



Welcome to Eye on Q

Welcome to Tourism and Events Queensland's new weekly industry eNewsletter ***Eye on Q***. There are so many great things happening in our industry every day and we love having the opportunity to share some highlights with you. This week we bring you news on an opportunity to explore our greatest natural icon, the Great Barrier Reef, via Twitter, a world-leading ballet experience in the Tropical North and the V8 Supercars economic success in Townsville. We look forward to continuing to bring you relevant and exciting news from tourism and event announcements to the latest industry data and insights, the upcoming *It's Live! In Queensland* events calendar, and industry opportunities. Any ideas or feedback [we'd love to hear from you](#).

Leanne Coddington
CEO, Tourism and Events Queensland

Photo credit: Jules Ingall



Great Barrier Reef live via Twitter and Periscope

People anywhere in the world will be able to take the plunge today as Twitter and Periscope launch the Great Barrier Reef Adventure — an underwater live broadcast that will take you on a guided tour of one of the world’s most beautiful and hidden seven natural wonders. Tune in live **from 12.30pm AEST today** on Twitter AU (@TwitterAU), Queensland (@queensland), Citizens of the Great Barrier Reef (@AndyRidley), and Telstra (@Telstra).

[Read more](#)



The Royal Ballet in Cairns for one-night-only performance

The Royal Ballet gave a special Gala Performance in Cairns last night as part of the QPAC International Series, supported by TEQ. The audience was also treated to a performance by local participants in the QPAC International Series We All Dance program, as well as a performance by the



Townsville 400 a \$34 million injection into local economy

New figures released on the Townsville 400 show just how significant the event is in terms of delivering tourism benefits for the region. The latest economic impact report from TEQ confirms last year’s event delivered a \$34 million economic boost and more than 120,000 visitor nights. The event

National Aboriginal and Islander Skills Development Association Dance College.

Photo credit: ROH Johan Persson, 2013

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continues to be a major drawcard for visitors to Townsville.

[Read more](#)



Industry opportunities

[Conversations with Industry - The Bundaberg North Burnett Region](#)
Bundaberg, 27 July 2017

[Australian Chamber Tourism Breakfast](#)
Brisbane, 28 July 2017

[DestinationQ 2017 Events Conference](#)
Toowoomba, 30 August 2017

[Australian Event Awards & Symposium](#)
Sunshine Coast, 13-15 September 2017

[Queensland Digital Roadshow USA 2017](#)
22 October - 29 October 2017

[DestinationQ Forum](#)
Brisbane, 9-10 November 2017

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Quick snippets

- Industry are encouraged to enter the [QTIC Prize for Innovation](#) which provides a fantastic opportunity to raise your business profile, open doors and gain feedback from industry leaders. The winner will receive a \$30,000 package of business support thanks to the Queensland Government.
- Queensland Airports Limited has appointed airline industry executive Adam Rowe as [General Manager, Business Development and Marketing](#) to oversee the group's marketing efforts across its four airports.

EVENTS

[Cloncurry Stockman's Challenge &](#)

[Velothon Sunshine Coast](#)

IT'S LIVE!
in Queensland

[Campdraft](#)
12-16 July 2017
**OUTBACK
QUEENSLAND**

13-16 July 2017
SUNSHINE COAST



[Boulia Camel Races](#)
14-16 July 2017
**OUTBACK
QUEENSLAND**

[Rockhampton River
Festival](#)
14-16 July 2017
**CAPRICORN
REGION**

[Australian Festival of
Chamber Music](#)
28 July-5 Aug 2017
**TOWNSVILLE
NORTH
QUEENSLAND**

[South Sydney
Rabbitohs v North
Queensland Cowboys](#)
16 July 2017
**TROPICAL NORTH
QUEENSLAND**

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