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Dear Sir/Madam

**SUBMISSION GOONDIWINDI REGIONAL COUNCIL - INQUIRY INTO DEVELOPING
QUEENSLAND'S RURAL AND REGIONAL COMMUNITIES THROUGH GREY NOMAD TOURISM**

1. Infrastructure Requirements:

Most of the infrastructure required by the grey nomad tourist market already exists in Queensland rural communities. Adequate road and attraction signage is an area that requires improvement. Presently Queensland Tourism only recognizes certain major highway tourist routes and does not promote any of the alternative routes created by networks of communities. These routes are becoming popular as quieter more relaxed motoring options for the grey nomads. Department of Transport & Main Roads policy excludes identification signage for these routes and as such signage branding these routes is not permitted.

Council is also aware of the Department of Main Roads policy of not allowing the posting of RV Friendly signs on main roads at the entrances of RV Friendly towns.

2. Government Coordination:

Review of policy is needed within State government departments to address policies that compromise the promotion of grey nomad tourism as suggested above.

Road infrastructure, in particular in resource industry development areas is deteriorating due to the increased volume of heavy vehicles. Apart from the condition of the road surface the heavy volume of traffic creates safety issues for grey nomad travellers. Better maintenance of roads as well as encouraging grey nomads to use quieter alternative routes with lower traffic volumes are strategies that will improve road safety.

3. Marketing and Promotion:

Policy restrictions on highway promotional signage as outlined in section 1 need to be reviewed to allow communities along tourist routes to maximise the impact of product branding to attract the grey nomad market.

Queensland Tourism strategies to promote "Drive Tourism" need to be reconsidered.

The latest review has seen a reduction in focus on drive tourism with promotion limited to a few major highway routes and some minor tourist routes. The focus of Queensland Tourism promotional activities appears to have shifted to attracting international tourists. Recent data indicates that due to global economic influences there has been a fall in international tourists and this situation is unlikely to change in the near future. As mentioned in the issues paper we need to target domestic niche markets such as the grey nomads and marketing strategies need to be realigned at a higher level (ie. Queensland Tourism) to assist communities.

Yours faithfully


Carl Manton
DEPUTY CHIEF EXECUTIVE OFFICER