

**DINOSAUR
EXPERIENCES**
AUSTRALIA

Thursday 28 September 2023

Committee Secretary
Economics and Governance Committee
Parliament House
George Street
Brisbane Qld 4000

Submission: INQUIRY INTO PREHISTORIC, DINOSAUR AND PALEO TOURISM IN OUTBACK QUEENSLAND

Please accept this submission on behalf of Dinosaur Experiences Australia.

Recent developments and initiatives to build prehistoric, dinosaur and paleo tourism in Queensland.

Meet Hughie, a 110-million-year-old, seven metre Muttaborrasaurus. And Australia's largest dinosaur Cooper, a thirty metre Australotitan cooperensis. Hughie and Cooper are among thousands of dinosaurs and prehistoric creatures who call Queensland home.

Hailed by Sir David Attenborough as 'one of the great wonders of the palaeontological world', Outback Queensland is also home to the best preserved Cretaceous marine reptile fossils, and the only known preserved dinosaur stampede on the planet.

To promote Queensland's world-class discoveries under one banner, a collective of dinosaur tourism operators have come together to form Dinosaur Experiences Australia.

Incorporated 14th June, 2023 under the endorsement of Tourism Events Queensland and Queensland Government, Department of the Premier and Cabinet, the collective has convened with four founding members and is also supported by Winton Shire Council.

- Eromanga Natural History Museum
- Riversleigh Fossil Discovery Centre
- Kronosaurus Korner
- Flinders Discovery Centre

Each member curates projects and experiences that provide visitors with unique opportunities to travel back in time, or be part of history in the making through hands-on dig or fossil experiences.

Dinosaur Experiences of Australia's action plan includes:

1. Position Dinosaur Experiences of Queensland as the one-stop source for finding Dinosaur and Prehistoric experiences across Australia and collectively be the authority of paleo tourism in Australia.
2. Create communications - a clear message about who we are and what we offer.
3. Tell uniquely Queensland stories through Dinosaur experiences.
4. Explore partnerships both Domestically and Internationally
5. Create and distribute information for the consumer, trade and media.
6. Provide advisory support in product development with existing and potential new Collective members.
7. Retain and grow membership and ways to become more self-sufficient.
8. Increase member engagement, communicate value and ROI and increase knowledge sharing among members.

With funding support from Tourism Events Queensland and Queensland Government, Department of the Premier and Cabinet it's hoped that Dinosaur Experiences Australia will officially launch in the latter half of 2023.

The value of prehistoric, dinosaur and paleo tourism to the Outback Queensland economy

According to Tourism and Events Queensland's (TEQ) 2022 report, 'Value of Dinosaur Tourism', the sector is worth \$105 million to Outback Queensland's economy, accounting for \$55.7 million in GRP and employing 612 FTEs.

By 2036, Dinosaur Tourism is projected to be worth \$235 million, including \$126.3 million in GRP and employing 1,379 FTEs.

Challenges and opportunities for the further development of the industry into the future.

Challenges...

In 2021, TEQ's 'Outback Queensland Dinosaur Roadmap' (the Roadmap – see attachment) identified previous challenges in the development of this sector.

It said, 'tourism promotions are fragmented throughout Outback Queensland. Each community has its own unique attractions or charms, and are promoted independently from each other. This fragmentation has diluted marketing resources across Outback Queensland, confuses consumers, and limits the collective growth of tourism in the outback.'

Dinosaur Experiences Australia was formed following recommendations of this Roadmap:

- Objective 5.1 Develop an Outback Queensland Dinosaur Umbrella Brand
- Objective 5.2 Establish a Dinosaur Email Program
- Objective 5.3 Establish an Outback Dinosaur Marketing Presence

Opportunities...

Leading on from the Roadmap, TEQ published its report 'Value of Dinosaur Tourism' outlining four key triggers to the projected economic growth of the sector that will guide the strategic plan of Dinosaur Experiences Australia. These are:

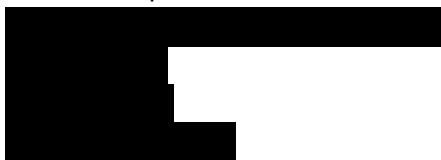
- Investment
 - Valuation of sector
 - Collaboration
 - Joint funding application process
 - Inventory of shared needs
 - Dinosaur tourism product development
 - Transport infrastructure and product development
 - Accommodation
 - Local amenities
 - Other infrastructure / support attractions / product development
- Marketing
 - Allocation of roles / responsibilities
 - Review of marketing strategies
 - Development of marketing plan
 - Development of marketing assets
 - Gain recognition
- Policy
 - Regional migration incentives
 - Recognition as a priority sector
- Collaboration
 - Marketing
 - Travel trade and distribution
 - Experience packaging
 - Linkages across attractions

Recommendations to the Committee

We would like to thank you for the update the committee on our the work that is underway working as one voice and collaborating to elevate the message of Paleo Tourism in Outback Queensland. We would welcome the opportunity to meet, in the near future, with all of the members of collective.

Yours sincerely,

Ingrid Sellarulo
 Program Manager
 Dinosaur Experiences Australia



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Value of Dinosaur Tourism

Outback Queensland

THE SECTOR TODAY



Outback Queensland has a rich history of fossils and palaeontology that has spurred the development of numerous dinosaur tourism attractions. Currently there are ten major dinosaur tourism attractions across Outback Queensland, including in the towns of Muttaborra, Isisford, Eromanga, Boulia, Winton, Hughenden, Richmond, Mount Isa, and Boodjumulla. These attractions collectively convey fossil history, including that related to dinosaurs, marine fossils, megafauna, and more.

The scientific differences between fossil types are acknowledged, however, the consumer-centric and globally recognised terminology of ‘dinosaurs’ is utilised to capture the imagination and interest of consumers.



The ten dinosaur tourism attractions account for an estimated 11.0% of all visitors to Outback Queensland, equivalent to approximately 134,400 dinosaur tourism visitors (or 500,000 visitor days / nights) in 2020 - 2021. Strong visitation to dinosaur tourism attractions has been recorded since the onset of the COVID-19 pandemic, particularly for the family market – this trend is expected to continue. This level of visitation contributes to broader tourism and economic activity across the region. Dinosaur tourism is estimated to account for approximately 17.6% of Gross Regional Product (GRP) generated by the tourism sector in Outback Queensland and 18.9% of employment, including both direct and flow on activity.







7 TIMES

Dinosaur tourism attractions are an economic enabler. Visitors spend more than 7 times what they spend at the dinosaur attraction in the local economy before and after their visit to the attraction.

DIRECT IMPACT

Activity generated by visitors attending dinosaur tourism attractions, including facility operations and ancillary visitor spend.

		 Facility Operations	 Ancillary Visitor Spend	
 Facility Operations Operating activity of the dinosaur attraction.	Output	\$9.0M	\$68.8M	\$104.9M
	GRP	\$6.7M	\$35.4M	
 Ancillary Visitor Spend Visitor expenditure before /after attendance at the dinosaur attraction.	Income	\$2.3M	\$26.8M	\$36.8M
	Jobs	60 FTEs	462 FTEs	

TOTAL IMPACT

Direct impact plus indirect impact. Indirect impact refers to activity generated by increased industry spend on goods and services, increased purchases by suppliers, and household consumption activity.

Outback Queensland has a rare and unique opportunity to grow the broader tourism economy through this unique value proposition, dinosaurs.

REQUIREMENTS FOR GROWTH

There are four key levers that can consolidate the unique value proposition of the dinosaur tourism market and realise the future potential of the sector as it moves towards best practise:



THE FUTURE POTENTIAL

The potential of the sector to contribute to the growth of tourism and the broader economy in Outback Queensland is significant.

Visitation is expected to increase to 1.2 million visitor days/ nights over the next fifteen years, as targeted marketing campaigns are coordinated across the majority of operators. This level of activity will be supported by investment in infrastructure and ancillary facilities to grow tourism activity and increase the length of stay in the region. Repeat visitation is expected due to the enhanced offering.

Dinosaur tourism is estimated to more than double in its contribution towards industry output, gross regional product, incomes, and employment over the next fifteen years (2035 - 36).

DIRECT IMPACT	Facility Operations	Ancillary Visitor Spend	TOTAL IMPACT
Output	\$20.9M	\$153.7M	\$235.4M
GRP	\$15.6M	\$79.2M	\$125.4M
Income	\$5.3M	\$60.0M	\$82.7M
Jobs	139 FTEs	1,029 FTEs	1,373 FTEs



Acknowledgements: Tourism and Events Queensland wishes to thank the organisations across Outback Queensland that shared their expertise, experiences, and valuable insight to support this study. Those involved included the teams supporting the Australian Age of Dinosaurs/ Dinosaur Stampede, Eromanga Natural History Museum, Flinders Discovery Centre, Kronosaurus Korner, Outback at Isa, Muttaborrasaurus Interpretation Centre, Boulia Heritage Complex, Outer Barcoo Interpretation Centre, Riversleigh World Heritage Area, Porcupine Gorge National Park, Outback Queensland Tourism Association, Outback Aussie Tours, Outback Pioneers, Qantas Founders Museum, North Gregory Hotel, Boulder Opal Motel, and Royal Hotel Hughenden. A special thankyou also to the teams at the Dinosaur National Monument and Dinosaur Ridge in the United States and Dinosaur Provincial Park in Canada for their generous assistance with supporting this study.

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