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Eye on Q

10 May 2018

TOURISM
& EVENTS
Queensland



Let the Conversations begin!

Tourism and Events Queensland's Conversations with Industry, which take place annually across the state, kicked off yesterday in Cairns, giving more than 100 Tropical North Queensland operators the chance to connect with industry peers and find out the latest Queensland tourism insights, research, trends, support programs and industry opportunities available to them.

Tropical North Queensland businesses heard from TEQ Chief Executive Officer Leanne Coddington who covered the ['Find your perfect next'](#) campaign, followed by Tourism Australia's Managing Director John O'Sullivan who spoke in depth about the [success of the 'Dundee' campaign](#). And in a first for the Conversations events, operators heard from STR, gaining insights into their accommodation research. Another topic covered was TEQ's [Best of Queensland Experiences Program](#).

[Find your local Conversation](#)



[Influencers shine spotlight on](#)



[Take advantage of Australia's](#)

Queensland coast and reef

Images of Queensland are being featured across social media as digital influencers with a combined audience of more than 280,000 followers travel from Cairns to Bundaberg, highlighting their experiences as they 'Drive the Great Barrier Reef'.

It's the first campaign of its kind where the tourism bodies representing the reef's tourism regions, supported by TEQ, have partnered to extend visitor dispersal along the reef. The campaign aims to increase length of stay and visitor expenditure, and further leverage campaign activity by Tourism Australia and TEQ.

You can follow the journey by following [@cleocohen](#), [@mitch.cox](#) and [@mycolourfulworld](#) on Instagram and Twitter.

Image courtesy of @cleocohen

[Read more](#)

largest tourism network

Looking for a simple way to have your tourism product or event listed on more than 200 websites? TEQ works in close partnership with the Australian Tourism Data Warehouse (ATDW) - a digital tourism network which stores your product information in one place, feeding it to hundreds of tourism websites including:

- TEQ's consumer site [queensland.com](#)
- Tourism Australia's site [australia.com](#)
- five TEQ apps for Apple and Android devices, including *This is Queensland*
- Queensland's RTO websites (for members) and many more

For further information contact TEQ's ATDW team via atdw@queensland.com or call 1800 629 749.

[Find out more](#)



Australia Zoo's Irwin family star on hit US TV show

Following the unveiling of the Hollywood Walk of Fame star awarded posthumously to the late Steve Irwin, the Irwin family has continued to spruik Queensland by appearing on popular US talk show *The Tonight Show starring Jimmy Fallon* last week where Fallon was treated to a range



Qantas partnership encourages Aussies to find their perfect next Queensland holiday

TEQ has partnered with Qantas to launch a new campaign as part of our 'Find your perfect next' marketing activity to encourage domestic travel to Queensland.

The campaign includes 15-second videos featured on YouTube and inflight

of close encounters with wildlife, including Kookie the kookaburra.

[Read more](#)

entertainment, and also includes activity across digital channels and print.

[View more](#)



Industry opportunities

[QTIC Research Consultation](#)

Seeking industry input on future skills and training requirements

Cairns, 11 May 2018

Airlie Beach, 14 May

[Visit Sunshine Coast International Ready Workshop](#)

Maroochydore, 17 May 2018

[World Tourism Forum Lucerne Talent Boost 2018](#)

Discussing workforce challenges of the future

Brisbane, 18 May 2018

[2018 QTIC World Environment Day Luncheon](#)

Cairns, 5 June 2018

[Women's Leadership Development funding](#)

An initiative supporting the development of female leaders across Australia's tourism sector
Expressions of interest open until 15 June 2018

[Australian Indigenous Tourism Conference](#)

Expressions of interest open to potential delegates, speakers, exhibitors and sponsors
Lorne, 2 November 2018

[View more industry events](#)

Quick snippets

- [New product: 'Wallabies at sunrise' guided tours launched at Cape Hillsborough](#)
- [Government invests \\$10m in Outback tourism infrastructure](#)
- [Townsville CBD site to become world-class marine science precinct](#)
- [Sunshine Coast wins major regional trade and investment conference](#)
- [Whitsundays hit the road to showcase the region to Australia's East Coast](#)
- [Yeppoon Lagoon Precinct officially opens](#)

EVENTS

GOLD COAST SUNS V
MELBOURNE
Brisbane
12 May 2018

BLUES ON
BROADBEACH MUSIC
FESTIVAL
Gold Coast
17-20 May 2018



CAPTAIN COOK 1770
FESTIVAL
Gladstone Region
25-27 May 2018

GOOMERI PUMPKIN
FESTIVAL
Sunshine Coast
27 May 2018

CAIRNS AIRPORT
ADVENTURE
FESTIVAL
**Tropical North
Queensland**
6-10 June 2018

COOLY ROCKS ON
Gold Coast
6-10 June 2018

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