

# Year of Indigenous Tourism Update

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Queensland  
AUSTRALIA



# TEQ YOIT Activity

Communications  
and Marketing

Destination  
Support Program

International  
Distribution

Festivals and  
Events

Experience  
Development

Experience  
Programs



# Marketing

- Build TEQ content bank with new video and image assets for use in marketing activity
- Upweight Indigenous experiences in global Queensland brand assets via new footage and stills
- Update queensland.com website globally with new Indigenous tourism experiences stills and copy
- Paid media promotion of existing and new Indigenous experiences e.g. through digital media, social media, TV, video





# Destination Support Program

- RTOs invited to apply for funding to grow the number of Indigenous tourism experiences in their destination
- Projects must align with one (or more) of the following:
  - Support an Indigenous person or organisation to develop a new tourism product
  - Support an Indigenous person or organisation to develop an existing product to be market ready
  - Strategic support for a new or emerging Indigenous event or festival
  - Support an existing non-Indigenous tourism business to create a new Indigenous product



# International Distribution

- Assist Indigenous tourism experiences to become export ready and participate in trade events

# Experience Programs (Famils)

- Increase in proportion of Experience Programs that include an Indigenous activity



SALTWATER  
— ECO TOURS —



# Festivals and Events

- Strategic support for festivals and events

# Experience Development

- Support Indigenous tourism experiences to participate in the Best of Queensland Experiences program, with particular focus on customer experience development





# Thank You

## Web

Corporate: [teq.queensland.com](http://teq.queensland.com)  
Consumer: [queensland.com](http://queensland.com)  
Blog: [blog.queensland.com](http://blog.queensland.com)

## Social

Facebook: [facebook.com/visitqueensland](https://facebook.com/visitqueensland)  
Twitter Corporate: @teqlld  
Twitter Consumer: @queensland, #thisisqueensland  
Instagram: @queensland, #thisisqueensland  
YouTube: [youtube.com/queensland](https://youtube.com/queensland)

## eNews

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Jellurgal Aboriginal Cultural Centre, Gold Coast