

A tropical beach scene at sunset. A person is swinging on a rope attached to a palm tree branch that leans over the water. The sun is low on the horizon, creating a golden glow and reflecting on the water. The sky is a mix of blue and orange. The beach is sandy, and there are other palm trees in the background.

International Market Briefings Cairns

12 November 2018

Queensland
AUSTRALIA

A tropical beach scene at sunset. The sun is low on the horizon, casting a golden glow over the ocean and sky. A person is swinging on a rope attached to a palm tree branch that leans over the water. The beach is sandy, and the water is calm with gentle waves. The text is overlaid on a semi-transparent white box in the upper left.

Welcome
Michael Sommer
Western Markets Leader, Tourism and Events Queensland

Order of the day

Timing	Market/s	Presenter
9.15am – 10.20am	Greater China Korea Japan South East Asia India	Charley Shen Michelle Kyung Katie Mills Khim Lim Ryna Sequeria
10.20am – 10.50am	Morning tea	
10.50am – 12.00pm	Americas Continental Europe United Kingdom New Zealand	Leigh Arredondo Kai Ostermann Michael Sommer Mandy Veale
12.00pm – 1.00pm	Networking lunch	

A woman wearing a red swimsuit and a wide-brimmed hat is sitting on a large, mossy rock in a shallow, clear river. The river is surrounded by dense tropical forest with large trees and lush greenery. The water is calm, reflecting the surrounding foliage. The scene is peaceful and scenic, typical of a tropical destination.

Rick Hamilton
Group Executive - Partnerships
Tourism and Events Queensland

Pip Close
Chief Executive Officer
Tourism Tropical North Queensland



An underwater photograph showing two divers swimming over a sandy seabed. The water is clear and blue, with sunlight filtering through the surface. The diver in the foreground is wearing a bright yellow-green shirt and black shorts, while the diver behind is shirtless and wearing patterned shorts. Both are wearing blue fins.

Greater China
(China, Hong Kong and Taiwan)
Charley Shen
International Director

Greater China Market Update

Trade dispute between
China and US

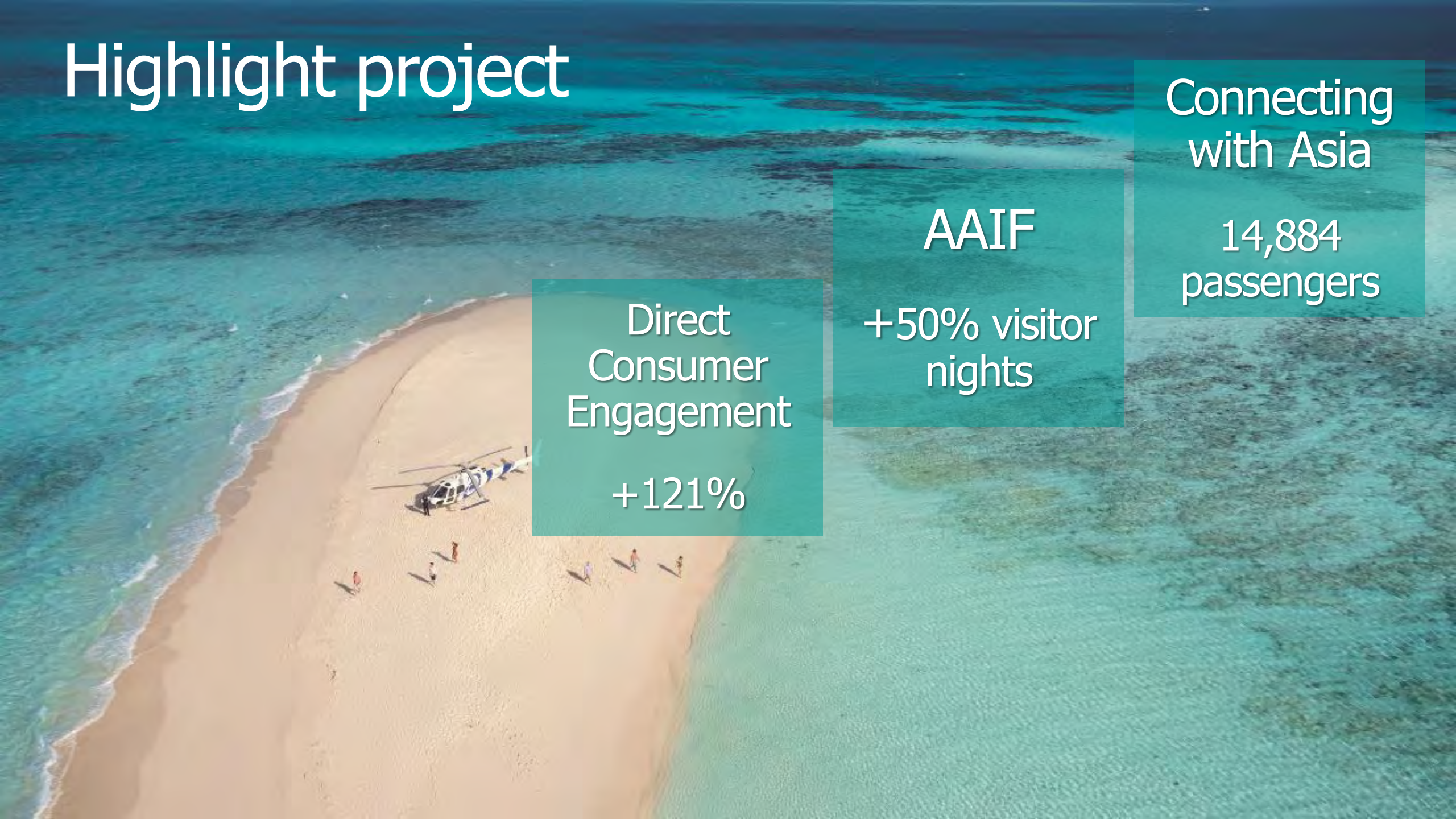
Political tie between
China and Australia

Presidential election
in Taiwan

Greater China to Queensland

Country	Total Visitors	Annual % Change	3yr trend	Total Expenditure	Annual % Change	3yr trend
China	514,000	9.3%	12.0%	\$1,315.2m	30.1%	16.6%
Hong Kong	73,000	16.1%	12.6%	\$207.5m	25.8%	10.0%
Taiwan	78,000	2.0%	12.1%	\$205.5m	-15.3%	7.0%

Highlight project

An aerial photograph of a tropical beach with turquoise water and a white sandy shore. A helicopter is parked on the sand, and several people are walking along the beach.

Direct
Consumer
Engagement

+121%

AAIF

+50% visitor
nights

Connecting
with Asia

14,884
passengers

2018-19 Focus

High Value
Travellers
(HVT)

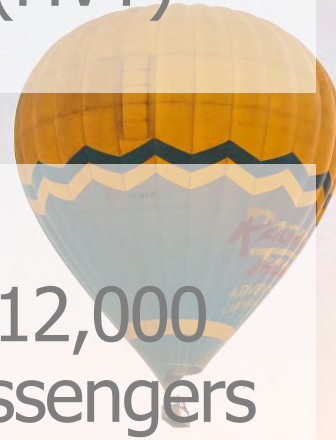
AAIF Airline
CWA Airlines
QKDP
FOQ

October 2018
– June 2019

*12,000
passengers

+13% OVE

AUD50m
Publicity Value



Strategic Priorities – Aviation

- Promote access to Queensland from China
- Maintain current air capacity from Hong Kong
- Leverage existing air capacity from Taiwan

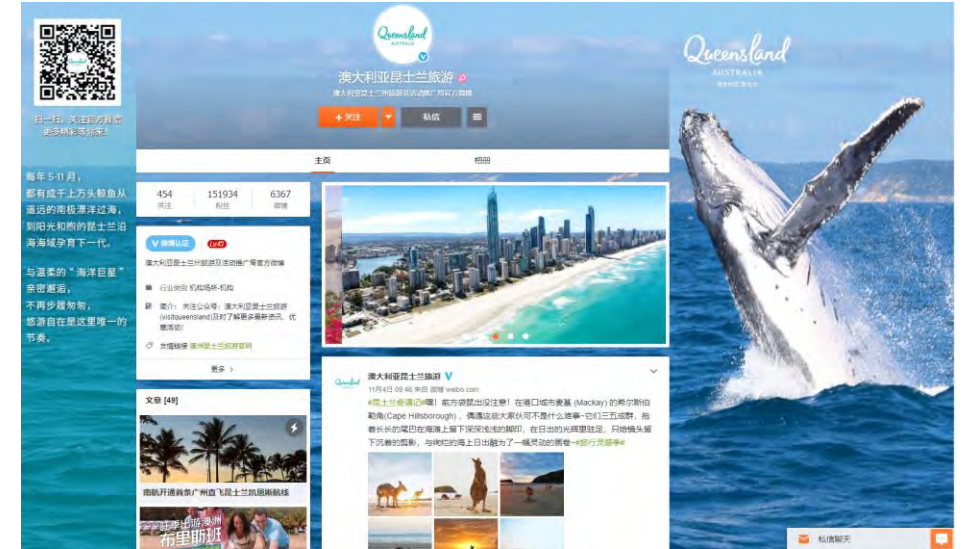
Strategic Priorities – Trade

- Optimise Queensland Key Distribution Partner Matrix
- Focus on OTA and new platforms
- Focus on Queensland ALoS in non direct air access market
- Explore opportunities with premium travel trade



Strategic Priorities – Consumer

- Digital and social media lead
- 'Mid-haul', 'year-round destination'
- Influencers and Broadcasting
- Third party partnerships



Engaging with the Market

- Queensland on Tour (QoT) Greater China 2019
  - Dates: 5 - 8 March 2019
- Trade famil and Media famil
- Pre QoT workshop in Beijing
- WeChat City Experience



China Payment Expo

Unlocking the Chinese Payment Potential

Date: Tuesday 4 December 2018

Time: 10.00am – 12.30pm

Venue: Hilton Cairns

RSVP: TEQ Industry Calendar

Deep dive into
**Chinese
Payment
Ecosystem**

How to
become
**Payment
Ready**

Meet with
leading
**payment
providers**

Practical tips
for **effective
marketing**
on platforms

Optimise
spend of
**Independent
Travellers**

Be the
Australian
Leader

Key contacts

China, Hong Kong and Taiwan

International Director | China, Hong Kong and Taiwan

- Charley Shen | charley.shen@queensland.com

Market Development Director | Connecting with Asia

- Angel Zhang | angel.zhang@queensland.com

Senior Marketing Manager | China

- April Sheng | april.sheng@queensland.com

Marketing Manager | Hong Kong

- Vivien Yuen | vivien.yuen@queensland.com

Marketing Manager | Taiwan

- Kimberly Chien | kimberly.chien@queensland.com

A photograph of a large, dark cave entrance. A wooden walkway with metal railings leads up a rocky slope towards the cave opening. Three people are walking up the stairs. The cave interior is visible through the opening, showing a bright, sunlit area with many trees and hanging roots. The text "Korea" is written in a large, bold, black font. Below it, "Michelle Kyung" and "Marketing Manager" are written in a smaller, black font.

Korea
Michelle Kyung
Marketing Manager

Korea Market Update

- Economy grew +2.9% in 2018
- Growth of expenditure
  - Rising asset prices, increased transfer payments and job policies
  - 2019 is projected to slow
- The value of the Korean won
  - Increase by +4% in 2018 and by an additional +1% in 2019
- Consumer Trend
- Mass and Prestige
  - Value based consumption

Korea to Queensland

Country	Total Visitors	% Change	3yr trend	Total Expenditure	% Change	3yr trend
Korea	73,000	-2.2%	10.3%	\$250.1m	10.2%	17.5%

Highlight project

An aerial view of a diver in a blue swimsuit and pink fins swimming over a vibrant coral reef. The water is clear blue, and the coral is in various shades of brown, orange, and white. Three semi-transparent teal boxes are overlaid on the image, each containing white text. The background image is a high-quality underwater photograph.

Trade
campaign

Consumer
Travel Show

Airline
partnership

2018-19 Focus

A man and a young girl are running on a sandy beach towards the ocean. The man is wearing a blue shirt and dark shorts, and the girl is wearing a pink shirt and patterned shorts. They are both carrying swim fins. The background shows the ocean and a clear sky.

High Value
Travellers
(HVT)

Hana Tours

November
2018 –
February 2019

Grow OVE
+10%

Grow room
nights +10%

AUD10 million
PR target

Strategic Priorities – Aviation

- One-stop airline trade partnership activity with Singapore Airlines and Hana Tour
- Strengthen relationships with airline partners (Qantas and Cathay Pacific) through OTA's such as Naeil Tour and Segero



Strategic Priorities – Trade

- Continue to build destination awareness and develop Queensland itineraries with key trade partners
- Deliver trade campaign at Mode Tour Travel Show



Strategic Priorities – Consumer

- Work with key media partners
  - Destination advertising at Korean version Taboola to convert into sales
  - Working with Best seller, “Enjoy Australia 100 times” tour guidebook
- Target consumers through digital and social channels
  - Queensland Facebook in Korea
  - Distribute destination and product information through key trade partners’ social media and ASP eNewsletters



Engaging with the Market

- Pre ATE
  - Trade famil with 10 decision makers from key partners
  - Partners: Singapore Airlines and Tourism Australia
- Trade tactical campaign
  - Partners: Hana Tour and Tourism Australia
  - Period: February 2019
- Hana Tour Travel Show
  - Dates: 7 - 9 June 2019
  - Target no. of visitors 100,000 pax

Key contacts

Korea (in-market)

Marketing Manager

- Michelle Kyung | michelle.kyung@queensland.com

Brisbane team

Director – Eastern Markets

- Katie Mills | katie.mills@queensland.com

Manager – Eastern Markets

- Emma Hanson | emma.hanson@queensland.com

Advisor – Eastern Markets

- Sarah Ratcliffe | sarah.ratcliffe@queensland.com

Japan

Paul Summers | International Director

Katie Mills / Director, Eastern Markets



Japan Market Update

- GDP per capita USD39,000 highest ever
- Unemployment +2.2%, lowest level in 30 years
- YTD September total Japanese departures 14m (+4.4%)
- Low Cost Carrier expansion – Asia and Hawaii fueling growth

Japan to Queensland

Country	Total Visitors	% Change	3yr trend	Total Expenditure	% Change	3yr trend
Japan	204,000	0.6%	9.3%	\$374.5m	-13.0%	6.1%

Highlight project

Over 10,000
competition
entries

80% of
bookings for
Cairns
experiences

Online
advertorial,
12 July – 12
October 2018



2018-19 Focus

High Value
Travellers
(HVT)

JTB
HIS
KNT
NTA

October 2018
– June 2019 &
January –
June 2019

Increase
Holiday ALoS
by 1 night

Grow OVE by
+9.7%

26,460 pax
+26% vs LY

Strategic Priorities – Aviation

- Jetstar Osaka – Cairns service consolidation is main priority
- Qantas MOU
- Education focus
  - Partners: Singapore Airlines
  - Activity: Seminars, Famils
- Continue to support TTNQ in lobbying of Japanese carriers
- Watching brief on new Haneda slots from 2020

Strategic Priorities – Trade

- JTB Global Destination Campaign
- KNT Ponta Promotion
- HIS activity for Cairns is largely backed by TTNQ's own funding
- Cairns campaign with ST World
- In Osaka, supporting Cairns sales by Hankyu and NTA
- JTB Kyushu
- OTA campaign
  - Partner: Adventure
  - App audience: 4m active users

Strategic Priorities – Consumer

- Whole of State PR target of AUD15million
- 40-50% of total Cairns and GBR-related content
- IMHP x2
  - Activity: TV specials featuring Cairns
  - Partners: Tabi Salada and Nijjiro Jean
- Online, support TTNQ's new communication platforms
- Focus on online presence
  - Partner: Veltra
- Press Tours
  - Timing: April – June 2019

Engaging with the Market

- Queensland on Tour 2018
  - Dates: 12 - 14 September 2018
  - 28 operators in attendance
- Queensland on Tour 2019
  - Dates: September 2019 TBC
- TA Walkabout Japan
  - Dates: 25 - 27 February 2019
- Airline famils with Jetstar
  - Period: April - June 2019
- Participate in Education Travel feature in Wing Travel



Key contacts

Japan

International Director | Japan

- Paul Summers | paul.summers@queensland.com

Marketing Manager

- Shozo Shibata | shozo.shibata@queensland.com

Marketing Executive

- Mitsue Tamura | mitsue.tamura@queensland.com

Digital Marketing Co-ordinator

- Mariko Nishimura | mariko.nishimura@queensland.com

South East Asia
Lim Mui Khim
International Director



South East Asia Market Update

Singapore

- Strong SGD (+8% against AUD)
- Competition: Europe, Japan; Cruises
- Direct bookings
- Extensive coverage on bleaching

Malaysia

- Strong Ringgit (+12.5% against AUD)
- Surge in consumer confidence post election (+23% Q2 2018)
- Malaysia Airlines BNE/KUL flight x4 weekly; AAX KUL-OOL daily

Indonesia

- Since YE2018 arrivals consistently crossed 200,000
- US-China trade war - Weak Rupiah
- Indonesian election: April 2019

South East Asia to Queensland

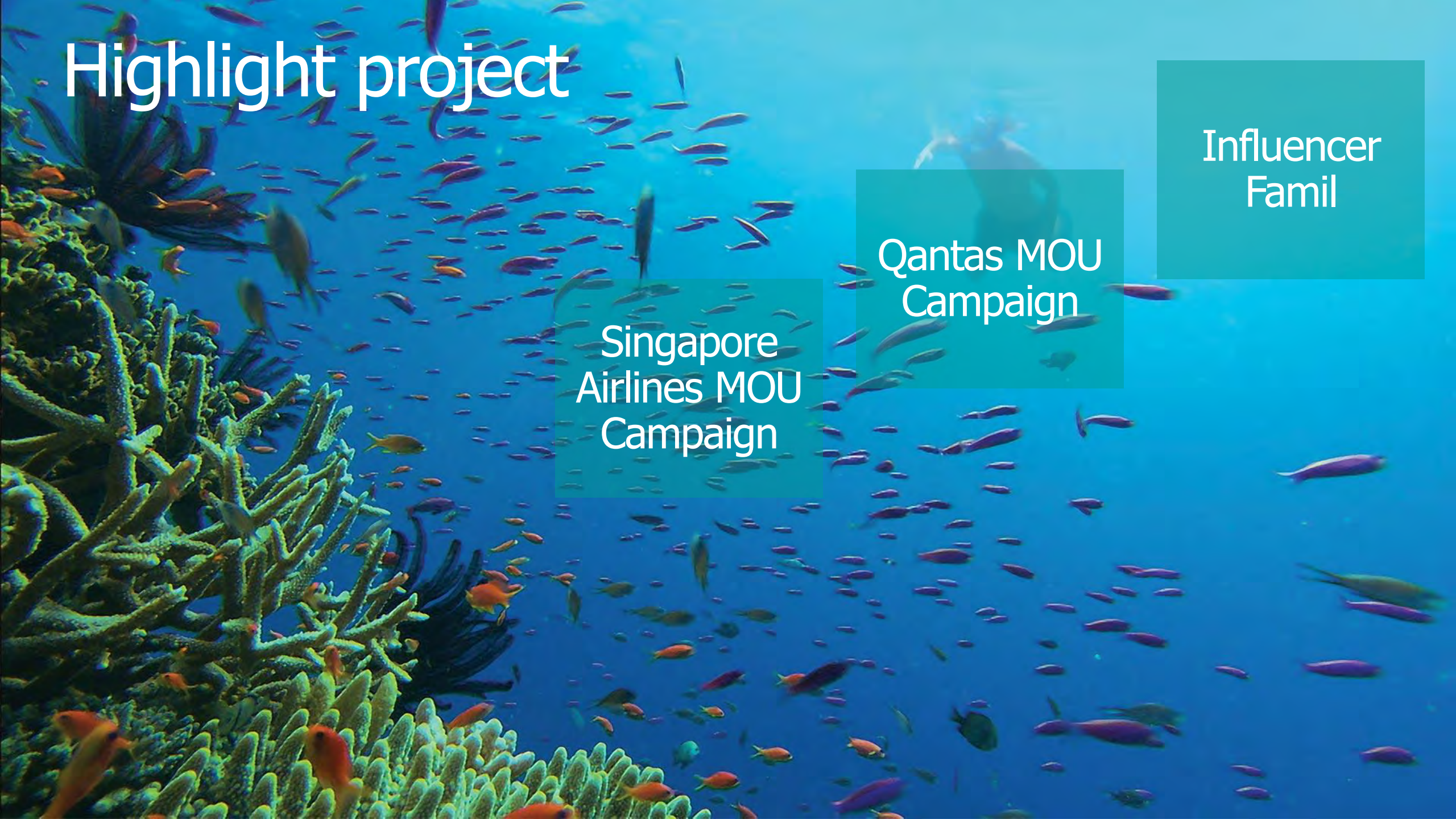
Country	Total Visitors	% Change	3yr trend	Total Expenditure	% Change	3yr trend
Singapore	64,000	7.0%	3.5%	\$157.6m	29.1%	3.9%
Malaysia	47,000	2.4%	0.7%	\$110.1m	-2.0%	11.8%
Indonesia	23,000	-7.1%	11.8%	\$44.7m	-18.5%	20.1%

Highlight project

Singapore
Airlines MOU
Campaign

Qantas MOU
Campaign

Influencer
Famil



Qantas MOU Campaign



2018-19 Focus



High Value
Travellers
(HVT)

Brand
partnership
Roll-out

October 2018
– April 2019

Increase
Holiday Alos
by 1 night

Regional
Dispersal

Refresh QLD

Increase
visitation and
expenditure

PR Value
A\$2m

KOLs & social
content &
engagement

Strategic Priorities – Aviation

Singapore

- Singapore Airlines and SilkAir
- Scoot



Malaysia

- Malaysia Airlines
- Air Asia X



Indonesia

- Singapore Airlines and SilkAir



Strategic Priorities – Trade

- 3-4 trade partners per market
- Align KDP co-op campaigns with key airline partnership campaigns eg. Campaign timings, itinerary enhancement
- Leverage on Tourism Australia's "UnDiscover Australia" with KDPs
- ASP training & updates; famils

Strategic Priorities – Consumer

- Media trips in partnership with key airlines
- Content partnership with OTAs, KOLs and Airlines
- Tourism Australia
“UnDiscover Australia”
via broadcast, influencers etc
- PR value A\$2m (media visits)
- Social engagement – KOL content

Engaging with the Market

- Consumer Shows – value add offers
- MICE Trade Famil
  - Market: Malaysia
  - Timing: March 2019 TBC
- Walkabout South East Asia
  - Timing: September 2019 TBC
- Famils
  - Broadcast, media and influencer

Key contacts

South East Asia

International Director | South and South East Asia

- Lim Mui Khim | khim.lim@queensland.com

Regional Marketing Manager South East Asia

- Stella Pok | stella.pok@queensland.com

Asst Marketing / Admin South East Asia

- Christine Chew | christine.chew@queensland.com

Marketing Manager Indonesia

- Wendy Kosasih | wendy.kosasih@queensland.com

An aerial photograph of a tropical coastline. A two-lane asphalt road with white lane markings runs diagonally from the top left towards the bottom center. A red car is driving on the road, heading away from the viewer. To the right of the road is a sandy beach lined with numerous palm trees. The ocean is on the right side of the image, with white waves breaking onto the shore. The sky is not visible. A semi-transparent white rectangular box is overlaid on the upper right portion of the image, containing text.

India

Ryna Sequeira
Country Manager

India Market Update

- Fastest growing major economy in the world
- 10-12% outbound travel growth despite fluctuating Rupee
- Financial reforms – Demonitisation and GST
- Outbound travel market grew by 9.5% over the last year to 23.94m
- Travel trends:
  - Shorter and more frequent holidays; change in Online Booking trends
- Growth Contributors:
  - High Consumption
  - Young Population
  - Growing affluent middle class

India to Queensland

Country	Total Visitors	% Change	3yr trend	Total Expenditure	% Change	3yr trend
India	78,000	17.1%	15.4%	\$149.7m	16.5%	2.9%

Highlight project



Yatra.com



SilkAir and
Singapore
Airlines
Campaign

Veena World

2018-19 Focus

High Value
Travellers
(HVT)

TA
SQ Group,
Scoot, MH
KDPs

November
2018 – June
2019

5,000+ pax

5m+ Digital
Engagement

AUD1.2m
Publicity Value



Strategic Priorities – Aviation

- Partner with airlines with one-stop connectivity to Queensland and strong connections across target Indian cities
  - Singapore Airlines
  - SilkAir
  - Malaysia Airlines
  - Scoot
- Engage with carriers with future potential for direct services to Queensland

Strategic Priorities – Trade

- Increase visitation by driving conversion through tactical and destination awareness driven campaigns by:
  - Introducing new destinations and experiences through product development
  - Maintain market share of established regions
  - Increase length of stay for new regions
  - Leverage off OTA's market reach to generate destination awareness



Strategic Priorities – Consumer

- PR and Digital Engagement aligned with Tourism Australia's UnDiscover Australia theme
- Grow social and digital media footprint
- Enhance Queensland content in partnership with KDPs



Engaging with the Market

- Queensland on Tour India 2019
  - Dates: 17 - 22 February 2019
- Indian Inbound Tour Operator Famil
  - Timing: June 2019 TBC
- MICE support to Indian corporates
- Media and Trade Famil support

Key contacts

India

International Director | South and South East Asia

- Lim Mui Khim | khim.lim@queensland.com

Country Manager | India

- Ryna Sequeira | ryna.sequeira@queensland.com

Industry Servicing Manager | India

- Hina Mehta | hina.mehta@queensland.com

Morning Tea Break

10:20 – 10:50



A tropical beach scene with several tall palm trees leaning over a sandy shore. A person is sitting in a hammock strung between two trees. The sun is low on the horizon, creating a warm, golden glow. The sky is a clear, pale blue. In the background, the ocean is visible with a small rock formation in the distance. A string of small lights is strung across the scene, adding to the tropical atmosphere.

The Americas

Leigh Arredondo
International Director

United States Market Update

- Faster than predicted GDP economic growth
- Record low unemployment and consumer confidence
- Heated political and social environment
- US travellers - shifting from experiential to personalisation

United States to Queensland

Country	Total Visitors	Annual % Change	3yr trend	Total Expenditure	Annual % Change	3yr trend
United States of America	232,000	1.6%	7.9%	\$378.9m	3.7%	6.0%

Canada Market Update

- Growth and economic optimism despite US trade dispute
- Consumer debt will influence 3-year forecasts
- Outbound international travel trending up 11.5%
- Interest in beach, shopping and entertainment
- Asia leading aviation seat capacity growth

Canada to Queensland

Country	Total Visitors	Annual % Change	3yr trend	Total Expenditure	Annual % Change	3yr trend
Canada	59,000	0.0%	4.1%	\$156.0m	13.7%	7.9%

Highlight project



DUNDEE

THE SON OF A LEGEND RETURNS HOME

Expedia
& Key
Distribution
Partnerships

23,000+ QLD
Visitors
49,000+ QLD
Room Nights

Dundee 2.0
See the Set!

2018-19 Focus

HVT - FIT,
DINKS and
Families

Partner with
airlines, OTA's
and KDP's

Campaign
period Nov to
June 2019

Dual
destination
positioning

Leverage
Consortia
networks for
conversion

Leverage
Dundee 2.0
to maximize
seasonality



Strategic Priorities – Aviation

- Qantas - Brisbane and network route optimisation
- Qantas - new route development
- Virgin Australia - Brisbane and network route optimisation
- Air Canada – Brisbane route optimisation



Strategic Priorities – Trade

- Dundee 2.0 Leverage
- Key Distribution Partnerships (KDP's)
- Online Travel Agency (OTA's)
- Consortia marketing networks B2B
- Retail Education - Aussie Specialist Program and trade events



Strategic Priorities – Consumer

- Dundee 2.0 Leverage
- Public Relations Program
  - News bureau, releases, media famils
  - Print and digital
  - Great Barrier Reef
  - Cultural Ambassadors
- Consortia marketing network B2C
- Social media engagement



Featured offers



Aussie Islands and Icons: Gold Coast, Reef, Melbourne and Sydney \$2,599*

Spend 12 days exploring all the best beaches from north to south. Roll out your towel on the Gold Coast and cuddle a koala. Snorkel the Great Barrier Reef Islands and see the penguin parade before finding the hidden Sydney beaches on a harbor cruise.

[VIEW OFFER](#)



13 days in the Whitsundays, Sydney and Moreton Island wild dolphins

Hand feed wild dolphins and stay on one of the world's largest sand islands. Day cruise the Great Barrier Reef and explore Sydney with an indigenous guide. Hotel, air and select Hamilton Island and Tangalooma resort activities included for \$2,999*

[VIEW OFFER](#)



First Time Visitor - 14 day Sydney, Uluru & Cairns Getaway for \$4,329*

Sydney, Australia's largest city and capital of New South Wales. Uluru, a massive sandstone monolith in the heart of the "Red Centre". Cairns, the gateway to Australia's Great Barrier Reef, is a city lined with bars and restaurants.

[VIEW OFFER](#)

Queensland
AUSTRALIA

Engaging with the Market

- STO Australia Marketplace
August 26-29, 2019
Los Angeles, California
Registrations open March 5, 2019
- TEQ Queensland on Tour Americas
August 18-24, 2019
Cities to be Advised
Registrations open March 5, 2019
- TEQ trade famils



Key contacts

The Americas

International Director | The Americas

- Leigh Arredondo | leigh.arredondo@queensland.com

Acting Marketing Manager

- Michael Brown | michael.brown@queensland.com

Public Relations Supervisor

- Katie Barr-Cornish | katie.barrcornish@queensland.com

Public Relations Manager

- Emma Silverman | emma.silverman@queensland.com

Europe

Kai Ostermann
International Director



Europe Market Update

- Resilient - high expenditure, long length of stay and disperse
- Low unemployment with negative interest rates
- Positive growth in Working Holiday Visas (France)
- Traditional distribution channel is key for conversion
- Environmentally aware consumers
- Internet used for weekend breaks
- Main booking period October to April



Europe to Queensland

Country	Total Visitors	Annual % Change	3yr trend	Total Expenditure	Annual % Change	3yr trend
Germany	87,000	-4.2%	1.2%	\$181.5m	-6.4%	3.5%
Scandinavia	46,000	8.0%	2.1%	\$126.0m	16.9%	4.1%
France	45,000	10.6%	2.3%	\$97.0m	25.6%	0.3%
Italy	27,000	27.4%	6.2%	\$68.0m	24.3%	12.3%
Netherlands	23,000	12.0%	10.4%	\$40.7m	-15.7%	0.2%
Switzerland	21,000	-11.4%	-1.8%	\$54.1m	-2.5%	-1.1%
Other Europe	83,000	8.1%	4.8%	\$155.4m	10.8%	-1.1%

Highlight project

- Billboard advertising and online promotion with Singapore Airlines and Explorer Fernreisen
- Supplement in travel magazine with Cathay Pacific and Boomerang Reisen



Australien. Da musst Du hin!
Great Barrier Reef

Queensland
AUSTRALIA

14 Tage Rundreise inkl. Flug mit Singapore Airlines nach Brisbane oder Cairns und 10 Tage Mietwagen
p.P. ab **1.285 EUR**

SINGAPORE AIRLINES
A great way to fly

Jetzt buchen bei...
EXPLORER FERNREISEN



Australien. Da musst Du hin!
Queensland
AUSTRALIA

Flug nach Cairns + 10 Tage Mietwagen
ab **1299,- €**

SINGAPORE AIRLINES
Explorer Fernreisen GmbH & Co. KG
Helmstraße 17, 40108 Düsseldorf



Abenteuer Australien - Best of Queensland
Cairns & Great Barrier Reef

AUF EIGENE FAUST UNTERWEGS
Die schönsten Strecken an der Küste, durch Regenwald & im Outback

GREAT BARRIER REEF
Die besten Schnorchel- und Tauch-Ausflüge

AUSTRALIENS UREINWOHNER
Die spannendsten Touren

STRÄNDE UND INSELN
Hier wird der Aufenthalt zum Traumurlaub

WILDLIFE
Baumkängurus, Kaszars und Zwergwale beobachten

VIELE INSIDER-TIPPS FÜR DEN TROPISCHEN NORDEN



Australien. Da musst Du hin!
Great Barrier Reef

Queensland
AUSTRALIA

18 Tage Self Drive-Tour inkl. Flug mit Cathay Pacific von Deutschland nach Cairns und zurück, 14 Übernachtungen und Allradfahrzeug
ab **3.399 EUR** p.P. im DZ

Reservierung und Buchung auf www.boomerang-reisen.de

BOOMERANG REISEN
CATHAY PACIFIC



Australien. Da musst Du hin!
Daintree Rainforest

Queensland
AUSTRALIA

3 Tage Kurz-Tour inkl. 2 Übernachtungen, Jungle Surfing, Schnorchelausflug zum Great Barrier Reef, Bootsfahrt auf dem Daintree River
ab **493,- EUR** p.P. im DZ

Reservierung und Buchung auf www.boomerang-reisen.de

BOOMERANG REISEN
CATHAY PACIFIC



Australien. Da musst Du hin!
Great Barrier Reef

Queensland
AUSTRALIA

Ganztages-Tour ans Riff mit Reef Magic Cruises ab/bis Cairns
ab **151,- EUR** p.P.

Reservierung und Buchung auf www.boomerang-reisen.de

BOOMERANG REISEN
CATHAY PACIFIC

Queensland
AUSTRALIA

2018-19 Focus

An aerial photograph of a tropical island. The foreground is dominated by a dense, lush green forest. A narrow, white sandy beach curves along the edge of the forest, meeting the turquoise waters of a bay. The water transitions from a light turquoise near the shore to a deeper blue further out. The sky is a clear, vibrant blue with a few wispy white clouds near the horizon.

Focus on High
Value Travellers

Strengthen
relationships
with airlines and
Tourism Australia

Campaign period
October to April
(European
winter)

Increase
regional
dispersal and
expenditure

Partner with
traditional and
non-traditional
travel trade

Focus on interest
in the GBR,
nature and
wildlife

Strategic Priorities – Aviation

- Partner with Singapore Airlines via MOU and AAIF
- Ongoing support of Silk Air Singapore to Cairns services
  - Launch
  - Capacity increases
  - New aircraft



SINGAPORE
AIRLINES



Queensland
AUSTRALIA

Strategic Priorities – Trade

- Content-led co-operative campaigns
- Great Barrier Reef Campaign
- DERTOUR, Explorer Fernreisen, Travel Essence and Boomerang Reisen
- Klassik Radio (4M listeners in Germany)



BOOMERANG
REISEN Spezialist
für Fernreisen

DERTOUR

EXPLORER
FERNREISEN

TRAVELESSENCE

Queensland
AUSTRALIA

Strategic Priorities – Consumer

- Position Queensland as the ultimate holiday destination
- Amplifying Best of Queensland experiences
- Grow digital presence and social media in promotional activity
- Generate media exposure via press and publicity

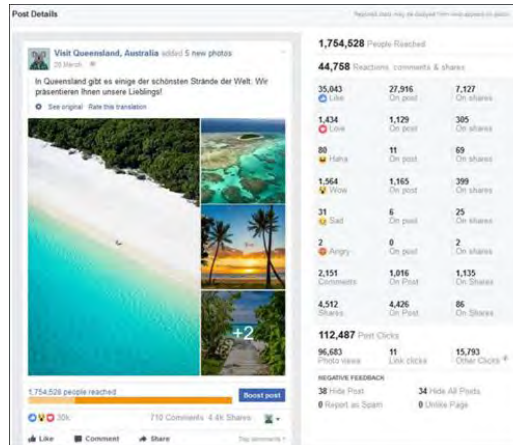
	June 2014	June 2018	Increase in %
Germany	4,857	67,451	+ 1.388 %
Italy	6,927	67,255	+ 971 %
France	3,202	29,210	+ 912 %

TEQ European Facebook followers since 2014



Engaging with the Market

- Press, publicity, social media and e-newsletter
- Dertour VIP Travel Experts famils (June 2019)
- QLD On Tour Europe roadshow (Nov 2019)
- Tourism Australia roadshow in Germany, France and Italy



Key contacts

Europe

International Director | Europe

- Kai Ostermann | Kai.Ostermann@queensland.com

PR & Promotions Manager (Germanic markets)

- Peter Mierzwiak | Peter.Mierzwiak@queensland.com

Trade Marketing Manager (Germanic markets)

- Adriana Fischer | Adriana.Fischer@queensland.com

Digital Marketing Manager (Germanic markets)

- Henrik Boßmeyer | Henrik.Bossmeyer@queensland.com

Market Development Manager (France, Italy, Scandi, BeNeLux)

- Annette Kegel | Annette.Kegel@queensland.com

An aerial photograph of a tropical coastline. The water is a vibrant turquoise blue, revealing a complex coral reef system with various shades of blue and green. A small, orange kayak with a person inside is visible in the lower center of the frame, moving towards the left. The horizon is a straight line in the distance under a clear sky.

United Kingdom
Michael Sommer
Western Markets Leader

UK Market Update

- Brexit (29 March 2019)
- UK economy has been stoic
- Positive economic indicators
- Consumer confidence
- Key travel trends and impacts
- UK outbound - 10 year high
- Commonwealth Games legacy



UK to Queensland

Country	Total Visitors	Annual % Change	3yr trend	Total Expenditure	Annual % Change	3yr trend
United Kingdom	232,000	2.1%	2.2%	\$399.3m	-5.3%	-5.6%

Highlight project

Julia
Bradbury's
Australia
\$1.8M AVE

Tony
Robinson
"World by
Rail"

Great Barrier
Reef and
Rainforest key
focus

2018-19 Focus

HVT – Gen Z
to Baby
Boomers

Leverage
opportunities
with TA, KDP's
and Airlines

Booking
periods (Sept-
Nov) and
(Jan-April)

Promote
Brisbane and
Cairns as key
gateways

Encourage
dispersal and
length of stay

Continued
activity
around GBR

Strategic Priorities – Aviation

- No direct access
- Wide choice - almost 1000 flight options a week
- Popular to open-jaw
- Encouraging inbound/outbound through Cairns
- Create partnership opportunities as no MOU's
- Working with Singapore Airlines, Etihad and Malaysia Airlines



**SINGAPORE
AIRLINES**



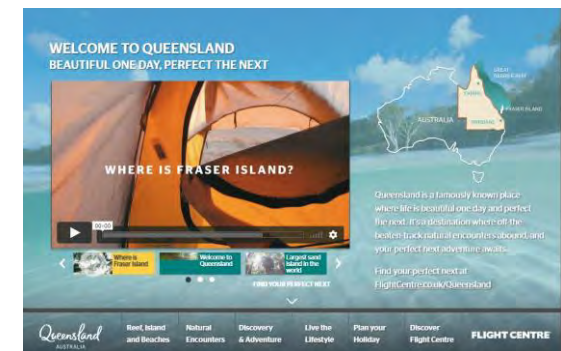
Strategic Priorities – Trade

- Product development to grow distribution
- Provision of content, assets and ideas
- Partner with KDP's and airlines
  - Flight Centre
  - Malaysia Airlines
- Training, famils, events and educationals
- Tourism Australia partnerships (ASP)
- Digital retargeting via OTA's



Strategic Priorities – Consumer

- Market the best address on earth
- PR – broadcast, celebrities and influencers
- Digital, Social and e-newsletters
- Tactical campaigns
- Partnerships
- Media famils



Engaging with the Market

- Queensland on Tour - November 2019
- Corroboree - October 2019
- Flight Centre mega famil - May 2019
- Trade campaign famil - May/June 2019
- Upcoming campaigns:
  - Trailfinders (January 2019)
  - Digital campaign (January-March 2019)
  - Flight Centre (March/April 2019)
  - Tourism Australia Youth and WHM (May 2019)



Key contacts

UK

Trade and Marketing Manager | UK

- Emma Rowan | emma.rowan@queensland.com

Trade and Marketing Executive | UK

- Alice Palmer | alice.palmer@queensland.com

PR Director | UK

- Freya Boucher | freya.boucher@queensland.com

An underwater photograph showing two divers swimming over a vibrant coral reef. A large, blue and orange patterned fish, possibly a wrasse, is swimming towards the camera. The water is clear and blue, with sunlight filtering through the surface.

New Zealand
Mandy Veale
Trade Marketing Manager

New Zealand Market Update

- Economic growth slowing
- First year for labour lead coalition
- Rising fuel prices
- Credit and debit card spending highest in 7 years
- GDP increased by 1%
- Unemployment remains stable at 4.5%
- NZ dollar stable against AUD
- Airline alliances - Air NZ, VA and QF



New Zealand Market Update

- Fierce competition - Fiji, USA, Hawaii and Bali
- Difficult to compete on price
- Overfamiliarity and pre-conceived notions
- Cruise market growing especially South Pacific
- Adventurous market - limited knowledge of wider geographic regions



Hawai'i just got hotter.

House of TRAVEL price

RETURN FLIGHTS
from **\$599** pp

from Auckland flyw/ Air New Zealand.
The Works includes:



FLIGHT CENTRE
SNAP SALE
ON NOW

AIR NEW ZEALAND

Brisbane, Melbourne or Sydney return airfare \$399 pp	Fiji, Rarotonga or Samoa return airfare \$499 pp	Honolulu return airfare \$699 pp	Los Angeles return airfare \$999 pp
Melbourne Airfare + 2 nights double share \$499 pp	Sold Coast Families Airfare + 7 nights family share \$599 pp	Fiji, Rarotonga or Samoa Airfare + 5 nights double share \$899 pp	Honolulu Airfare + 4 nights double share \$1099 pp

NO PAYMENTS & NO INTEREST UNTIL JANUARY 2020*
on in-store purchases \$200 and over.
Hurry, offer - ends 19 August 2018! *Lending criteria, fees, terms & conditions apply.

LOWEST AIRFARE GUARANTEE
We will beat available airfare quotes for international flights departing from New Zealand or you fly free! (Subject to certain conditions apply)

Hurry, sale ends Sunday!

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Bali on sale!

HOUSE OF TRAVEL EXCLUSIVE

Fly direct return flights
from **\$799** pp **SAVE 13%**

flying Emirates from Auckland
Travelling 30 Jan to 31 Mar 19

Fly from 27 Apr to 13 Jun 19 from **\$899** pp

Ask us to extend beyond this best airfare from your local airport.

ADD ON OUR MOST POPULAR *** BALI RESORT

Dewi Sri Hotel
7 nights from only **\$199** pp **SAVE 36%**

Extra night from \$30 pp

NOT QUITE WHAT YOU'RE AFTER? ASK ABOUT OUR OTHER GREAT BALI HOLIDAY PACKAGES. SAVE UP TO 25% ON 8000 & 8000+ ACCOMMODATION.

ASK US ABOUT OUR FINANCE OFFERS
No payments & no interest until February 2020 on your choice \$799 and over*
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SAVE AS MANY DISCOUNTS!
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See flightcentre.co.nz for details.

The best holidays are created together.
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HOUSE OF TRAVEL

New Zealand to Queensland

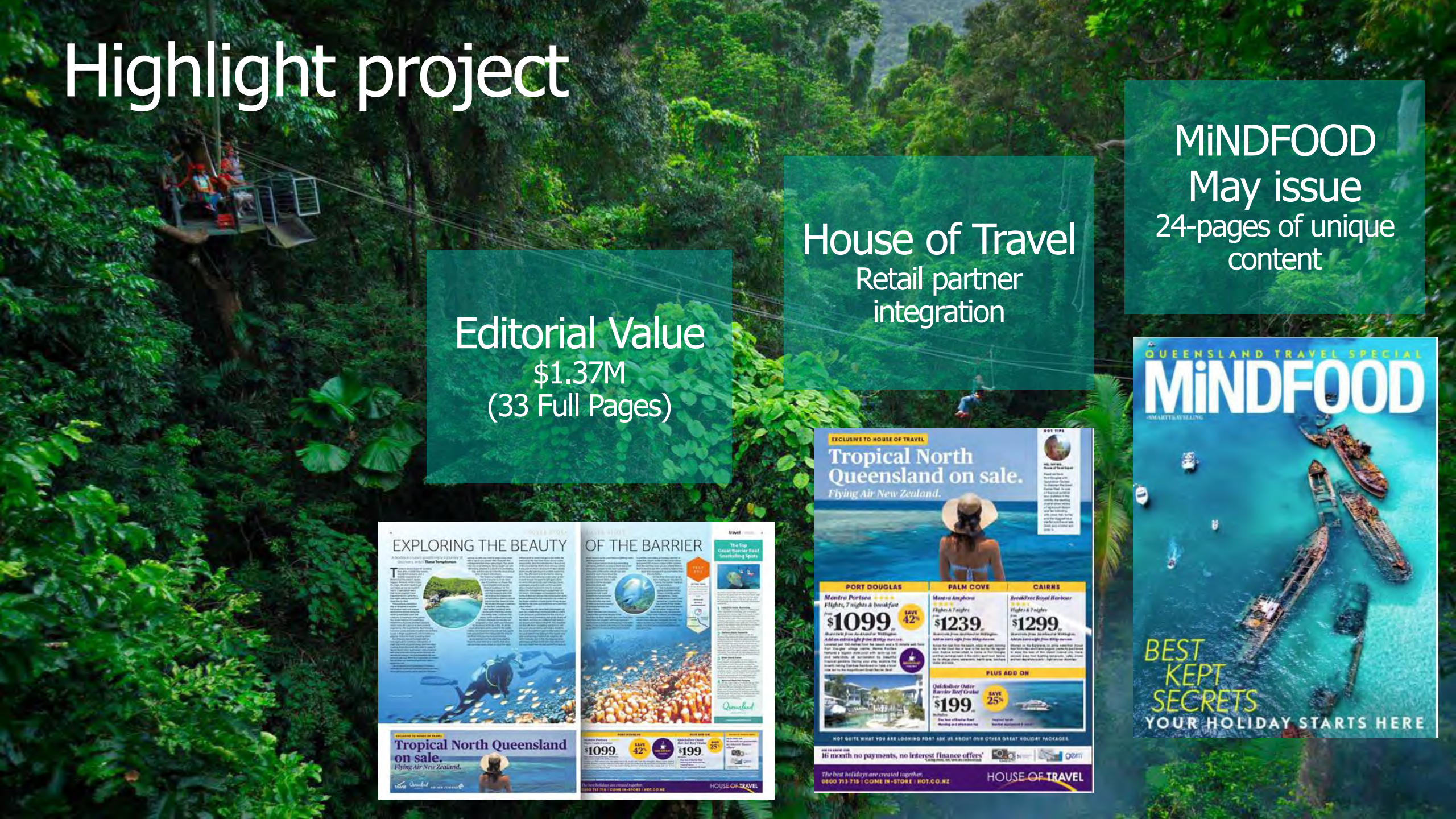
Country	Total Visitors	Annual % Change	3yr trend	Total Expenditure	Annual % Change	3yr trend
New Zealand	468,000	1.3%	3.4%	\$563.1m	-4.0%	1.8%

Highlight project

Editorial Value
\$1.37M
(33 Full Pages)

House of Travel
Retail partner
integration

MiNDFOOD
May issue
24-pages of unique
content



EXPLORING THE BEAUTY OF THE BARRIER

Tropical North Queensland on sale.
Flying Air New Zealand.

Mantra Portsea
Flights, 7 nights & breakfast
from **\$1099** **SAVE 42%**

Mantra Amfara
Flights & 7 nights
from **\$1239**

BreakFree Royal Harbour
Flights & 7 nights
from **\$1299**

QuickSilver Outer Barrier Reef Cruise
from **\$199** **SAVE 25%**

HOUSE OF TRAVEL

EXCLUSIVE TO HOUSE OF TRAVEL

Tropical North Queensland on sale.
Flying Air New Zealand.

PORT DOUGLAS
Mantra Portsea
Flights, 7 nights & breakfast
from **\$1099** **SAVE 42%**

PALM COVE
Mantra Amfara
Flights & 7 nights
from **\$1239**

CAIRNS
BreakFree Royal Harbour
Flights & 7 nights
from **\$1299**

PLUS ADD ON
QuickSilver Outer Barrier Reef Cruise
from **\$199** **SAVE 25%**

NOT QUITE WHAT YOU ARE LOOKING FOR? ASK US ABOUT OUR OTHER GREAT HOLIDAY PACKAGES.

16 month no payments, no interest finance offers*

The best holidays are created together.
0800 713 713 | COME IN-STORE | HOT.CO.NZ

HOUSE OF TRAVEL

QUEENSLAND TRAVEL SPECIAL

MiNDFOOD
-SMART TRAVELLING-

BEST KEPT SECRETS
YOUR HOLIDAY STARTS HERE

2018-19 Focus

Empty Nester
Couples (40-59)
and DINKS
- HVT*

Maintain airline
and trade
partnerships

Target key
events that
resonate with
the market

Support year
round and
seasonal air
services

Increase number
of Aussie
Specialist agents

Grow visitation
and length of
stay during key
winter period

*High Value Travellers – currently undertaking research in this sector

Strategic Priorities 18/19 – Aviation

- Support Air NZ services to key airports
  - Brisbane, Gold Coast, Sunshine Coast and Cairns
- Maintain relationships with other airlines
  - Air Asia, Virgin Australia and Qantas
- Build relationships with airports
  - Dunedin, Queenstown, Christchurch, Wellington and Auckland



Strategic Priorities 18/19 – Trade

- Stimulate the desire travel to through tactical campaigns
- House of Travel Winter campaign
  - February–June 2019
- Air NZ campaigns
  - Queensland: 21 January - 19 February
- Flight Centre campaigns
  - Queensland: 21 January – 25 February
  - Tropical North Qld: 16 – 22 June



Strategic Priorities 18/19 – Consumer

- Market the best address on earth
- Grow repeat visitation by telling the story of Queensland's destinations
- Highlight new reasons to travel and stay longer
- Identify the Best of Queensland Experiences which resonate with Kiwis
- Winter Campaign - editorial (NZME)
- Optimise a world-class events calendar
- Unpack the NZ High Value Traveller



Engaging with the Market

- Air NZ “The Greater Aussie Experience” famil program
- VIP Product Managers famil – Air NZ
- Queensland on Tour (biannual event)
- Aussie Specialist Program - incentives
- Co-operative marketing opportunities



Queensland on Tour – May 2018



Trade famil - October 2018

TRAVEL TODAY
Another Great Travel Today Wraparound
Tue 07 Aug 18 Issue 3834

A STAR ALLIANCE MEMBER **AIR NEW ZEALAND**

The Greater Aussie Famil Experience

Air New Zealand has partnered with 6 Australian Tourism Boards to bring you the greatest Aussie famil experience yet!

6 exciting
famil opportunities
for 60 agents to
discover

Sell 5 tickets
to any of our
50 destinations in
Australia and be
in to win a spot

Enjoy
Air New Zealand's
world-acclaimed
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journey

SYDNEY ADELAIDE WESTERN AUSTRALIA Queensland MELBOURNE

Registrations close 29 Aug 18. Visit airnzagent.co.nz to register.

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Plus become a qualified Aussie Specialist by 30 June to win 1 of 4 iPad Pros!
You must become qualified to be eligible for the draw. If already registered, simply complete five training modules to qualify.
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- Training modules on each Australian state and territory
- Interactive Australia map
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AUSSIE SPECIALIST

Go to www.aussiespecialist.com and select New Zealand.

Key contacts

New Zealand

Western Markets Leader

- Michael Sommer | michael.sommer@queensland.com

Trade Marketing Manager

- Mandy Veale | mandy.veale@queensland.com

Thank you for attending
the TEQ International Market Briefings 2018

