

WORKING WITH TEQ CHECKLIST

LET'S CONNECT!

Visit our corporate website: teq.queensland.com
 Subscribe to our weekly industry update 'Eye on Q':
teq.queensland.com/au/en/info/subscription-form
 Join us at one of TEQ's industry events:
teq.queensland.com/events/industry-calendar

ENGAGE WITH US ON SOCIAL MEDIA

Like us on Facebook: facebook.com/visitqueensland
 Follow us on Instagram: instagram.com/queensland
 Hashtag your posts with #thisisqueensland
 Post photos/news/stories and tag @queensland
 Follow us on Twitter:
 ■ @queensland twitter.com/queensland
 ■ @teqlld twitter.com/teqlld (Corporate)
 Subscribe to our YouTube channels:
 ■ youtube.com/queensland
 ■ youtube.com/tourismqlld (Corporate)
 Follow us on LinkedIn:
linkedin.com/company/tourism-and-events-queensland

RESEARCH AND INSIGHTS

TEQ provides tourism research and insights which can assist decision-making and strategy development.

Visit our research and insights page:
teq.queensland.com/au/en/industry/research-and-insights
 Gain insight into Industry Performance:
teq.queensland.com/au/en/industry/research-and-insights/industry-performance
 Delve deeper into visitation and expenditure data with the interactive Tourism Data Explorer: teq.queensland.com/au/en/industry/research-and-insights/tourism-data-explorer

INTERNATIONAL AND DOMESTIC TRAVELLERS

For information on international and domestic traveller requirements to enter Queensland: teq.queensland.com/au/en/industry/crisis-management/advice-for-travellers

EVENTS

Learn more about our event support programs:
 ■ Queensland Destination Events Program (QDEP)
 ■ Major Event Investment
 ■ Business Events
teq.queensland.com/au/en/industry/what-we-do/queensland-events/queensland-events-funding
 Stage the best event possible with our Queensland Events Guide: [Queensland Events Guide](#)
 Learn more about the *It's Live! in Queensland* marketing platform:
teq.queensland.com/au/en/industry/what-we-do/queensland-events/it-s-live-queensland

PROMOTE YOURSELF

List your business on the Australia Tourism Data Warehouse and create an online holiday deal:
teq.queensland.com/au/en/industry/industry-resources/best-of-queensland-experience-program/boqe-atdw
 Send us your stories, new product updates and press releases:
media@queensland.com or trade@queensland.com
 Connect with Queensland's Industry Media Agency for Tourism & Events (IMATE) for more information and opportunities to get involved with and leverage TEQ's marketing activity:
imate.queensland.com

TOOLS AND RESOURCES

Discover how you can become a Best of Queensland Experience:
teq.queensland.com/best-of-queensland-experiences
 Learn how to create authentic and memorable content:
[Queensland Content Framework](#)
 Learn how to be a master storyteller:
teq.queensland.com/storytelling
 Learn how a focus on 'transformational travel' can benefit your business:
teq.queensland.com/transformationalexperienceguide
 Access TEQ's ultimate collection of high resolution images:
visuals.queensland.com
 Learn about Brand Queensland and how you can utilise TEQ's logos and assets: [Queensland Brand Playbook](#)
 Current campaign opportunities and resources:
teq.queensland.com/industry-resources/marketing
 Access Great Barrier Reef marketing tools and communications resources: teq.queensland.com/the-great-barrier-reef
 Practical advice to better meet the needs of nature-based tourism marketing: [Nature Based Tourism Strategy](#)
 Plan for trade success: teq.queensland.com/au/en/industry/industry-resources/international-resources
 Learn more about Indigenous Tourism:
teq.queensland.com/au/en/industry/what-we-do/cruise_indigenous_nature_tourism/indigenous-tourism
 Discover more about Cruise Tourism in Queensland:
teq.queensland.com/au/en/industry/what-we-do/cruise_indigenous_nature_tourism/cruise
 For more helpful resources:
teq.queensland.com/industry-resources

