

**Queensland
Country
Tourism**

**GARDENS
BY THE BAY.
SINGAPORE**

Member showcase opportunity
23 September, 2024

← To Red Circuit Track





INTERNATIONALLY SHOWCASING THE QUEENSLAND COUNTRY REGION COMMENCING 23 SEPTEMBER, 2024

Queensland Country Tourism, in conjunction with the Toowoomba Regional Council, Toowoomba Carnival of Flowers, and Toowoomba and Surat Basin Enterprise (TSBE) have been invited to showcase the region by hosting “Changing of the Flowers” Display in Singapore’s Gardens by the Bay for 8 weeks, commencing 23 September 2024.

An Australian first, the Toowoomba Region and the Toowoomba Carnival of Flowers will dominate the Flower Dome - the premier horticultural attraction in Singapore, utilizing 850m² of space to showcase native landscapes, indigenous art, and regional agricultural produce.

It is expected that this exhibition will generate exposure of up to 500,000 - 700,000 international tourists.

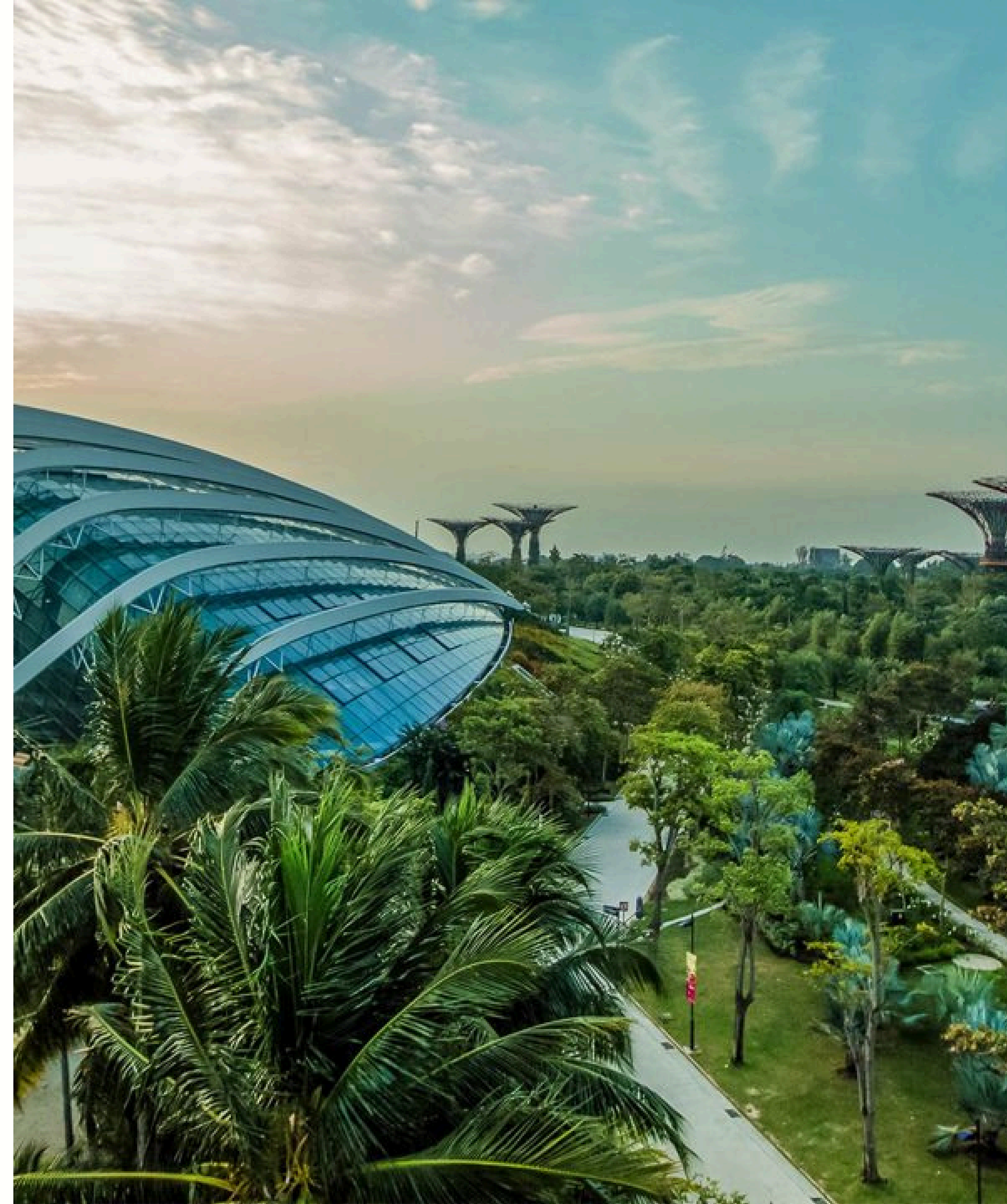
GARDENS BY THE BAY: A WORLD OF OPPORTUNITY.

- 4 Million - Annual Visitors
- 1.2 Hectares of Flower Dome, replicating host climates from around the world
- 87 Million Visitors since its establishment
- 850m2 Takeover Display for Toowoomba



ANTICIPATED IMPACT TO THE TOOWOOMBA VISITOR ECONOMY.

- Direct exposure to an estimated **500,000 - 700,000 international tourists**
- Potential to attract as many as **64,500 visitors to the region over 3 years**
- Anticipated injection of an additional **\$53 million between the period of 2024-2027**
- Prospect for **5% growth in exports to the Association of Southeast Asian Nations (ASEAN) region, generating over \$33.75 million**



WHY THE SINGAPORE MARKET?

- A series of industry promotional events will enable direct engagement with tourism / trade representatives.
- Singapore ranks fourth among top nations visiting Australia, at an average of 7.9% of their population.
- Dedicated food events will showcase the region's produce through a trade fair and tastings, to increase trade opportunities through potential importers and wholesalers.
- **Southern Queensland contributes approximately \$2.5 billion to the \$10.72 billion global food and agricultural exports from Queensland, there is potential to amplify these figures significantly.**



Membership Showcase Opportunity

- Queensland Country is offering members the opportunity to showcase their products and/or experiences at a series of training sessions in Singapore.
- Training sessions will be conducted with important industry stakeholders, such as Online Travel Agents (OTA's), Wholesalers, and booking agents.
- An excellent and timely entry into the global market.
- Gain the chance to advertise your goods and participate in networking events with key international stakeholders and industry representatives.



Membership Showcase Opportunity

Itinerary |

Monday, 23rd September -

- Official opening ceremony
- Training Session - 40+ agents
- Dinner & Networking

Tuesday, 24th September -

- Training Session - 40+ Agent
- Food & Wine Wholesale networking (with TSBE)

Investment |

Participants are responsible for covering their own travel costs, which include airfare, meals, and accommodation. Members will be responsible for any expenses associated with transporting stock or products.

As a commitment to our members, Queensland Country Tourism is in talks with airlines and accommodation providers.



Questions? Connect with our team

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