

INTERNATIONAL STUDENT TOURISM PASSPORT COMPETITION- OVERVIEW

The International Education Market


The international Education Market is Australia's third largest export and worth \$30.8 billion to the Australian economy. In July 2017, Queensland alone counted 123,707 IET students.

The Role of Visitor Information Centres in the International Education Market

Visitor Information Centres play a crucial role in the visitor servicing industry in Queensland. As of 30 June 2018 the 111 accredited VICs across the State welcomed 3.4 million visitors fulfilling the information needs of domestic and international travellers on the road. But beyond servicing information needs, VIC staff and volunteers can offer travellers a real flavour of the destination and give the destination a personality which the online world cannot yet achieve. This puts them into a perfect position to enhance the profile of Queensland amongst International Education Students and their visiting friends and relatives. Visiting an accredited VIC also raises awareness about its role as a hub for the wider community and the importance it plays in regional areas.

The Competition

International Student Tourism Passports are handed out to international students at each of the 3 student hubs in Queensland: Brisbane, Cairns and Gold Coast in addition to the two study clusters of Rockhampton and Townsville. The passport is an A4 document folded into A6 with a big map of Queensland, its regions and VICs on one side and further information about the competition and Queensland inside.

For each visit to an accredited Visitor Information Centre, students will obtain a custom designed  stamp into their International Student Tourism Passport. After five stamps students are eligible to go into the draw to win \$1,500 worth of airfares for travel anywhere in Queensland. However, students need to obtain those stamps from VICs located in at least three different regions to promote travel to more than just one region.

The competition runs from October 1, 2018 until January 31, 2019 to take advantage of the student's holiday period. Students need to take a photo of the completed passport (map, stamp and entrant details page) which must be emailed to Visit Queensland by the end of the competition. A winner will be drawn on February 04, 2019 and the winner contacted by Feb 07.

Students will be encouraged to post images about their visits to the VICs and respective regions on social media using TEQ (#thisisqueensland) and Study Queensland (#studyqueensland) hashtags.

The Role of the Study Hubs

Each study hub will receive 300 copies of the International Student Tourism Passport. Staff working at the hubs are encouraged to entice international students to take part in the competition, handing out as many copies of the passport as possible. Your hub will play a critical role in the competition and Visit Queensland will be your main point of contact for any queries during that time.

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