

COVID REOPENING PREPARATION

WEBINAR ONE Wednesday 15th July, 2020. 3pm



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

- Four webinars will take place once a week from mid July to mid August 2020

Stage Two - One-on-one Online Coaching

- Four sessions of 60 minute one-one-one online coaching sessions will be available to eligible tourism and hospitality businesses



MODERATOR: Sofie Formica

PANELISTS:

Amanda Kruse *Success Matrix*

Liz Ward *Tourism Tribe*

Krista Hauritz *Krista Hauritz Tourism + Events*

Laureth Rumble *Elysian Retreat & Pumpkin Island*

Tony Martin *QANTAS Founders Museum*

Joel Gordon *Crystalbrook Collection*

INTERNATIONAL vs DOMESTIC SPEND

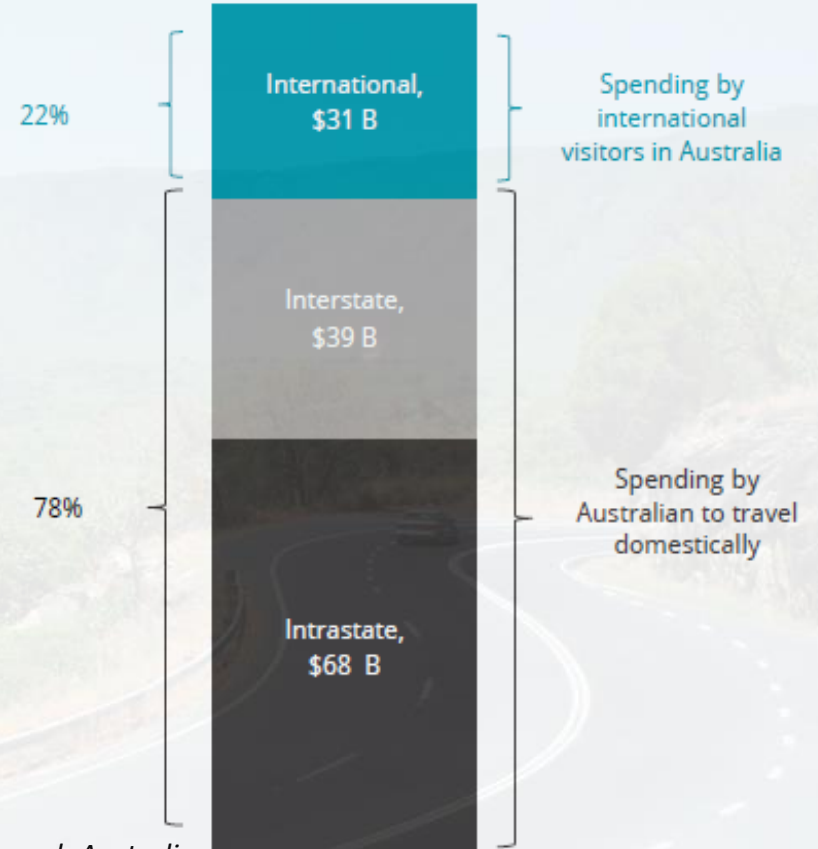
TOTAL TOURISM SPEND
IN AUSTRALIA IS WORTH

\$138 billion

78%
DOMESTIC

22%
INTERNATIONAL

Travel spend by visitors in Australia, 2019



SOURCE: Deloitte Access Economics, Tourism Research Australia

CAN AUSTRALIANS AFFORD TO TRAVEL?

WHAT DOES THE TOTAL TOURISM EXPENDITURE BUCKET FOR AUSTRALIANS LOOK LIKE?

Almost **80%** of spending are fellow Australians travelling around the country

Short term VFR and closer to home (drive) travel

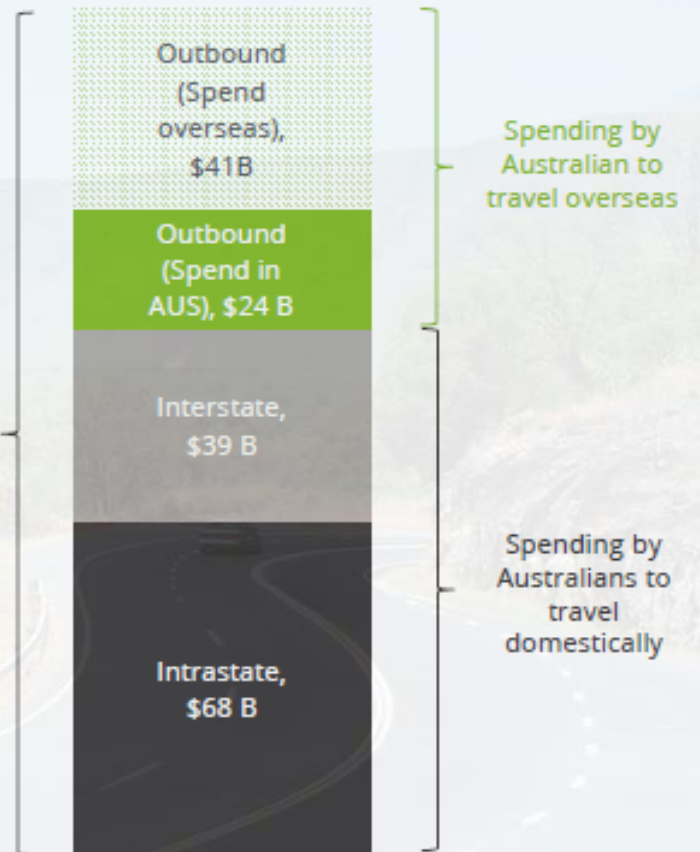
Household propensity to travel is expected to be weaker

40% of travel is australians travelling **within** their home state or territory **good news for domestic travel**

Likely to see further growth in self-drive tourism (fly-drive) and caravan / camper trailer

Total travel spend by Australians

Travel spend by Australians, 2019



SOURCE: Deloitte Access Economics, Tourism Research Australia

WHAT'S TRENDING?

MOST POPULAR SCHOOL HOLIDAY DESTINATIONS**		TRENDING SCHOOL HOLIDAY DESTINATIONS***	
QUEENSLAND			
1	Gold Coast	1	HERVEY BAY interest up close to 1140%
2	Sunshine Coast	2	BRISBANE interest up close to 1135%
3	Brisbane	3	BALLANDEAN interest up close to 1030%
4	Whitsundays	4	STANTHORPE interest up close to 1030%
5	Cairns	5	ROCKHAMPTON interest up close to 900%
6	Rockhampton	6	SUNSHINE COAST interest up close to 700%
7	Townsville	7	TOWNSVILLE interest up close to 530%
8	Hervey Bay	8	GOLD COAST interest up close to 510%
9	Mackay	9	BUNDABERG interest up close to 500%
10	Bundaberg	10	WARWICK interest up close to 480%



***Based on family accommodation demand on Wotif.com for QLD travel between 1 July 2020 to 19 July 2020.*

****Based on family accommodation interest on Wotif.com from 3 June 2020 – 16 June 2020 compared to 17 June 2020 – 30 June 2020 for travel between 1 July 2020 to 19 July 2020.*

CONSUMER TRENDS



FIERCELY LOCAL

Are you local?
Where are you from?
Who's organizing
the group?
Are you serving
local food?
Is it Australian made?



DO YOU CARE?

For me and my family
and friends?
Are you Covid Safe?
Can I **trust** you?
This is personal.



I WANT TO BREAK FREE

Desire for open space
Break out the 4 walls
Countryside
Nature



GIVE BACK

Socially aware
The need to give
How are you helping
people in need
during this time?



CAN'T GET ENOUGH

Uptake across all
demographics,
interaction and sharing.
Zoom, Messenger,
Facetime.
Social broadcasting.
Drone footage.



DIGITAL RETAIL

"Book Now" at
my fingertips.
Please make it easy
for me.
One stop shop.
Ticket, accomm, tour
that you can trust.





FIERCELY LOCAL



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



DO YOU CARE?

WE ARE OPEN

To ensure we can deliver COVID-safe seating arrangements we have limited our online availability.

Please contact us direct if you are unable to make a reservation online.

07 4974 9422
INFO@1770LARCTOURS.COM.AU







GIRRAWEE NATIONAL PARK 

CAN'T GET ENOUGH



QUEENSLAND
TOURISM INDUSTRY
COUNCIL





DIGITAL RETAIL



LET ME FIND YOU



Flight Centre Australia  Sponsored · 


Enjoy some sunshine in the Whitsundays with 5 nights at the 4-star Reef View Hotel on Hamilton ... Continue reading






Hamilton Island
5 nights from
\$859*
#OMGROWN QUEENSLAND
HOLIDAYS
Official

WWW.FLIGHTCENTRE.COM.AU
Hamilton Island 5 nights from \$859* 


[Book Now](#)


  411 809 comments 28 shares 

 Like  Comment  Share


Booking.com





Abbey Boutique Hotel
formerly Abbey of the Roses 

★★★★★


9.5 Exceptional


 1 bathroom

 Warwick · 1,118 km from centre

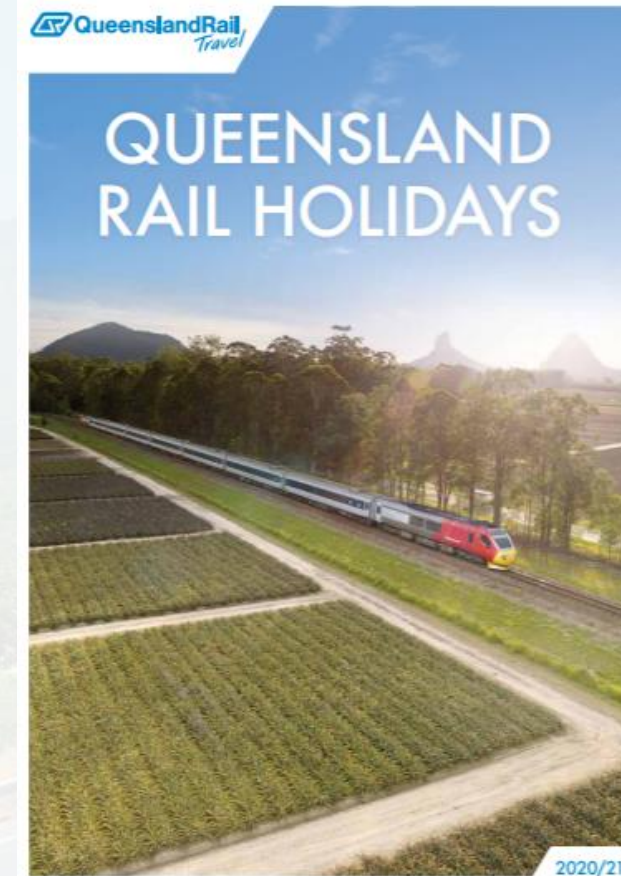
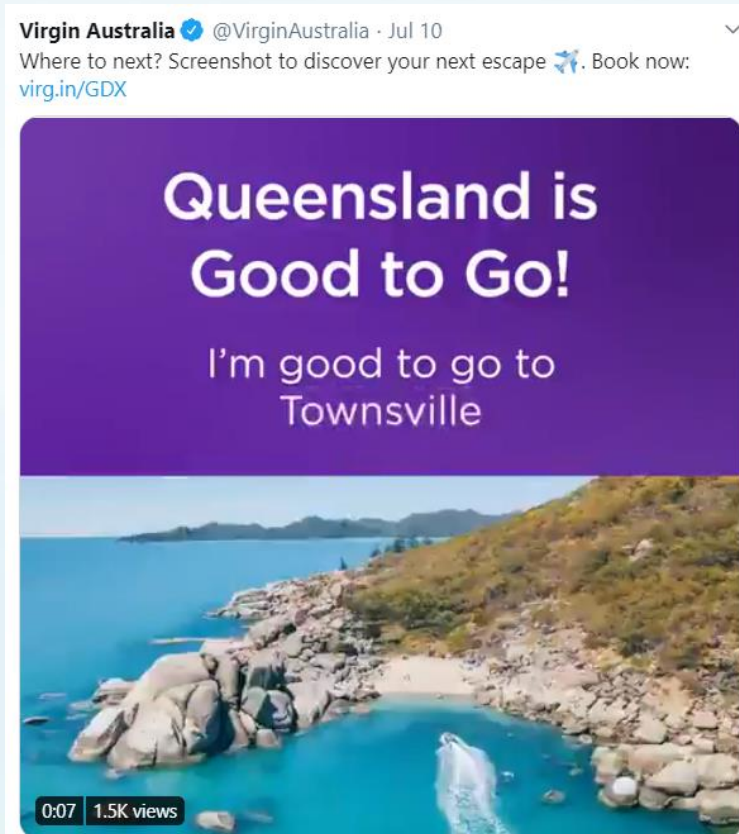
 Cleanliness 9.8

King Room - Mother R4
AUD225

 includes taxes and charges

 Only 1 room like this left!

THIS IS WHO I TRAVEL WITH & WHEN I LOOK



THIS IS WHO GETS MY MONEY DIRECT & MY GOLD STAR OR TICK



Dorchester on the Beach



4.5/5 Wonderful

Guests rated this property 4.2/5 for cleanliness.



GOLD COAST

Lady Elliot Island Day Trip with Flights from Gold Coast

by Lady Elliott Island Gold Coast Tours

★★★★★ 5.0

From \$929.00

A \$829

Open Now



GOLD COAST

Aquaduck Land and Water Adventure

by Aquaduck Safaris

★★★★★ 4.7

From

A \$40

Open Now

Best Seller



GOLD COAST

Gold Coast Rainforest and Tamborine Mountain Half Day Morning Tour

by Southern Cross Day Tours

From

A \$89

Best Seller



GOLD COAST

Moreton Island Dolphin & Tangalooma Wrecks Cruise



GOLD COAST

Gold Coast Hinterland and Rainforest Half Day Afternoon Tour




GOLD COAST

Gold Coast Hinterland, Rainforest and Wildlife Full Day Tour

PARTNER or PERISH



Use Qantas Points



SELLING FAST

Gold Coast, QLD

Sea World Resort is Back! Best-Selling Gold Coast Family Stay for Four Guests with Unlimited Entry to Four Theme Parks

Sea World Resort

Travel until 24 Dec 2021

Hotel
5 or 7 Nights From
A\$999/room
Valued up to A\$2,025

Hotel + Flights
Add return flights to the hotel package. Select from all major airlines.

Time limited offer



AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)

ATDW COVID Safe alignment with TEQ:

ATDW Online:

Browse A-Z listing

A

- ☐ Accessibility Certification
- ☐ Aussie Host

B

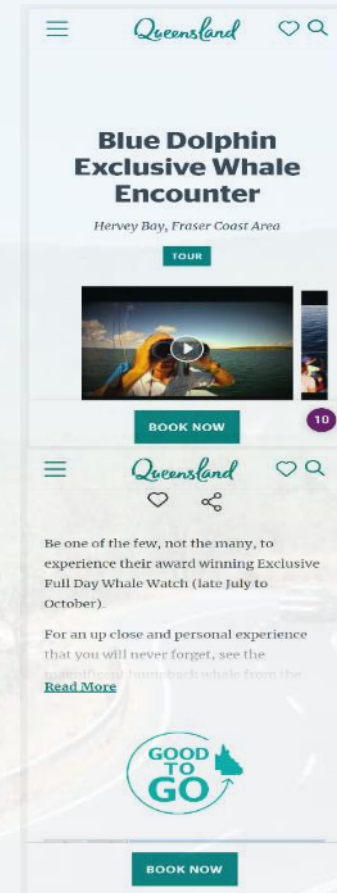
- ☐ Barossa Trust Mark

C

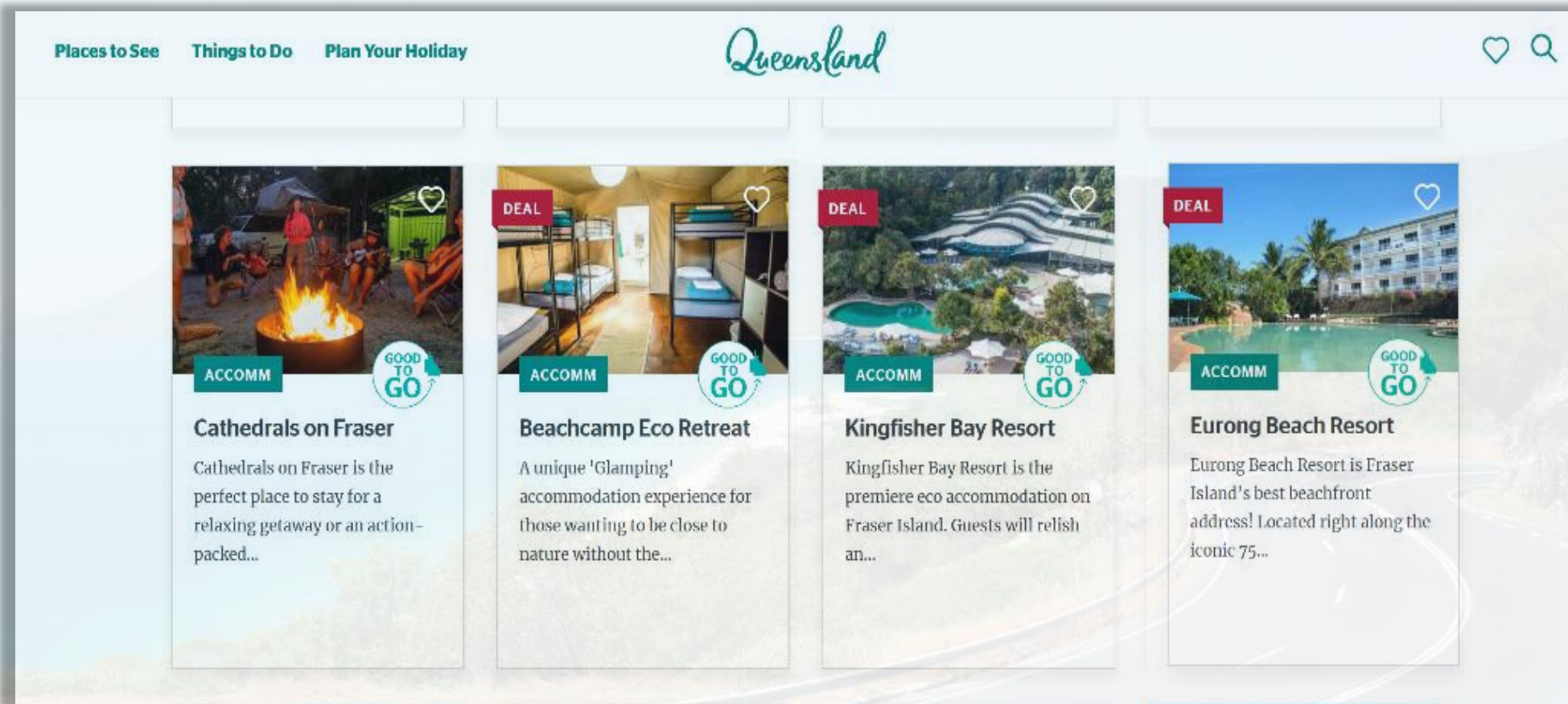
- ☐ Camp/Adventure Activity Accreditation Program
- ☐ Certified B Corporation
- ☐ China Ready and Accredited Program
- ☐ Climate Action Business Certified by Ecotourism Australia
- ☐ Climate Action Innovator Certified by Ecotourism Australia
- ☐ Climate Action Leader Certified by Ecotourism Australia
- ☐ COVID Clean Practicing Business
- ☐ COVID Ready by ATEC
- ☐ COVID Safe

- You only need to check one

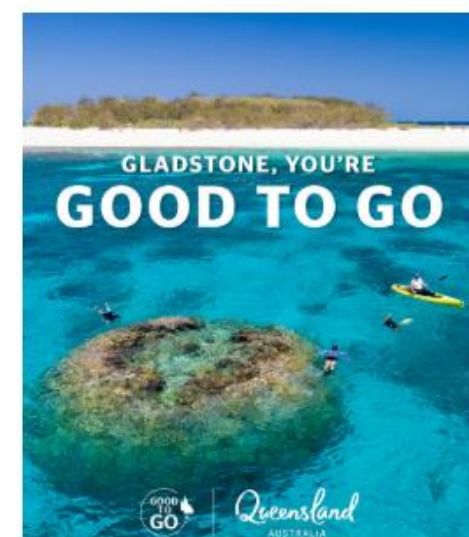
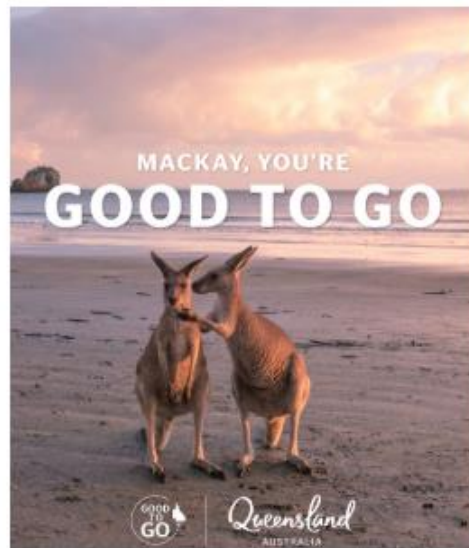
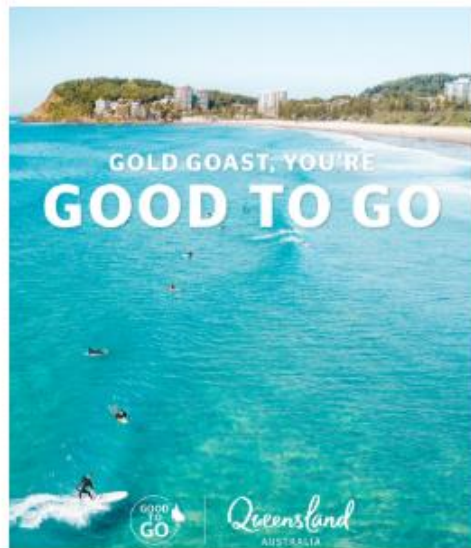
Just one tick in
the box and you
are good to go



AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)



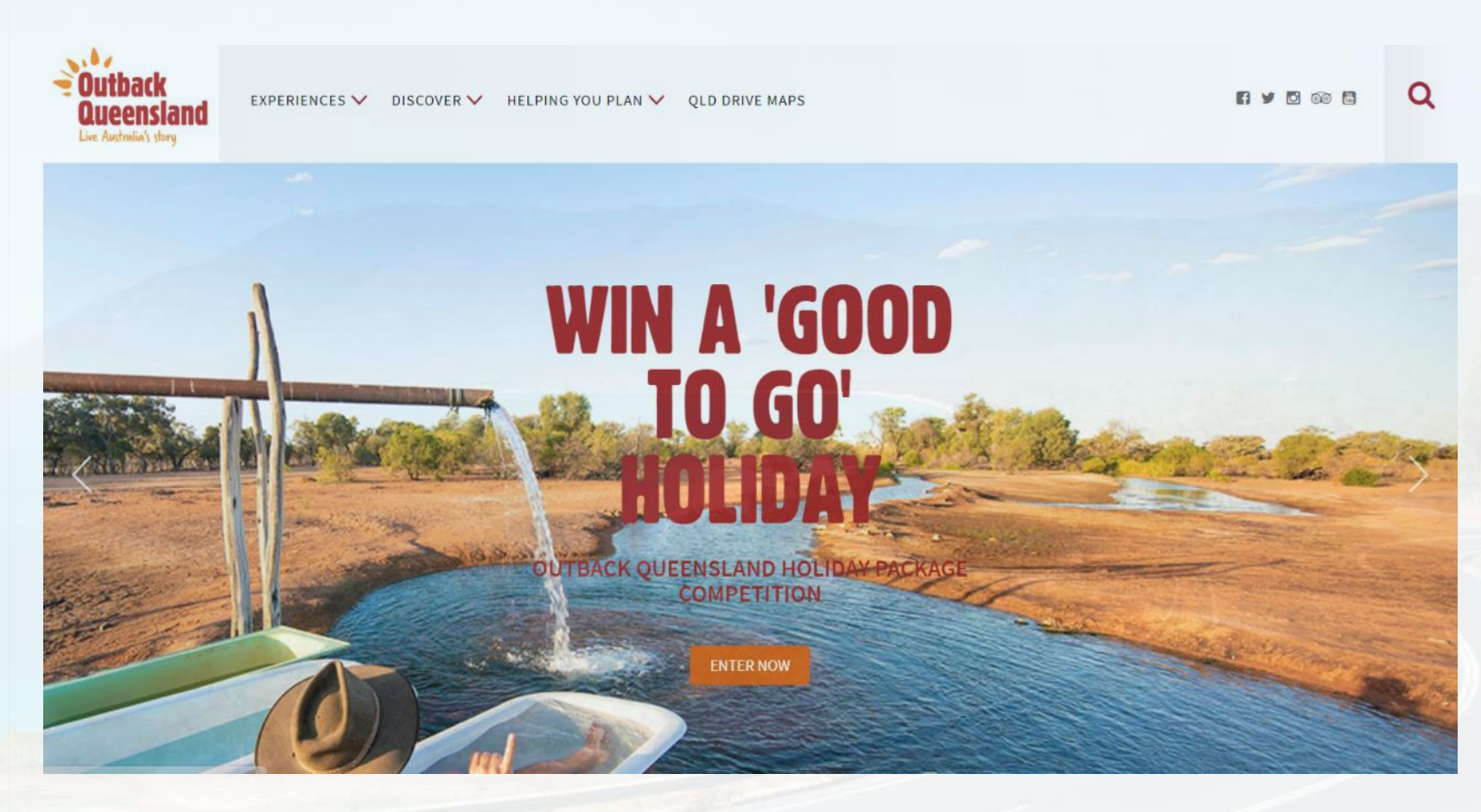
QUEENSLAND'S REGIONS ARE



BRISBANE IS GOOD TO GO! PRINT ADVERTS



OUTBACK IS GOOD TO GO AND YOU CAN WIN!



FITZROY ISLAND HOLIDAY HERE THIS YEAR



Experience Fitzroy Island. Come For The Day. [BOOK A DAY TOUR](#)

A RELAXED, FRIENDLY, BAREFOOT DESTINATION

Welcome to Fitzroy island, we are the official operator of the resort and island facilities, we look forward to welcoming you to our slice of paradise very soon.

Fitzroy Island is an unspoilt tropical paradise of rainforest and beaches within the calm sheltered waters of the Great Barrier Reef. Fitzroy Island is a National Park, discover spectacular walking trails, abundant marine life, and local wildlife.

Located 45 minutes from Cairns in Tropical North Queensland, Fitzroy Island is easily reached by regular ferry transfers on the air-conditioned Fitzroy Flyer.



FRASER COAST ARE REMINDING EVERYONE TO HOLIDAY HERE THIS YEAR



Rebecca Greenshields / General Manager
rebecca@whalesong.com.au

Whalesong Cruises
+61 7 4125 6222
Great Sandy Straits Marina, Urangan
Hervey Bay, QLD 4655, AUSTRALIA
www.whalesong.com.au



Hot Queensland



\$1000 BONUS Value!

Rainforest to Fraser Road Trip



6-night self-drive escape from the Sunshine Coast hinterland to the beautiful Fraser Island

6 nights

From **\$840** per Person*

[VIEW DEAL](#)

UPDATE YOUR ATDW LISTING




ATDW LISTING


- <https://teq.queensland.com/industry-resources/marketing/atdw>
- www.atdw-online.com.au

TEQ GOOD TO GO CAMPAIGN UPDATE & ELEMENTS

- <https://teq.queensland.com/industry-resources/marketing/holiday-here-this-year>


CRYSTALBROOK COLLECTION

 Hot Qu



\$1000 BONUS Value!

Riley, A Crystalbrook Collection Resort, Cairns



Resort Room | Reef Cruise

5 nights From **\$690** per Person*

VIEW DEAL



CAIRNS AND GREAT BARRIER REEF, YOU'RE **GOOD TO GO**

 riley.crystalbrookcollection • Following •

 riley.crystalbrookcollection The borders are open, the sunshine is waiting and we are 'Good to Go' See you soon! #ThisIsQueensland

2m

 riley.crystalbrookcollection

#rileycrystalbrook
#crystalbrookcollection #rileydays
#livinginthemoment #resortliving
#resortstyle #rileystyle
#responsibleluxury #fnq
#fnqliving #cairns
##thisisqueensland #exploretmq
#queensland #Australia
#holidayherethisyear
#MustDoQLDRACQ

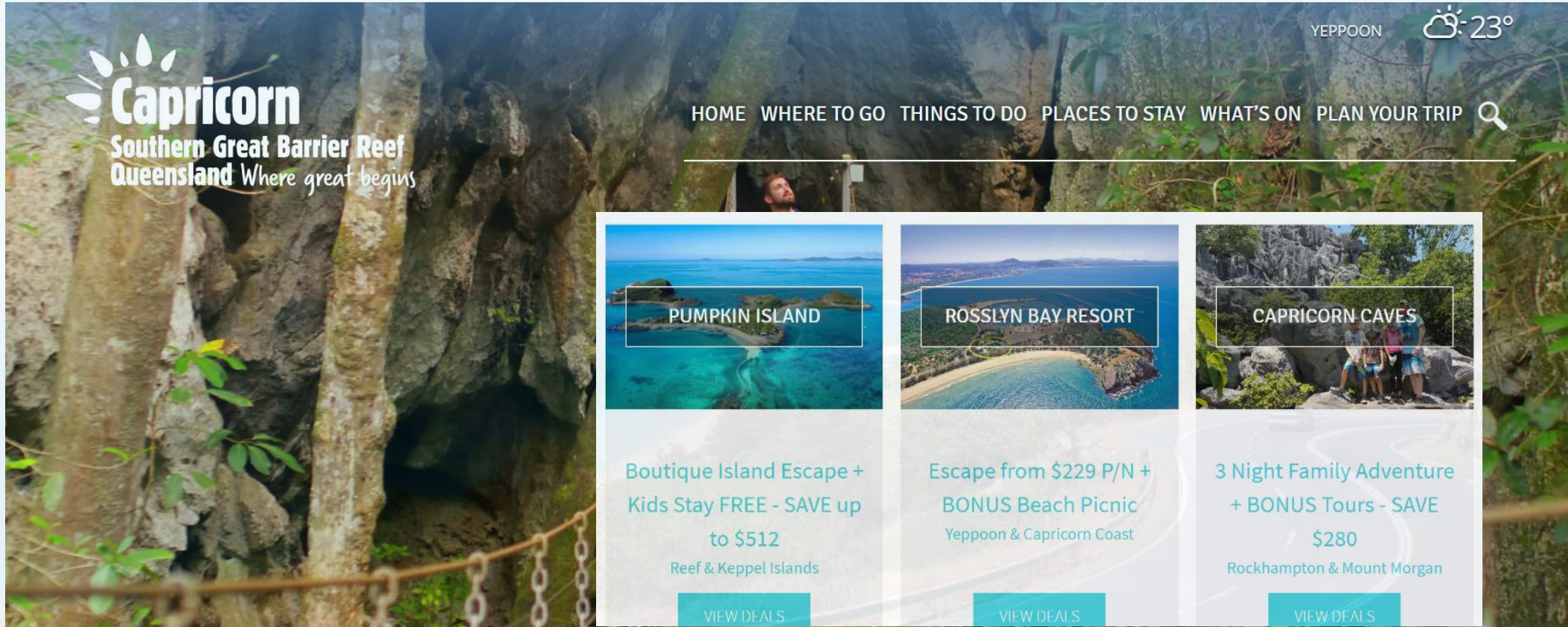
   

 Liked by j_watson and 1 other

2 MINUTES AGO

Add a comment... Post

ELYSIAN RETREAT PUMPKIN ISLAND – RTO PARTNER



The screenshot shows the Capricorn Southern Great Barrier Reef Queensland website. The background is a lush, rocky landscape with a rope railing in the foreground. In the top right corner, it says 'YEPPOON' and shows a weather icon with '23°'. The navigation menu includes 'HOME', 'WHERE TO GO', 'THINGS TO DO', 'PLACES TO STAY', 'WHAT'S ON', and 'PLAN YOUR TRIP'. The Capricorn logo is on the left, with the tagline 'Southern Great Barrier Reef Queensland Where great begins'. Below the navigation menu, there are three featured travel packages:

PUMPKIN ISLAND	ROSSLYN BAY RESORT	CAPRICORN CAVES
Boutique Island Escape + Kids Stay FREE - SAVE up to \$512 Reef & Keppel Islands	Escape from \$229 P/N + BONUS Beach Picnic Yeppoon & Capricorn Coast	3 Night Family Adventure + BONUS Tours - SAVE \$280 Rockhampton & Mount Morgan
VIEW DEALS	VIEW DEALS	VIEW DEALS

ELYSIAN RETREAT + PUMPKIN ISLAND INTERNATIONAL TO DOMESTIC



FREQUENT FLYER QANTAS HOTELS Hotels Hotel Deals Luxury Offers Holidays


< Hotels in Whitsundays, QLD, Australia

Photos Rooms About this property Location Property


Elysian Retreat - All Inclusive

★★★★★ 51 reviews

Long Island, Whitsundays Queensland Australia [View on map](#)



Show 19 images



WHITSUNDAYS, QUEENSLAND

5-night all-inclusive tropical retreat at Elysian Eco Resort

Experience luxury and enjoy oceanfront views, three gourmet meals daily, sunset canapes and more. Changes and cancellations are permitted without a fee up to 14 days prior to check-in.

5-night stay for 2 adults, twin share from

\$4,840* VALUED AT \$5,808

FIND OUT MORE

Earn from 29,040 Qantas Points*

Offer ends 31 July 2020. Conditions apply, [see below](#).

ELYSIAN RETREAT + PUMPKIN ISLAND

FREE PUBLICITY

AUSTRALIAN
TRAVELLER
HONESTLY AUSTRALIAN



6 of the best honeymoon destinations around Australia

Romance may have pivoted slightly in 2020, thanks to self-isolation and social distancing, however planning a romantic escape might be just the respite you need...

[READ MORE >](#)



ROAD TRIP

A Sydney to Byron Bay road trip itinerary

Driving from Sydney to Byron Bay is one of the most iconic drives in Australia. Here's how to make the most of the route over four days.

QANTAS FOUNDERS MUSEUM, LONGREACH



TOP TIP?



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



TOURISM INDUSTRY BUSINESS CAPABILITY DEVELOPMENT PROGRAM

Stage One - Whole of State Webinars

Pivoting Product and Innovation - Wednesday 22 July 2020, 3:00PM – 4:00PM

Domestic Trade & Distribution - Wednesday 29 July 2020, 3:00PM – 4:00PM

Domestic Marketing - Wednesday 5 August 2020, 3:00PM – 4:00PM

Stage Two – Coaching

Visit qtic.com.au to register for online coaching

THANK YOU

Any further questions: industrydevelopment@qtic.com.au



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



THANK YOU



brisbane
marketing

ECONOMIC
DEVELOPMENT
BOARD



Bundaberg

Southern Great Barrier Reef
Queensland *Where great begins*



CAPRICORN
ENTERPRISE
Region of Innovation



Fraser Coast
Tourism & Events



Gladstone Region
Southern Great Barrier Reef
Queensland *Where great begins*

DESTINATION
GOLDCOAST.™



The Mackay Region
Queensland *Nature. Reserved.*



**Outback
Queensland**
Live Australia's story



**Southern Queensland
Country Tourism**



Sunshine Coast
Queensland *Naturally refreshing*



**townsville
enterprise**

TOURISM
**TROPICAL NORTH
QUEENSLAND**

Where rainforest meets the reef

Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism



**Queensland
Government**