



Speech by

Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

Hansard Wednesday, 19 May 2004

MINISTERIAL STATEMENT

Middle East Tourism

Hon. P.D. BEATTIE (Brisbane Central—ALP) (Premier and Minister for Trade) (9.44 a.m.): Tourism contributes \$6.3 billion to Queensland's economy and supports more than 150,000 jobs—more than nine per cent of the work force. The Middle East is an important market and trading partner and holds huge potential as a source of tourists and students. We have a very positive year in tourism. I know that all members will be interested in this. I seek to incorporate the details of that in *Hansard*.

Leave granted.

Tourism contributes \$6.3 billion to Queensland's economy and supports more than 150,000 jobs—more than 9% of our work force. Destinations across Queensland have reported record holiday results in 2004, and we continue to be Australia's number one tourist state.

Tourism is a terrific industry—and the government is determined to see it grow even bigger and more buoyant.

On my recent trade and investment mission to Israel, Europe and the United Kingdom I declared 2004 Queensland's Year of the International Tourist.

A central aim is to boost the 1.8 million international tourists who visit the Smart State.

The Middle East is an important market and trading partner, and it holds huge potential as a source of tourists and students.

In the year to June 2003 more than 50,000 tourists arrived from the Middle East and North Africa.

Tourists from the Middle East are typically high yield and long stay visitors—and their numbers are set to increase dramatically.

Last year Emirates, one of the fastest growing airlines in the world, launched flights to Brisbane from Dubai.

The carrier has an extensive network and these services provide valuable connections into Queensland, particularly from the Middle East.

Daily flights into Brisbane are a vote of confidence from Emirates.

Tourism Queensland has just participated in the Arabian Travel Market—universally recognised as the leading travel industry event for the Middle East and pan Arab region.

Buyers, travel writers, and industry representatives from 95 countries attended, giving Queensland a fantastic promotional opportunity.

Our "product" included: Dreamworld, Harbourtown Shopping Centre, Holiday Pacific, Palazzo Versace, Royal Pines Resort, Alawaha Tourism and Lawand Tourism.

Tourism Queensland reported excellent feedback.

In partnership with Cairns Port Authority and Tourism Tropical North Queensland, Tourism Queensland recently presented a detailed business case to senior Emirates executives, outlining what we believe to be a commercially sustainable route development opportunity for Dubai—Cairns flights.

This would be yet another coup for Queensland.

Mr Speaker, a vibrant and viable tourism industry must dedicate itself to developing new markets.

We are working with industry partners to maintain the industry's vitality and ensure we are renowned as the best holiday and leisure destination in the world.

