



TOURISM AUSTRALIA (TA), TOURISM AND EVENTS QUEENSLAND (TEQ), DESTINATION GOLD COAST (DGC)
& QUEENSLAND TOURISM INDUSTRY COUNCIL (QTIC)

THE BIG MARKETING GUIDE (TEQ)

Do you need help to market your tourism business? Not sure how to reach your target audience? The Big Marketing Guide covers everything you need to know to successfully market your business to consumers, media and the tourism industry. The Big Marketing Guide has been developed by Tourism and Events Queensland specifically for Queensland tourism businesses. The guide has loads of practical information and advice to help you get started and improve your marketing, such as:

- Who's who in the tourism industry
- Domestic and international marketing
- Working with events
- Writing a marketing plan
- Digital marketing
- Media and publicity
- Experience development
- Branding
- Conducting trade and media familiarisations and more

[VIEW GUIDE HERE >](#)

BE CHINA READY (TEQ)

Tourism and Events Queensland (TEQ) has researched and developed fact sheets to improve our understanding of the Chinese traveller and our capacity to attract Chinese visitors. The fact sheets explore the Chinese culture as well as their preferred travelling needs and experiences. There are also fact sheets to help you and your staff learn some basic Mandarin. You can download and view or print each fact sheet, as needed at the link below. Additional resources such as videos from the China Masterclass can be viewed via this link.

[LEARN MORE >](#)

TRADE AND MEDIA FAMILIARISATIONS (TEQ)

DGC works closely with Tourism & Events Queensland (TEQ) and Tourism Australia (TA) by hosting familiarisations for international and domestic trade partners and media.

For operators wishing to participate in familiarisations, TEQ have put together a guide to assist in preparing your product, understanding the famil process and tips on how to make the most of every opportunity. You can view the guide here.

[VIEW GUIDE HERE >](#)



TOURISM EXPORT KIT (TA)

The Tourism Export Kit is your introductory guide to inbound tourism in Australia. This toolkit has been produced by the Australian Tourism Export Council (ATEC) in partnership with Tourism Australia, and as a result of collaborative participation from all State and Territory Tourism Offices. This toolkit contains:

- Understand the travel distribution system and its rate structure;
- Research international markets to establish who will use your products;
- Recognise the different travel styles of inbound travellers;
- Develop a marketing plan to target international visitors through a range of mediums and distribution channels; and
- Seek advice from your local, regional and state tourism office.

[VIEW GUIDE HERE >](#)

BE CHINA READY (TEQ)

Tourism Australia

Working with TA booklet 2020

[VIEW GUIDE HERE >](#)

Industry resources portal

[VIEW GUIDE HERE >](#)

Business events portal

[VIEW GUIDE HERE >](#)

Tourism and Events Queensland

Industry Resources Portal

[VIEW GUIDE HERE >](#)

Best of Queensland Experiences Program

[VIEW GUIDE HERE >](#)

Eye on Q – TEQ's Industry News

[VIEW GUIDE HERE >](#)

TEQ's Experiences Framework

[VIEW GUIDE HERE >](#)

Destination Gold Coast

Gold Coast Visitor Research Data

[VIEW GUIDE HERE >](#)

Keep up-to-date with the latest tourism news, trends and information for media and the community.

[VIEW CORPORATE MEDIA >](#)