and in doing so supporting the state’s tourism industry. Queensland has demonstrated time and time again its ability to deliver a wide variety of major events, ranging from sport, lifestyle, and arts and cultural events and is one of Australia’s leading major event destinations. Queensland’s rich and varied destinations with stunning backdrops provide an unrivalled experience for consumers.

DURING 2017–18,

19 BUSINESS EVENTS HELD IN 2017–18

19,500 DELEGATES TO QUEENSLAND

DURING 2017–18,

69 MAJOR EVENTS IN QUEENSLAND

241,000 VISITORS TO QUEENSLAND

WHO SPENT MORE THAN

$432.3 MILLION IN DIRECT AND INCREMENTAL SPENDING

AND STAYED MORE THAN

1.986 MILLION VISITOR NIGHTS IN QUEENSLAND
Optimise the tourism value of GC2018

GC2018 provided Queensland an unprecedented opportunity to generate significant tourism benefits not just in the lead up and during the event, but for many years to come.

TEQ worked to optimise the tourism value of GC2018 for Queensland in close partnership with a range of stakeholders including the Gold Coast Commonwealth Games Corporation (GOLDOC), TA, Destination Gold Coast, DITID, Tourism Tropical North Queensland, Townsville Enterprise Limited and Brisbane Marketing. TEQ activity aimed to maximise Games-related visitation and OVE whilst also leveraging GC2018 to showcase Queensland and its Hero Experiences to drive tourism outcomes into the future, including the securing of new high value major events.

TEQ-led activity in 2017-18 spanned several key areas including:

- leveraging the international sector of the Queen’s Baton Relay (QBR) to promote GC2018 and showcase Queensland to key Commonwealth markets including the United Kingdom, Canada, Malaysia, India, Singapore and New Zealand;

- leveraging the Queensland-leg of the QBR via digital content and media engagement activity to showcase Queensland’s iconic experiences each day of the QBR’s 30-day journey. This saw experiences in all of Queensland’s 13 destinations showcased throughout March 2018;
Tourism and Events Queensland Annual Report 2017–18

domestic and international media engagement including hosting over 160 journalists across a series of GC2018-themed media familiarisation tours in the lead up to and during GC2018. The program has generated more than $30 million worth of exposure during the 2017-18 financial year;

domestic and international marketing activity to boost out-of-state visitation to GC2018 including via the It’s Live! in Queensland campaign;

provision of Queensland experience focussed content, including broadcast quality footage and imagery, to GC2018 media and broadcasters to boost exposure of the Gold Coast and Queensland via GC2018 media and broadcast coverage;

promotion of Gold Coast and Queensland-wide experiences to all GC2018 visitors including athletes, officials, media, volunteers, workforce and spectators;

working with over 60 high profile athletes to showcase Queensland experiences leading up to and during GC2018 including National Basketball Association star Patty Mills to showcase Torres Strait Islander culture and United Kingdom swimming gold medallist Adam Peaty to showcase the Great Barrier Reef;

supporting the securing of several key pre-Games lead-in events for the Gold Coast including the Australian Swimming Championships and Australian Athletics Championships, both held in February 2018, and

leveraging GC2018 to showcase Queensland experiences during Games time through digital content across TEQ’s social media platforms, reaching over 3.6 million people during Games time.

TEQ coincided the launch of the ‘Find your perfect next…’ marketing campaign with the start of GC2018, reviving the quintessentially Queensland tagline: ‘beautiful one day, perfect the next’. The campaign launch leveraged the enhanced interest and publicity surrounding Queensland during GC2018. Results of this campaign are detailed in the following marketing section.

GC2018 demonstrated that Queensland is a world-class major event destination further cementing the Gold Coast and Queensland’s reputation on the international stage.

Post-GC2018, TEQ started actively working to secure more high value major international sports events through targeting international sports federations, event promoters and rights holders, and profiling Queensland’s hosting capabilities in leading sports industry publications.

As part of this effort, TEQ hosted an exhibition stand at the SportAccord World Sport and Business Convention the week after GC2018. SportAccord provided the opportunity to promote Queensland as a preferred destination for high value global sporting events.

Both in the lead up to and post-GC2018, TEQ secured national and international major sporting events involving Commonwealth Games sports including:

- Australian Track Nationals, Anna Meares Velodrome, Brisbane, 2019 – 2021;
- Cycling Australia Awards, 2019;
- Gymnastics Club Combined Championships, Gold Coast, 2019 – 2020;
- ITU World Triathlon Series Grand Final, Gold Coast, 2018;
- Reef to Reef MTB, Cairns, 2019 – 2023;
- Six Day Brisbane, Anna Meares Velodrome, Brisbane 2019 – 2021;
- Bowls Championship, Gold Coast, 2020; and
- UCI Track World Cup, Anna Meares Velodrome, 2019.

Queensland’s calendar of events has already seen an uplift in outcomes post GC2018. For example, the Australian Open Bowls on the Gold Coast experienced record demand for entry spaces from national and international participants. Similarly, the 40th edition of the Gold Coast Marathon, held on a similar course to the GC2018 marathon, saw the marathon division sell out for the first time in the event’s history. A record number of out-of-state participants took part in the event including over 4,300 international runners from 50 nations.
Market the best address on earth

TEQ delivers marketing activities to increase OVE from key domestic and international source markets, grow market share and grow brand equity.

In order to achieve the goal of gaining market share and increasing OVE, TEQ targets domestic and international travellers who will generate a disproportionate share of OVE for Queensland. Those consumers, identified as high value travellers, engage in domestic leisure travel, spend more than the average traveller on leisure trips, and are aligned to Queensland’s competitive offering.

TEQ’s marketing activity focuses on Queensland’s Experience Framework which defines five experience pillars 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 implementing 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.

A highlight this year was a successful partnership with TA. The partnership enabled TEQ to leverage TA’s Dundee Super Bowl campaign, which reached an audience of millions particularly in the North American markets. TEQ has also continued to assist the tourism industry in its recovery efforts following Tropical Cyclone Debbie in March 2017 through marketing activity with key partners including TA and Tourism Whitsundays. This has included a program of domestic consumer marketing activity with Tourism Whitsundays and participating on the Whitsundays Tourism Infrastructure Working Group. TEQ also undertook an international campaign and trade familiarisations with international media, including showcasing the Whitsundays region on Entertainment Tonight, the number one nationally syndicated entertainment TV news-magazine in the world.

‘FIND YOUR PERFECT NEXT...’ MARKETING CAMPAIGN

In April 2018, TEQ launched the new ‘Find your perfect next...’ marketing campaign, reviving the quintessentially Queensland tagline: ‘Beautiful one day, perfect the next’ and leveraging its strong brand equity and nostalgic association. Underpinned by extensive research, this campaign builds on TEQ’s local invitation approach, connecting travellers with unique local experiences. TEQ timed the launch of this campaign with the start of GC2018 to leverage the enhanced interest from a global audience.

The 60-second campaign hero advertisement showcases Queensland’s perfect lifestyle, featuring Queensland musicians Busby Marou and their music, as well as two local children – Wayne Douglas from Redcliffe and Georgia Bartholomew from the Sunshine Coast.
Campbell results

Campaign reach
Total People 12.7 million

Conversion
Leads to industry via Queensland.com 12.4%
362% increase in unique users on Queensland.com

Campaign metrics
Overall campaign recall
HIGH nearly 1 in 2 (47%) recalled having seen advertising for Queensland

High Value Travellers are more likely to recall having seen advertising for specific Queensland destinations compared to market average.

Campaign recall triggered online search amongst ad recallers (searched for flights, accommodation, tours, spoke to friends and family, etc.)
1/3

Queensland currently has the highest consideration across all domestic destinations
71%

Intention to visit in the next 12 months

Significant uplift (+10% on 2017)
Message breakthrough that Queensland has a wide variety of things to see and do.

Aligned partner activity
My Qld Holiday April - May 2018
6,070 room nights
136% year-on-year growth

Virgin Australia Holidays April 2018
9% increase in total Virgin Australia Holidays bookings to Qld during campaign period

Expedia April-May 2018
+ 37.4% gross bookings year-on-year featured hotels

15 Source: Nielsen: Campaign Tracking, May 2018; Ikon Post Campaign Report, June 2018; Facebook Brand Study, June 2018
Great Barrier Reef

As the largest living structure on Earth, the Great Barrier Reef stretches over 2,300 kilometres along the Queensland coastline from Cape York in the North through to Bundaberg in the South. The Great Barrier Reef World Heritage Area is approximately 348,000km² in size with over 2,900 coral reefs and 1,050 islands and coral cays.

The Great Barrier Reef is home to 1,500 species of fish, over 30 species of whales and dolphins, six species of marine turtles and 22 species of seabirds. It is Queensland’s most valuable natural tourism asset contributing $6.4 billion to the Australian economy, supporting more than 64,000 jobs and welcoming more than two million visitors to experience it every year.

The tourism industry plays an important role in advocating for the Great Barrier Reef and ensuring its sustainability into the future, with tourism dollars contributing towards its protection and management. The challenges facing the Great Barrier Reef are part of a global challenge affecting the world’s coral reefs and the Great Barrier Reef has fared better than many of the world’s reefs due to its size and biodiversity.

TEQ understands the importance of marketing Queensland’s most iconic natural tourism asset, the Great Barrier Reef, and its experiences, to the world, with 2018 marking the International Year of the Reef. A partnership approach is key to this, working with industry and TA to raise the profile of the Great Barrier Reef’s unique value proposition in domestic and international markets, from its vast size, use, and rich diversity of wildlife, to the cross-sectoral approach towards its conservation and sustainable management. The Great Barrier Reef is central to TEQ’s experience pillars used to guide Queensland’s marketing activities.

In order to generate balanced reporting in mainstream media, build an understanding of the challenges the reef is facing, and highlight the unique experiences offered by the Great Barrier Reef, TEQ invited a number of key news media during 2017-18, which generated extensive media coverage in select key markets. TEQ also delivered several of marketing activities in key international source markets including a number of reef focussed live broadcasts, a 30-second Great Barrier Reef experience video and a media and trade event in the United Kingdom. GC2018 also provided a unique opportunity to amplify the importance of the Great Barrier Reef to a global audience.

TEQ continues to positively profile the tourism industry’s role as a custodian of the Reef and maintain strong partnerships with key stakeholders including the Great Barrier Reef Marine Park Authority, the Great Barrier Reef Foundation and Citizens of the Great Barrier Reef.
Destination and experience development

During 2017-18, TEQ continued to develop an Experience Framework to guide the implementation of the organisation’s marketing direction and better meet consumer expectations.

TEQ profiles Hero Experiences, which have the greatest potential to drive visitation and expenditure from target markets.

Key experience development activity undertaken in 2017-18 included:

- developing and implementing the Best of Queensland Experiences program, which aims to continuously improve the quality of visitor experiences available in Queensland and identify tourism products across the state that deliver exceptional visitor experiences;
- working with TA to leverage and promote Queensland’s key experiences internationally through the Signature Experiences of Australia Program;
- activities to develop and market Aboriginal and Torres Strait Islander experiences including: the ‘Connect with Culture - 50 ways to experience Indigenous culture’ eBook, providing input into the development of the GC2018 Reconciliation Action Plan; and working with RTOs to support experience development;
- working with the Great Barrier Reef Marine Park Authority and the Association of Marine Parks Tourism Operators to develop a Master Reef Guides program for the reef tourism industry; and
- working with the Queensland Parks and Wildlife Service and DITID to identify new ecotourism opportunities in and adjacent to National Parks with a focus on new and enhanced multi-day walking experiences and associated opportunities.

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

**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.

**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.
Best of Queensland Experiences program

In September 2017, TEQ launched the Best of Queensland Experiences program.

What is it?

The Best of Queensland Experiences program aims to continually improve the quality of visitor experiences available in Queensland, helping to increase positive word of mouth and drive growth in visitation and expenditure. The program allows TEQ to identify those tourism products that consistently deliver a high-quality visitor experience, which over time will have the opportunity for inclusion in TEQ marketing activities when relevant and available.

How does it work?

The program is based on an independent set of criteria that assess online customer reviews, respond to contemporary consumer expectations and reflect industry best practice. As more tourism operators deliver quality experiences and meet the criteria, word of mouth and consumer recommendations will increase, which continues to be the biggest influence on travel decisions.

The Best of Queensland Experiences will be prioritised in TEQ’s marketing activity to promote the Queensland ‘best address on earth’ promise and increase OVE.

How has the program been rolled out to date?

Following the launch of the program, TEQ conducted Best of Queensland Experiences workshops in every region across the state between September and November 2017, reaching more than 1,000 tourism operators and stakeholders.

During December 2017 and January 2018, TEQ assessed more than 2,000 products as part of the first interim phase of the Best of Queensland Experiences program, with 47 per cent of operators meeting the Best of Queensland Experiences criteria.

TEQ undertook a second round of assessment in June and July 2018, with interim results shared with operators in August 2018. These interim results have helped to inform and refine the criteria, with the program expected to be fully implemented in January 2019.

TEQ will continue to work in partnership with RTOs, Queensland Tourism Industry Council (QTIC) and DITID to assist operators in meeting the program criteria and delivering exceptional experiences for Queensland.
**Focus on Asia**

**During 2017–18, TEQ continued to maximise the growth opportunities out of Asia and promote Queensland as Australia’s leading destination for Asian travellers.**

TEQ’s strategic focus on Asia is led by the *Queensland Asia Tourism Strategy 2016-2025* which aims to make Queensland the leading Australian destination in market share, reputation and experience delivery for Asian travellers.

Key targets include:

- increasing OVE from Asian markets to $6.8 billion by 2025; and
- supporting up to 30,000 additional jobs.

The strategy is a fundamental part of the Queensland Government’s overarching *Advance Queensland: Connecting with Asia 2016-20 Strategy*. A key focus for TEQ is to work alongside industry to identify and secure new, and expand existing, aviation routes into Queensland through the Queensland Government’s $33.5 million *Advance Queensland: Connecting with Asia Fund*. An example of this was the commencement of a direct China Southern Airlines route in December 2017 from Guangzhou to Cairns, projected to deliver $90 million into the Tropical North Queensland region. Brisbane also secured its first flights from China’s capital, with Air China commencing flights four times a week from Beijing in December 2017, projected to inject more than $191 million in the Queensland economy.

In March 2018, Queensland hosted Asia’s premier aviation event, *Routes Asia*, in Brisbane. The event showcased Brisbane and Queensland to 1,000 aviation professionals, bringing delegates from across Asia and around the world. During the event, the Queensland Government (through TEQ) and Brisbane Airport Corporation (BAC) secured new services from Ho Chi Minh City to Brisbane commencing in 2019 with Vietnam’s largest budget airline, Vietjet, in a deal that is expected to generate $30 million for Queensland.

New and expanded aviation routes are also secured through the Queensland Government’s $10 million AAIF. Successful outcomes in 2017-18 were:

- the new Hainan Airlines twice-a-week service between Shenzhen and Cairns, which is set to inject $64 million into the Queensland economy;
- the return of Malaysia Airlines to Brisbane, operating four flights per week from Kuala Lumpur, delivering a boost of more than $98 million; and
- the Gold Coast received additional services from Scoot out of Singapore increasing by 19,500 seats per year.

Aviation routes are developed in partnership with Queensland’s Airports, DITID, RTOs and industry members.
Partnerships

Strategic partnerships

Strategic and commercial partnerships with major industry operators and leaders are an important focus for TEQ as they showcase and deliver Queensland experiences, packages and products to key target markets domestically and internationally.

TEQ’s collaborative approach spans a number of organisations and sectors including TA, the 13 Queensland RTOs, industry operators and associations, state and local government partners, commercial partners, the travel trade and airlines.

During 2017-18, TEQ continued to deliver activity as part of ongoing strategic commercial agreements including the Dundee project with TA and partnerships with Expedia and Qantas. In Asia, TEQ partnered with Samsung Card in Korea, JTB and Qantas in Japan to leverage the year-long Destination Australia campaign. In China, TEQ partnered with TA and Hunan Television, which has an audience size of over one billion viewers, to film two Queensland episodes on season three of Divas Hit the Road. This broadcast, which aired throughout China during July 2017, resulted in over $350 million in publicity for Queensland and was further leveraged with a digital and social marketing campaign and four key distribution partners to encourage Chinese consumers to book a Queensland Divas holiday. Close to 12,000 booked a holiday between July and September as a result of the activity, an increase of 106 per cent year on year.

TEQ is also a lead partner in the delivery of the $48.6 million ATF, announced as part of the 2018-19 budget. TEQ will work with DITID on the roll out of this funding next financial year to increase economic contribution, jobs and OVE to the state by generating new tourism investment. This includes investment in landmark new attractions and major new aviation linkages to position Queensland as the leading tourism destination in Australia.

As part of the ATF, $10 million has been allocated to AAIF and the remaining $38.6 million will be invested in targeted projects to expand direct access opportunities to grow markets and game-changing infrastructure and experiences.

Regional partnerships

TEQ works in partnership with 13 RTOs, which provide leadership, advocacy, development and the coordination of industry, local government and community.

In 2017-18, $7 million was invested through Tourism Network Funding which includes support for marketing and experience development. The funding is matched by local government and/or other industry partners.

TEQ also annually hosts Conversations with Industry forums across the state, providing operators with an opportunity to find out the latest Queensland tourism insights, research, trends, support programs, industry opportunities available to them and network with industry colleagues.
DestinationQ

TEQ and DITID delivered the annual DestinationQ forum in Brisbane in November 2017, attracting more than 450 representatives from the Queensland tourism and events industry, service providers, RTOs and state and local government. The theme of the 2017 forum was ‘competitiveness from collaboration’ in the tourism sector. In August 2017, TEQ also co-hosted Queensland’s leading events conference, the 2017 DestinationQ Events Conference in Toowoomba attracting 250 delegates, providing attendees an opportunity to build their capacity to deliver exceptional events.

In collaboration with Government and industry, TEQ contributes towards a range of actions under Destination Success: the 20-year plan for Queensland Tourism and also participates in the Australian Standing Committee on Tourism (ASCOT) and Tourism Ministers’ Meeting process.