

CEO's statement



Tourism and Events Queensland (TEQ) is a consumer-led, experience-focused, destination-delivered organisation that aims to connect people and places like never before through innovation and collaboration with the State's industry.

Our focus is on achieving economic and social benefits for Queensland by growing our industry through marketing, events and experience development.

The foundation has been laid for future success. In 2015-16 Queensland welcomed record international and domestic visitation.

International visitor expenditure reached a record \$5.1 billion, an increase of 10.6 per cent, underpinned by an 11.3 per cent increase in total visitors to 2.5 million. These visitors spent 52 million nights in Queensland.

Domestically, overnight expenditure in Queensland increased seven per cent to a record \$14.6 billion for the period while domestic overnight numbers increased 5.7 per cent to 20.2 million.

China recorded the strongest growth of 26 per cent delivering just over \$1 billion in overnight visitor expenditure, supported by strong gains from key source markets including New Zealand (9 per cent) the United States (20 per cent), Japan (19 per cent) and Germany (9 per cent).

Central to growth is the focus on increasing aviation capacity. In partnership with the Department of

Tourism, Major Events, Small Business and the Commonwealth Games (DTESB), through the Attracting Aviation Investment Fund (AAIF), TEQ has worked to increase capacity from markets including China, Japan, Canada, Singapore, Hong Kong, New Zealand and Malaysia; and their connecting networks, flying into Brisbane, the Gold Coast and Cairns.

TEQ has adopted a targeted approach to reaching global consumers through a range of initiatives within the areas of marketing, events, experience and destination development and strategic partnerships.

In 2015-16, the partnership with Tourism Australia on the promotion of the BBC documentary *David Attenborough's Great Barrier Reef* received global media coverage and has been viewed by hundreds of millions of people worldwide, resulting in a significant increase in direct bookings to Queensland.

Securing Korean 'K-Pop' star Rain as the ambassador for a campaign in which the megastar filmed his latest video clip in Brisbane was also an activity highlight - TEQ managed the global digital and marketing campaign 'Q-Pop' which led to just under 20,000 direct bookings to Queensland.

Domestic marketing remained a key focus with TEQ delivering destination campaigns with Queensland's 13 Regional Tourism Organisations (RTOs), and industry partners including airlines, wholesalers, the travel trade and tourism operators.

Some key activities included partnering with Qantas on a domestic and world-wide campaign coinciding with the release of the sequel Disney movie *Finding Dory*, the *It's Live! in Queensland* events campaign, a partnership for Brisbane with Australian Traveller magazine, Southern Queensland Country Autumn campaign and Find Your Paradise (Tropical North Queensland).

In 2015-16 more than \$413 million in publicity and promotional value was achieved through TEQ activities.

Events continue to act as a major visitation driver with the *It's Live! in Queensland* major events calendar securing a range of sporting and cultural events across the state. The diversity of the event portfolio continues to play a major factor in its success with events including the 8th Asia Pacific Triennial of Contemporary Art, the World Science Festival, the Gold Coast Airport Marathon, NRL double-header and the IRONMAN Asia Pacific Championship.

The offering was further enhanced by our Queensland Destination Events Program (QDEP) which supports growth in a wide range of events across regional Queensland, and the International Bid Fund which helped to secure events that will attract an estimated 10,500 visitors and \$23 million for the State.

In the digital space, TEQ connected with 3.5 million consumers globally to showcase Queensland's destinations and events, forged key online partnerships, delivered new applications and made www.queensland.com available in eight languages.

The Queensland Government's four-year funding guarantee for TEQ will enable us to strengthen our competitive advantage through entering into multi-year partnerships and adopting a longer term view on our strategic investments.

The Tourism Network Funding program is an example of this recognising the vital role of destination partnerships through investing \$21 million over three years in the State's RTOs.

The importance of maintaining a collaborative partnership approach with industry was reinforced with the hosting of the Australian Tourism Exchange (ATE) on the Gold Coast in May 2016. Around 2,200 delegates from 30 countries attended. ATE16 recorded record sales for tourism operators in what was hailed as one of the most successful events in the history of the event, with a 99 per cent satisfaction rating.

In summary, throughout 2015-16 TEQ worked with our key partners to continue to build industry momentum, capitalise on growth opportunities and use innovation and authenticity in our tourism and event offering to achieve our vision of inspiring the world to experience the best address on earth.

A handwritten signature in black ink, appearing to read 'Leanne Coddington'. The signature is fluid and stylized, with a long, sweeping underline that extends to the right.

Leanne Coddington
Chief Executive Officer
Tourism and Events Queensland

Chairman's statement



Tourism in Queensland is on the cusp of an incredible opportunity. We have the chance to share in one of the most significant tourism growth periods in decades with the emergent Asian middle class, favourable economic conditions and resurgent traditional markets.

It is vital to the Queensland economy, contributing \$23 billion and employing 220,000 people directly and indirectly. As an industry, we know tourism is the backbone of regional communities, a jobs generator and a source of community pride.

There is a strong strategic framework in place to ensure we maximise this opportunity before us. TEQ's *Strategic Plan 2016-2020* has identified five key priorities to deliver upon our objectives to grow tourism. They are:

- Deliver and promote a world-class events calendar;
- Market the best address on earth;
- Focus on Asia;
- Aviation access and strategic partnerships; and
- Destination and experience development.

We know we operate in an intensely competitive industry with rapidly changing consumer preferences. To stay ahead of the game we need to identify and take to market the most unique and unforgettable experiences - to convert aspirations into reality.

With this in mind, a key focus in 2015-16 has been reinvigorating our marketing approach to elevate our unique and unrivalled experiences – reef, islands and beaches, natural encounters, adventure and discovery, Queensland lifestyle and events. The new approach is underpinned by extensive market research and stakeholder consultation and is scheduled to be launched in the first half of 2016-17.

Throughout 2015-16 there has been a continued focus to strengthen our major and regional event portfolio under the *It's Live! in Queensland* platform which has become a \$460 million asset for the State.

The newly developed *Queensland Asia Tourism Strategy 2016-2025* will provide a focal point

in 2016-17 and beyond for mobilising our efforts to capitalise on growth out of key markets in the world's fastest growing region, in a similar time zone and only one flight away. Through identifying priority markets and setting ambitious growth targets, the strategy complements the Queensland Government's overarching *Advancing Tourism Strategy 2016-2020*.

Aviation continues to be critical in the industry growth trajectory. TEQ is committed to working with key partners to identify and secure new routes through the Attracting Aviation Investment Fund (AAIF) while the new \$33.5 million *Advance Queensland: Connecting with Asia* initiative will lay the foundation for a holistic approach to attracting visitors from both Tier 1 and Tier 2 cities and accelerate our efforts in markets like China, Japan and Korea.

TEQ's budget position – and the continuation of the four-year funding guarantee confirmed in the 2016 State Budget – will ensure opportunities are approached with a longer term view and commitment to multi-year partnerships that deliver efficiencies as well as gains.

The past financial year has seen record international and domestic visitation and the indicators are there for strong growth ahead.

TEQ's vision is to inspire the world to experience the best address on earth and it is with that sense of purpose that the team will continue, with energy and commitment, to deliver for our industry in 2016-17 and beyond.

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Bob East
Chairman
Tourism and Events Queensland