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## **MEDIA RELEASE**

### **Regional Queensland to benefit from grey tourism boost**

A Queensland Parliamentary Committee today released its report into boosting grey nomad tourism in regional Queensland.

The Committee's report made 19 recommendations aimed at increasing the number of grey nomads visiting regional Queensland and using their tourism dollars to improve local economies.

"Grey nomads are a significant tourism market for regional Queensland," Economic Development Committee Chair, Mr Evan Moorhead MP, said.

"Although grey nomads tend to spend less on average per day than other visitors to Queensland, they often travel for longer periods and visit regional areas," Mr Moorhead said.

The report recommends that the Queensland Government provides marketing expertise to local councils to help council officers develop their own grey nomad tourism industry. Grant funding would also be available to regional tourism organisations outside south-east Queensland to assist with marketing regional attractions to grey nomads.

"The committee believes increasing grey nomad numbers would significantly benefit regional communities because their grey tourist dollars have a larger impact there. Providing assistance and funding to local councils and regional tourism organisations, which have the local knowledge to know where best to use this, would be a significant outcome of this inquiry," Mr Moorhead said.

To address skills shortages in regional Queensland, the report also recommends investigating the benefits of employing grey nomads in social service areas, such as child protection and community corrections.

The report is available on the committee's Internet site at: <http://www.parliament.qld.gov.au/EDC>

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