

CEO's statement

Queensland – where life is beautiful one day, perfect the next



Tourism, and its contribution to the state economy, reached new heights in 2017-18 with continued record international and domestic expenditure.

International visitor expenditure to the year ending March 2018 reached \$5.5 billion, an increase of 6.4 per cent on the year to March 2017. Domestically, overnight visitor expenditure (OVE) increased 5.8 per cent to \$16.2 billion.

China was once again our largest international source market, delivering \$1.2 billion in OVE followed by New Zealand at more than \$564 million. The United States of America, Hong Kong and India also recorded strong gains in expenditure.

While these results were extremely positive, we know that in our ever changing, globally competitive world, we need to work hard to keep pace with consumer trends and offer a point of difference over our key competitors.

A recent highlight in our marketing approach has been the launch of the 'Find your perfect next...' campaign, an evolution on the quintessential Queensland tagline 'beautiful one day, perfect the next'. Based on extensive consumer research, the

campaign aims to connect travellers with unique and authentic local experiences. Since its launch in April this year it has exceeded expectations having already reached more than 12.7 million Australians.

We know that offering the experiences consumers want is instrumental to success. This year we commenced our Best of Queensland Experiences program, aimed at continually improving the quality of visitor experiences available.

Increasing aviation capacity into Queensland also remains critical to growing the tourism industry and several new routes were added in 2017-18. Experience tells us that investing early and building strong partnerships over time is the key to long-term success.

Working in collaboration with key partners including airports, Regional Tourism Organisations and Tourism Australia, new flights have been secured from China, Taiwan, Singapore and Malaysia. We will continue to work in partnership with the Department of Innovation, Tourism Industry Development and the Commonwealth Games to target new international and domestic routes through the Attracting Aviation Investment Fund, the Connecting with Asia Fund and the Attracting Tourism Fund in order to position Queensland as a destination of choice.

In events, the value of the *It's Live! in Queensland* calendar continues to grow exponentially and in 2018 is worth \$780 million to the state's economy. Among the highlights in 2017-18 was the Manny Pacquiao v Jeff Horn (Battle of Brisbane), Australia's biggest ever boxing event.

In 2017-18, Tourism and Events Queensland (TEQ) supported 69 major events, 70 destination events and 19 business events, delivering more than 2.4 million direct visitor nights. Almost half of the events that TEQ invested in were held outside of the

South East corner, promoting the diverse opportunities in our regions.

In April this year, the Gold Coast 2018 Commonwealth Games - the largest event Queensland has ever hosted - provided a golden opportunity to profile our tourism and event experiences to the world.

To make the most of this, we undertook a range of activities designed to promote Queensland's experiences in key domestic and international markets and profile the state's capabilities as an event destination. This included leveraging the profile of the Queen's Baton Relay in key international tourism markets, marketing our events calendar, media engagement and the provision of compelling and appealing content for international broadcasters.

The Games leaves a positive and enduring legacy for Queensland tourism and events. Post Games, TEQ has secured a line-up of events including the TV WEEK Logie Awards, the Australian Open Lawn Bowls, the International Triathlon Union's World Triathlon Series Grand Final and the Brisbane Cycling Festival.

The past year marked some significant milestones and successes, but we know that there is so much more to do and go into the year ahead as focussed as ever on working with our partners to further grow tourism and events in our State.

I would also like to recognise the efforts of the TEQ team in delivering exceptional results for the 2017-18 financial year and I look forward to building on that success in the future.

A handwritten signature in black ink, appearing to read 'Leanne Coddington'. The signature is fluid and cursive, written over a white background.

Leanne Coddington

Chief Executive Officer
Tourism and Events Queensland

Chair's statement



The performance of tourism as a key driver of the Queensland economy has been underlined by the latest figures which show the industry generates \$25 billion in Gross State Product and supports 217,000 direct and indirect jobs.

At Tourism and Events Queensland (TEQ) our focus is continuing that growth trajectory to support an industry expected to reach \$33 billion in OVE by 2025, delivering an additional 85,000 jobs.

With our renowned nature-based experiences and compelling events calendar, Queensland has a well-earned reputation as a destination of choice. That reputation or our past successes are not guaranteed in an intensely competitive national and international environment. To stay ahead of the competition and ensure Queensland wins in the future we must remain relevant when it comes to evolving consumer demands.

At TEQ our core objectives are to attract visitors to Queensland generating more overnight visitor expenditure, contribute to the state economy, enhance our state profile and foster community pride.

Underpinning this is our strategic focus on marketing Queensland experiences, attracting high value travellers, growing the value of our events calendar, experience development, growing aviation access and strong strategic partnerships.

The diversity of our tourism and events offering means Queensland is uniquely positioned to offer new products and experiences that consumers are searching for. In ecotourism, we are identifying new opportunities across the state, including a business case currently underway for the Wangetti Trail between Palm Cove and Port Douglas in Tropical North Queensland.

In marketing, our new 'Find your perfect next...' campaign has exceeded expectations in terms of reach and industry response and we will continue to build on that platform as the best way to showcase our experience framework and play to our strengths.

In events, the Gold Coast 2018 Commonwealth Games (GC2018), the Manny Pacquiao v Jeff Horn (Battle of Brisbane), Cairns IRONMAN, Gold Coast 600 and the Marvel exhibition were highlights of the past financial year and our challenge now is to continue to build on that momentum. Sending a delegation to SportAccord, the world's premier and most exclusive annual sport convention, provided an important opportunity to leverage our reputation as a premier event destination in the weeks following GC2018 and we will continue to work hard to identify future opportunities to attract high value events to Queensland.

We also know that one of the key ways to grow visitation is through aviation access. The ongoing investment in the Attracting Aviation Investment Fund as well as investment in the Connecting with Asia Fund and most recently the Attracting Tourism Fund is providing new impetus to work with our key partners to identify inbound routes and match them with the right experiences.

Finally, I'd also like to thank a number of TEQ Board members – Deputy Chair Julieanne Alroe, Paul Donovan, Anna Guillan, Judith McLean and Gary Smith – having completed two consecutive terms on the Board. Their dedication and commitment to delivering on our strategic objectives has been second to none and we are well placed to deliver into the future because of their efforts.

A handwritten signature in black ink, appearing to read 'Brett Godfrey'. The signature is fluid and cursive, written on a white background.

Brett Godfrey

Chair
Tourism and Events Queensland