



Speech by

Hon. Desley Boyle

MEMBER FOR CAIRNS

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MINISTERIAL STATEMENT

Queensland Tourism

Hon. D BOYLE (Cairns—ALP) (Minister for Tourism, Regional Development and Industry) (10.20 am): Tourism is a dynamic industry that is constantly changing. The advent of the internet has led to some of the more recent and significant changes. Increasingly people use the internet to research holidays and to check out the possibilities and the prices. Ten years ago people planned and booked a holiday through a local travel agent well in advance. Now people take a range of holidays of various kinds and lengths and may not make final bookings until weeks before. Some may decide to have a weekend away and even make their bookings only the day before. At the same time, the meteoric rise in low-cost airlines means travel is more affordable than ever before.

The Queensland tourism industry is doing well. We are attracting more visitors who stay longer and who are spending more. Domestic tourism contributes \$11.9 billion to the state's economy each year; international visitors, \$3.7 billion; and day visitors, \$3.1 billion. We are well set up for the future thanks to the efforts of the previous minister for tourism, the Hon. Margaret Keech, who, with Tourism Queensland and the Queensland Tourism Industry Council, did a great job in producing the Queensland Tourism Strategy.

In my position as the new minister, the question now is what next? It is time to review the network of Queensland's tourism organisations—their structure, their functions and their interrelations. The peak body, Tourism Queensland, was set up in 1979 and since then 14 regional tourism organisations have rolled out. Additionally, there are local tourism bodies, sectoral organisations and involvement by some local governments and chambers of commerce.

I am pleased to announce today that the Stafford Group has been appointed to conduct the Queensland tourism network review. This review will look at all elements of the tourism network, ranging from the state tourism organisation, Tourism Queensland, right down to the visitor information centre level. It will include industry governance structures; roles and responsibilities; coordination, partnerships and relationships; and skill gaps and development opportunities.

There will be consultation later this year right across Queensland with meetings coordinated by each regional tourism organisation, as well as by Queensland's excellent tourism industry body, the Queensland Tourism Industry Council. Submissions may also be sent to my department. There will be contact details on the web site today. I expect to receive the report on the review in April next year.