



TOURISM AUSTRALIA (TA), TOURISM AND EVENTS QUEENSLAND (TEQ), EXPERIENCE GOLD COAST (EGC)
& 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 >](#)

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.

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Tourism Australia

Working with TA booklet 2025

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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 News & Media

[VIEW GUIDE HERE >](#)

TEQ's Experiences Framework

[VIEW GUIDE HERE >](#)

Experience 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 >](#)