

Highlights 2015-16

Partnerships

Strategic partnerships

Strategic partnerships represent significant opportunities to grow overnight visitor expenditure for Queensland. During 2015-16 TEQ collaborated with a range of partners including Tourism Australia, Regional Tourism Organisations (RTOs), tourism industry operators, state and local Government, commercial partners, airlines and industry-related tourism associations to drive the best outcomes for Queensland's visitor economy.

TEQ is continually investigating new partnership opportunities to leverage resources and strengthen 'share of voice' and marketing weight in the competitive global tourism environment. In 2015-16, TEQ had a number of active strategic commercial agreements including partnership agreements with the 13 RTOs and the Queensland Tourism Industry Council (QTIC), and six partnership agreements with airlines and the travel industry.

In October 2015, TEQ and Singapore Airlines Limited entered into a three-year commercial partnership and commenced a range of activity across the three source markets of Singapore, India and Indonesia.

In November 2015, the Minister for Tourism and Major Events signed a Memorandum of Understanding (MOU) with China Eastern Airlines. The MOU was established to foster collaboration between the State of Queensland and China Eastern Airlines, including encouraging the growth of services operated by China Eastern Airlines to Queensland airports. On signing the MOU, China Eastern Airlines confirmed their intention to commence flying between Shanghai and Brisbane from December 2016.

TEQ entered a three-year (2015-2018) agreement with Asia's largest airline, China Southern Airlines in November 2015. The first campaign under this partnership was implemented between April and June 2016. A brand campaign was delivered in partnership with Tourism Australia, with trade tactical activity in partnership with Brisbane Marketing and Brisbane Airport Corporation.



Signing of the Tourism and Events Queensland and China Southern Airlines Partnership Agreement 2015-2018 in Guangzhou, November 2015.

Front row: Leanne Coddington, Chief Executive Officer, Tourism and Events Queensland; Mr Han Wensheng, Executive Vice Director General, Commercial Steering Committee, China Southern Airlines

Back row: The Honourable Kate Jones, Minister for Education and Minister for Tourism and Major Events; Mr Tan Wangeng, President and Chief Executive Officer, China Southern Airlines

In May 2016, TEQ signed a two-year (2016-2018) agreement with China's largest social travel network, 'Mafengwo'. With more than 100 million registered users, Mafengwo.cn is China's largest online travel social platform and the two-year partnership will see TEQ work with Mafengwo to create themed online campaigns and enriching destination content to assist Chinese travellers to plan their Queensland holiday. The first campaign as part of the partnership will commence from September 2016.

During 2015-16 TEQ continued to work closely with Qantas on international and domestic marketing activity as part of the organisations' \$12 million cooperative marketing agreement for 2013-2016, delivering promotional activities in the domestic market as well as in South East Asia (Singapore and Indonesia), Japan, Hong Kong/Southern China, the United Kingdom, Germany, the Americas and New Zealand. The *Connect for Life* campaign was launched in April 2016, designed to showcase Queensland as a destination of choice for American travellers. The initiative involved three ambassador groups from North America travelling to Queensland and capturing their journey while sharing in a variety of experiences across the State. The ambassadors were return visitors who relived and shared their personal stories, connecting with the experiences which made their first visits unforgettable. Videos created for the campaign showcased inspirational content and memorable experiences unique to Queensland and were shared via Qantas and Queensland's social media channels, designed to influence more Americans to visit Queensland and create their own once-in-a-lifetime memories.

A new three-year agreement with Qantas covering the period 2016-17 to 2018-19 was announced in July 2016 to continue promoting Queensland across key international and Australian markets through strategic marketing and digital campaigns, cross-promotion activity and media and trade opportunities. The new partnership will inspire more visitors to Queensland with a focus on targeting increased visitation from Asia, the United States, New Zealand and the United Kingdom, as well as domestic opportunities.

Key activity delivered under TEQ's three-year cooperative marketing arrangement with Flight Centre (2014-15 to 2016-17) during the year included two domestic marketing campaigns with RTO partners in August-September 2015 and March 2016 to coincide with peak booking periods; marketing activity in the United Kingdom focusing on 'Best of Australia' packages; and enriching Queensland content on the Flight Centre Australia website including information on every Queensland destination, featured blog articles and videos.

Regional partnerships

In 2015-16, \$7 million was invested through the Regional Tourism Organisation (RTO) network to grow regional tourism through marketing, events, experience development, industry and community collaboration. TEQ support comprised \$2.8 million made available through an incentivised, contestable grant, which was leveraged through partner contributions of almost \$2.7 million to deliver 17 tourism marketing and development projects. In addition, \$4.2 million in Core Grant funding was invested in 13 RTOs and QTIC for delivery of agreed tourism priorities and initiatives that contribute to economic development and support sustainable growth for tourism in Queensland.

TEQ developed the Tourism Network Funding Program 2016-19 comprising a total allocation of \$21 million to Queensland RTOs for the purposes of delivering marketing and development activity, as well as supporting some operational costs of the RTOs. The program replaces the former Core and Contestable grant programs and provides a three-year funding commitment to each RTO through to 2018-19. Funding provided to RTOs under the Tourism Network Funding Program 2016-19 is to be matched by local Government and/or other industry partners, doubling the efforts for the destinations and creating a total investment of \$42 million over three years.

TEQ also hosted a series of 'Conversations with Industry' forums across Queensland, incorporating updates from *DestinationQ* 2015. The forums allowed local tourism operators and industry to connect with Government, to strengthen collaboration with industry, enhance understanding of industry needs, issues and opportunities, and discuss strategies to grow tourism and events in Queensland destinations. The sessions provided tourism businesses with an opportunity to meet representatives from TEQ, RTOs, the Department of Tourism, Major Events, Small Business and the Commonwealth Games (DTESB) and the Queensland Tourism Industry Council (QTIC).

DestinationQ and other Government priorities

DestinationQ represents a partnership between the Queensland Government and tourism industry based on three core principles:

- **Invest** – commit time, money and effort to ensuring the tourism industry is positioned to meet the expectations of visitors and the support of the community.
- **Excel** – deliver an exceptional experience for all visitors to Queensland, whether they come for a holiday, an event, a meeting or to study, and whether they are Australian or from overseas.
- **Grow** – increase jobs in the tourism industry; boost visitor expenditure in Queensland; and lift profitability of tourism businesses.

TEQ assisted DTESB with the planning and delivery of the annual *DestinationQ* forum held in Townsville in October 2015, and designed and assisted with the delivery of two of the five masterclass sessions to approximately 100 tourism stakeholders, with the masterclasses focusing on 'Exceeding Expectations' and 'Developing Innovative Experiences'.

TEQ also supported the delivery of a range of actions under *Destination Success: the 20-year plan for Queensland Tourism* in collaboration with Government and industry. Further information regarding *DestinationQ* and the 20-year plan is available at <https://www.destq.com.au>.

TEQ actively participates in the Australian Standing Committee on Tourism (ASCOT) and Tourism Ministers Meeting process. In addition, TEQ contributes to intergovernmental groups that focus on tourism established under the National Long Term Tourism Strategy which aims to increase the supply and quality of Australian tourism product and make the industry more resilient and competitive.

Strategy development

In supporting the Government's focus on growing the Asia market to Queensland and maximising opportunities from the international education market, TEQ developed the *Queensland Asia Tourism Strategy 2016-2025* in partnership with DTESB, and also contributed to the development of the *Queensland International Education and Training Industry Strategy 2016-2026* being led by Trade and Investment Queensland (TIQ).

The *Queensland Asia Tourism Strategy 2016-2025* identifies key strategic priorities for Queensland's tourism and events industry and the delivery of targeted marketing and promotional activities with key partners. Based on research and insights from Deloitte Access Economics and Tourism Australia, the strategy will maximise Queensland's competitive position with Asian travellers, drive sustained growth in Queensland's tourism industry and deliver jobs in regional Queensland.

TEQ also coordinated the delivery of the *Palaszczuk Government's Connecting to Asia Forum*, held in Cairns in August 2016. Tourism industry leaders joined Government Ministers and key stakeholders at the forum to identify opportunities to grow tourism from Asia to regional Queensland.

Cruise shipping

There were 329 cruise ship visits to Queensland destinations in 2015-16, representing an increase of 20 per cent on the previous year and the tenth consecutive year of double digit growth. Throughout the year, TEQ supported the development of several new cruise destinations to ensure they were 'cruise-ready' and assisted in attracting new cruise lines to Queensland.

Cruise ships visited three new destinations in 2015-16 - Mooloolaba, Gladstone and Fraser Island. Hamilton Island was added to P&O schedules during the year and as a result is anticipated to experience 50 per cent growth in cruise ship visitation in the coming season.

TEQ conducted the *Queensland Cruise Forum* in May 2016, resulting in several new tourism products being included in shore excursion programs, and key cruise line stakeholders experiencing familiarisation tours of the emerging ports of Mooloolaba and Gladstone. TEQ also attended *Seatrade Global 2016* and held meetings with all potential and current cruise lines who visit Australian waters, and worked towards the long-term goal of Chinese cruise ship visits coming to Queensland.



Dawn Princess docked in Cairns, Queensland in June 2016

Aviation

Aviation access plays a pivotal role in growing tourism to Queensland's destinations. Through the Attracting Aviation Investment Fund (AAIF), TEQ works in partnership with the Queensland Government to attract additional aviation routes and drive international tourism to Queensland.

In March 2016, Brisbane was announced as the host of Routes Asia 2018, a major international route development forum bringing together airlines, airports and tourism authorities from the Asian region. TEQ worked in partnership with a consortium of tourism advocates to secure this sought after conference to Queensland.

International aviation access to Queensland grew considerably in 2015-16. The AAIF supported new services to China, now Queensland's largest international market by visitor numbers and expenditure. Canada and New Zealand, among Queensland's mature international markets, also saw new services.

Eastern market highlights include:

- A daily Qantas service between Tokyo-Narita and Brisbane started flying in August 2015. The service provides access for over 100,000 visitors to Queensland per annum and has assisted the recovery of the important Japanese visitor market to Queensland.
- China Eastern Airlines announced services between Shanghai and Brisbane will commence in December 2016, providing increased access to Queensland's destinations for China's booming outbound tourism market.
- Hong Kong Airlines announced year-round flights from Hong Kong to the Gold Coast and Cairns, which commenced in early April. This follows seasonal services on the same route between January and March 2016.
- A two-times weekly direct service from Wuhan (central China) to the Gold Coast commenced in September 2015, operated by Jetstar.

Western market highlights include:

- Air Canada's new Vancouver to Brisbane service touched down in early June 2016, and will bring up to 90,000 additional visitors from North America to Queensland each year. This coincides with double-digit growth in tourist numbers from North America to Queensland.
- Qantas introduced a year-round service between Christchurch and Brisbane in June 2016.

TEQ contributes to DTESB's service standard 'Number of additional seats by targeted airlines on routes supported by the Attracting Aviation Investment Fund'. The 2015-16 target of 150,000 seats was achieved by 30 June 2016.



Campaign material produced in Japanese language to promote the daily Qantas service between Tokyo-Narita and Brisbane which commenced in August 2015.

Marketing and promoting tourism in Queensland

TEQ's marketing activities are consumer-led, experience-focused and destination-delivered, and aim to increase visitation and expenditure across the State. TEQ leverages long-term strategic and commercial partnerships to collaboratively showcase Queensland's destinations and visitor experiences to key domestic and international target markets.

Throughout 2015-16, TEQ focused on promoting Queensland's destinations through partnership campaign activity with Queensland's 13 Regional Tourism Organisations (RTO), Tourism Australia and industry partners including airlines, wholesalers and travel trade. TEQ also worked to optimise the value of events held across Queensland through marketing and promotion of the *It's Live! in Queensland* events calendar.

Marketing activities are delivered across a range of promotional mediums including outdoor, television, print, radio, digital and social media, and are supported by TEQ's global media distribution strategy to maximise the global reach and distribution of Queensland editorial and publicity content. In 2015-16 more than \$413 million in publicity and promotional value was achieved through TEQ activities.

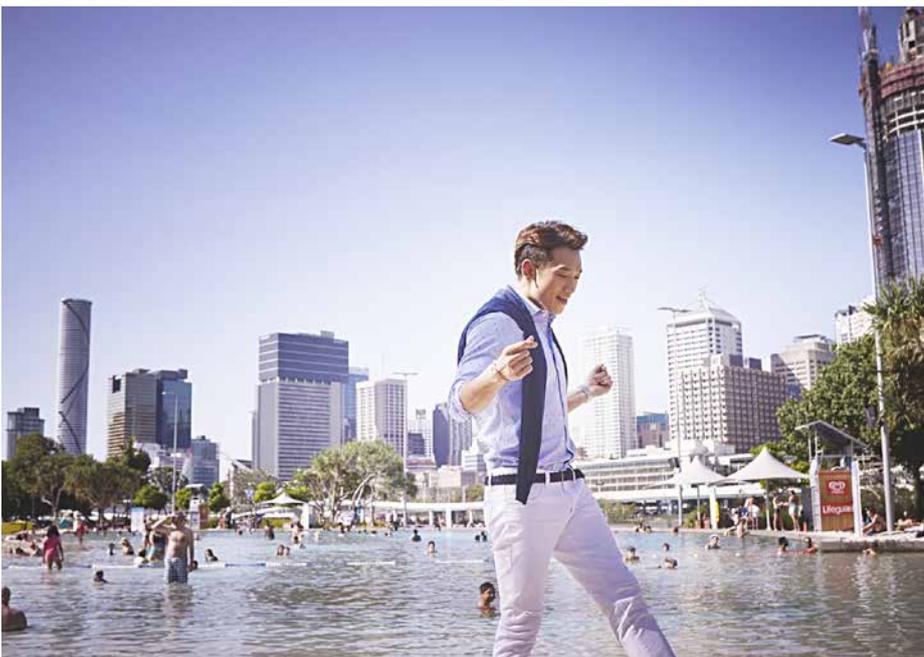
Q-Pop

Coinciding with the 20th anniversary of Queensland's tourism presence in Korea, TEQ secured one of Asia's biggest stars, Rain, the King of K-Pop, as a Queensland Ambassador in Korea in October 2015. K-Pop, or Korean pop music, is a cultural phenomenon in Korea and amongst millions across the world.

Rain travelled to Queensland in November 2015 as 'Q-Pop' ambassador to inspire his millions of fans to follow in his footsteps and visit Queensland. The campaign included public relations activity, social media activation, travel packages, Korean Air flights to Brisbane, and promotions through 16 in-market trade partners. Travel packages were created that followed Rain's travel experiences in Queensland, including Cairns and the Great Barrier Reef, the Gold Coast and Brisbane.

Rain's visit to Queensland was promoted in other key Asian markets such as South East Asia, Japan and Greater China, leveraging his celebrity status. Rain shared his experiences with his global social media followers and filmed his latest music video in Brisbane, featuring some of the city's most iconic attractions. A second burst of activity was delivered from April 2016 and was aligned with the release of the music video.

The Q-Pop initiative was delivered in partnership with Korean Air, Tourism Australia, Brisbane Airport Corporation, Brisbane Marketing, Gold Coast Tourism and Tourism Tropical North Queensland. Results show almost 20,000 travel bookings were made through 16 trade partners since the campaign commenced, largely a direct result of the Q-pop campaign and the complementary in-market activity of Korean Airlines and Tourism Australia.



Rain recording his latest music video at Brisbane's South Bank.

Digital marketing

Digital marketing is essential for connecting with consumers in a timely and authentic way. TEQ's digital channels such as www.queensland.com, the 'This is Queensland' smartphone application and the organisation's social media connections play a key role in building consumer interest and engagement with Queensland tourism experiences and events.

In 2015-16, TEQ:

- connected with 3.5 million consumers globally to showcase Queensland's destinations and events;
- partnered with leading digital providers such as Google, Facebook and Instagram to develop innovative marketing solutions on their platforms;
- delivered smartphone applications to connect with and influence visitors and their friends and families;
- redeveloped www.queensland.com to a modern technology platform to deliver content in eight languages (English, Japanese, German, Mandarin, Cantonese, French, Italian and Korean) to global travellers; and
- continued the momentum of the *It's Live!* in Queensland event marketing platform success and added additional value to the events calendar through event value optimisation and calendar engineering.

IT'S LIVE! in Queensland SEE AUSTRALIA'S BEST LIVE EVENTS IN AUSTRALIA'S BEST DESTINATIONS. SEE THE FULL EVENTS CALENDAR AT QUEENSLAND.COM/EVENTS

AF18 image: Khay Samrang, Cambodia / Rubber Man 2014. AF18 21 Nov 2015 - 10 Apr 2016

Event dates and venue are subject to change without notice. Please see government commentators for latest listings.

Australian Tourism Exchange

The Australian Tourism Exchange (ATE) is the largest business-to-business tourism trade event in the southern hemisphere, bringing together Australian tourism businesses with buyers, including tour operators and wholesalers, from around the world. After the successful delivery of ATE 2014 in Cairns, the first time in the event's 37-year history to be hosted outside a capital city, it returned to Queensland, hosted on the Gold Coast in May 2016.

Delivered by Tourism Australia in partnership with TEQ and Gold Coast Tourism, ATE16 enabled 700 buyer delegates from 30 countries to meet with 1,500 Australian sellers from 532 Australian tourism businesses in up to 50,000 business appointments over five days at the Gold Coast Convention and Exhibition Centre.

The Gold Coast event was a resounding success with seller registrations reaching an eight-year high and Queensland seller registrations of 670 delegates from more than 180 businesses. A near perfect 99 per cent of international buyers and Australian sellers expressed their satisfaction with the event, and 89 per cent of buyers said they expected to sell more Australian tourism product as a result of the focused business appointments and networking events.

TEQ offered pre and post touring familiarisations within Queensland to enable ATE16 delegates to experience the state beyond ATE16. In total 56 familiarisations were delivered, hosting around 400 media and trade delegates, maximising the exposure of Queensland's experiences and destinations.

ATE16 delivered an estimated economic boost of \$10 million for the local economy, and also provided the opportunity to showcase the Gold Coast's key product to decision-makers from across the globe in the lead up to the destination hosting major events such as the Badminton World Federation Sudirman Cup in 2017 and the Gold Coast Commonwealth Games in 2018.



Great Barrier Reef

The Great Barrier Reef contributes more than \$5.2 billion annually to the Queensland economy and supports more than 64,000 jobs, many of them in the tourism industry⁷. TEQ promotes the Great Barrier Reef through a range of activities, including marketing (including social media) and experience development.

TEQ's *Great Barrier Reef Tourism Strategy 2015 – 2018* is a three-year strategy which aims to enhance the profile of the Great Barrier Reef, deliver on positive visitor experiences, attract visitors (generating overnight visitor expenditure), foster community pride and strengthen partnerships.

In 2015-16, TEQ undertook campaigns across Queensland's international source markets in partnership with Tourism Australia and industry to leverage the aquatic and coastal campaign activity featuring the Great Barrier Reef and the State's aquatic and coastal experiences. This included working with key distribution partners to deliver marketing activity in the United Kingdom and New Zealand to leverage opportunities from Sir David Attenborough's *Great Barrier Reef* series.

TEQ also updated the industry publication *'The Great Barrier Reef: a tourism story'*, telling the Reef's tourism story from an industry perspective around three identified themes: size and diversity of visitor experiences; diversity of wildlife interactions; and conservation and best reef management.

Additional activities undertaken in 2015-16 include:

- A global Great Barrier Reef social media campaign and competition was implemented in July and August 2015. The campaign featured a series of videos posted on social media in six languages aimed at driving visitors to Queensland.com. The campaign's video was viewed three million times and the associated competition received 89,000 entries.
- TEQ's Great Barrier Reef content was amplified through press advertising, an email direct marketing campaign and media familiarisations in the lead up to and following the international and domestic airings of the Sir David Attenborough BBC *Great Barrier Reef* documentary.
- TEQ launched its Online Media Centre with a dedicated Great Barrier Reef section containing fact sheets, copyright-free stories, hero images, key video content, latest news, itineraries and familiarisation information available for travel trade and media to access. The creation and availability of copyright-free tools assists the travel trade and media to promote the Great Barrier Reef.
- A dedicated *Queensland Weekender Great Barrier Reef Special* was produced in partnership with TPD Media, which aired on Channel 7 in March 2016.
- An Experience Development Program which focused on identifying strategies to improve visitor's experiences on the Reef through innovation, interpretation and storytelling was delivered in partnership with RTOs in the Southern Great Barrier Reef, Whitsundays, Townsville and Tropical North Queensland.
- Promotion of the Great Barrier Reef via event value optimisation opportunities including CMC Rocks Queensland, World Science Festival, Cairns Airport Adventure Festival, NRL Premiership fixture in Cairns and the UCI Mountain Bike World Cup.



⁷ Source: Deloitte Access Economics, *Economic Contribution of the Great Barrier Reef*, March 2013

Gold Coast 2018 Commonwealth Games

The Gold Coast 2018 Commonwealth Games (GC2018) will be the most significant sporting event in Australia this decade, providing Queensland with the opportunity to generate economic and social benefits for many years to come. It is anticipated the Commonwealth Games will create up to 30,000 jobs and inject \$2 billion into the economy.

Through attracting worldwide public attention, the Games will increase interstate and international visitation and enhance Queensland's brand as a tourist destination. TEQ's primary role in GC2018 is to leverage the Games to generate overnight visitor expenditure, enhance the brand image of the Gold Coast and Queensland globally, and leave a marketing legacy for other future major events.

Key activities undertaken in 2015-16 include:

- **Committee representation** – TEQ is working with GC2018 stakeholders and providing tourism advice across a number of working groups.
- **GC2018 mascot engagement** – TEQ developed activity to build awareness of Borobi, the GC2018 mascot, and undertook ten days of filming footage and capturing stills across all GC2018 event cities in order to gain new images for use by tourism partners. Strong social media engagement was generated before and during the mascot tour using crowd sourced itinerary suggestions.
- **Event engagement and acquisition** – TEQ has undertaken activities to activate GC2018 at key sporting and lifestyle events within the Queensland events calendar to raise awareness and generate interest in attending GC2018. Events to date include the Gold Coast Airport Marathon and 2016 Australian Lawn Bowls Championships. TEQ is also focused on the acquisition of high value events involving Commonwealth Games sports to be held in Queensland in the lead up to and after GC2018. Current events include the 2017 Sudirman Cup, 2018 ITU World Triathlon Grand Final and the 2020 World Lawn Bowls Championships.
- **Social media strategy** – A dedicated GC2018 social media strategy was created to guide social media activity in the lead up to the Games, outlining key milestones and phases where TEQ can leverage from a tourism perspective including the unveiling of the GC2018 Mascot, Queen's Baton Relay and ticket sales.
- **Digital Influencer Program** – the program will create awareness of GC2018 through the production of high quality content on the experiences highlighting Queensland destinations. TEQ will ensure digital influencers recommend Queensland as a holiday destination to friends and families.
- **Director Tourism Marketing** – a dedicated Tourism Marketing Director for the 2018 Commonwealth Games has been appointed. The position is co-funded by Tourism Australia and TEQ and is based in the Gold Coast 2018 Commonwealth Games Corporation (GOLDOC) offices to ensure tourism outcomes are identified and achieved in the lead-up to and during GC2018.
- **GC2018 Tourism Public Relations (PR) Strategy** – a dedicated Tourism PR Strategy for GC2018 was finalised and will be implemented in 2016-17. The strategy provides a clear direction and recommendations for PR activity TEQ can implement in the years leading up to the GC2018 Commonwealth Games.
- **GC2018 @ ATE 16 and Gold Coast City Dressing** – TEQ undertook activities promoting the Gold Coast and specifically GC2018 during the 2016 Australian Tourism Exchange held on the Gold Coast in May 2016 through daily activations, GC2018 merchandise and giveaways, media briefings and events; awareness building activities including flag and banner promotions were also held at locations across the Gold Coast.



Borobi, Gold Coast 2018 Commonwealth Games mascot, meeting the lifeguards at Brisbane's South Bank

Experience development

TEQ delivers experience development programs in partnership with RTOs and industry to maximise each destination's competitive advantage. The programs are focused on working with industry to deliver Queensland tourism experiences which meet consumer demands.

In 2015-16, experience development programs were delivered across the State to almost 400 tourism operators, consistently achieving over 90 per cent satisfaction ratings from industry participants. In addition, TEQ:

- Developed an Experiences Hub on TEQ's corporate website (teq.queensland.com) with experience development tools and training modules to support industry in continuing to innovate their visitor experiences. TEQ will progressively add more materials to the hub;
- Delivered a number of Great Barrier Reef focused workshops and leaders programs, and developed a Great Barrier Reef Resource Centre on TEQ's corporate website that provides industry resources, research and marketing opportunities;
- Delivered five 'On Tour' programs for the Gold Coast, Sunshine Coast, Mackay, Fraser Coast and a combined Southern Queensland Country and Outback tourism industry. Around 100 tourism operators and destination representatives were exposed to the 'best of the best' Australian and New Zealand visitor experiences with the aim of inspiring the Queensland tourism industry to invest in ongoing product and experience development and innovation;
- Worked with RTOs and industry to deliver hero experiences and actions in each Destination Tourism Plan (DTP); and
- Supported a number of established Aboriginal and Torres Strait Islander tourism operators across Queensland in being domestic and international market ready through:
 - o involvement in the *Indigenous Business Australia's Indigenous Tourism Champions Program*;
 - o marketing support in association with Tourism Australia; and
 - o subsidising two Queensland Aboriginal and Torres Strait Islander tourism operators to attend Tourism Australia's European Trade Roadshow.

New marketing strategy

TEQ is in the process of transitioning its strategic marketing approach to include a greater focus on Queensland as the master brand and signature experiences that leverage Queensland destinations. The new marketing strategy is informed by insights identified from extensive consumer research studies undertaken by TEQ, including more than 500 hours of direct consumer contact via face-to-face interviews and forums in 2015-16, and more than 5,500 online interviews with consumers in Brisbane, regional Queensland, Sydney, Melbourne, Adelaide and Auckland.

The research showed that elevating the exposure of the Queensland brand and focusing on experiences will present a stronger platform to inspire, engage and attract more visitors. Experiences which have the potential to create a competitive advantage for Queensland were identified and clustered into five experience pillars:

- Reef, islands and beaches
- Natural encounters
- Adventure and discovery
- Queensland lifestyle, and
- Events.

The TEQ Board approved the new direction for TEQ's experience-based marketing approach in April 2016 and TEQ will work collaboratively with the destinations and industry partners in 2016-17 in the implementation of the strategy. Using the Queensland brand platform, a new global creative territory will be developed for Queensland, designed to meet the objectives of the marketing strategy. The international execution will complement Tourism Australia's current '*There's Nothing Like Australia*' creative brand platform and executions. The new creative approach will provide greater effectiveness through highly targeted and focused campaigns, to capitalise on our growing tourism industry and increase brand equity and market share for Queensland.

Events

TEQ is committed to delivering and promoting a world-class events calendar for Queensland that acts as a sustainable high-value asset for the State. TEQ's *Events Strategy 2020* was designed to meet the objectives as stated in the *Tourism and Events Queensland Act 2012*: contribute to the Queensland economy; attract visitors to Queensland; enhance Queensland's profile; and foster community pride.

Recognising tourism and events are intrinsically linked, the strategy encourages:

- Acquisition of new major and destination events for Queensland;
- Creation of new major and destination events for Queensland;
- Retaining significant major and destination events for Queensland;
- Supporting the development of existing Queensland major and destination events to maximise tourism outcomes before, during and after the event; and
- Marketing events to maximise overnight visitor expenditure and promote the destination.

Destination events

The Queensland Destination Events Program (QDEP) was launched in May 2015 (replacing the former Regional Development Program) and allocated funds through three competitive funding rounds in 2015-16.

QDEP is an event investment program designed to create a growth pathway for events across Queensland that play a role in attracting visitors to a destination and promoting the destination's visitor experiences in which they are held. Key activities include investing in events, assisting the creation and development of new events, event value optimisation and calendar engineering.

Events applying for funding through the QDEP are assessed on their ability to meet the following objectives:

- Generate local economic activity and development in the host destination;
- Attract external visitation to the destination;
- Drive social and community outcomes for the host destination, noting the important link between community outcomes and economic benefits; and
- Enhance the profile and appeal of the host destination.

In May 2016, TEQ elevated the Mount Isa Mines Rotary Rodeo from QDEP to major event status, reflecting the event's significant impact to Queensland and its capacity for further growth.

TEQ has invested more than \$27.5 million across 1,237 destination events since 2001.

Business events

TEQ remains committed to securing business events through its annual funding support for the six Queensland convention bureaux as well as the International Bid Fund.

Funding for the Queensland convention bureaux provides additional support to market destinations to attract international business event opportunities. Six Queensland convention bureaux received funding through TEQ in 2015-16, with each bureau required to match the funding provided dollar for dollar.

The International Bid Fund allows Queensland convention bureaux, convention centres, professional conference organisers and international associations to apply for financial support to assist in securing international association business events and international incentive group events for Queensland.

Since the inception of the International Bid Fund in June 2011, 85 events have been secured (held between 2012 and 2021) with a total estimated economic impact in excess of \$175 million. Of the 85 events, 37 events have been held generating an estimated economic impact of \$76.5 million.

International Bid Fund outcomes for 2015-16 include:

- Confirmed support for 16 events;
- Anticipated 10,550 delegates;
- Anticipated 43,350 delegate days (visitor nights); and
- Estimated economic impact of more than \$23 million.



Mount Isa Mines Rotary Rodeo 2016

Major events

TEQ supported 45 major events which were staged in 2015-16. Together, these events attracted:

- Almost 219,000 visitors to Queensland;
- More than 1.6 million direct visitor nights; and
- Direct and incremental spending of \$360 million for Queensland.

During the year TEQ worked with event proponents to secure a range of new major events for the calendar that contribute to Queensland's economy and promote the State to interstate and overseas markets. Major events secured include:

- Rugby League World Cup in November 2017 – Queensland will host eight matches over the duration of the event. Three pool matches in Townsville, three pool matches in Cairns, a Semi-Final and Final in Brisbane.
- NRL Regular Fixture Double Header in Brisbane in 2016 - Two regular season National Rugby League (NRL) Telstra Premiership fixtures (a Melbourne Storm home game vs North Queensland Cowboys and Manly Sea Eagles home game vs Brisbane Broncos) were relocated to Brisbane and staged consecutively on the same day as a marquee 'double header' event at Suncorp Stadium.
- Medieval Power: Symbols and Splendour international exclusive exhibition hosted in Brisbane from December 2015 to April 2016 - An international exclusive to the Queensland Museum and Science Centre in Brisbane. The event included over 200 objects from the exhibition owner's world class collection (many of which have not been displayed before).
- IRONMAN Asia-Pacific Championship (2016-2018) - an extension to the Cairns Airport Adventure Festival, the Asia-Pacific Championship is one of five IRONMAN Regional Championship races globally; the absolute pinnacle of the global IRONMAN series which, in 2016, will also include the inaugural Asian Cup, an exciting international competition to drive even greater growth in participation from Asia.
- Ballet Preljocaj in Brisbane 2016 – Established in 1984, Ballet Preljocaj is led by renowned dancer, choreographer and artistic director Angelin Preljocaj. As a national exclusive at QPAC in September 2016, Ballet Preljocaj will perform the well-known fairytale, Snow White, and feature costumes by acclaimed international couturier, Jean Paul Gaultier.

Key major events supported in 2015-16 include:

- World Science Festival Brisbane – held in New York since 2008, the inaugural World Science Festival Brisbane was a live and digital celebration and exploration of science over five days between the 9th and 13th of March 2016. The core festival took "science out of the laboratory and into the streets, parks, museums, galleries and premier performing arts venues" across many locations in Brisbane. More than 87,000 unique attendees were recorded over the duration of the festival and \$5.07 million in direct and incremental spending was generated for the State.
- Gold Coast Airport Marathon – Australia's premier road race and the first marathon in the country to hold an International Association of Athletics Federations (IAAF) Road Race Gold Label. In 2015, 21,228 visitors from outside Queensland travelled to the Gold Coast specifically for the event, generating \$18.97 million in direct and incremental spending for the State.
- Supercars – Ipswich, Townsville and the Gold Coast. In 2015, the three events generated 218,000 visitor nights and had an economic impact of \$88.5 million.

