



Speech by

Hon. Peter Lawlor

MEMBER FOR SOUTHPORT

Hansard Wednesday, 20 May 2009

MINISTERIAL STATEMENT

New Zealand, Tourism Campaign

Hon. PJ LAWLOR (Southport—ALP) (Minister for Tourism and Fair Trading) (10.24 am): A new \$600,000 international tourism marketing campaign is underway to encourage Kiwis to discover the diverse range of experiences available on the Gold Coast and beyond. The two-week television, print and online campaign was a joint initiative of Tourism Queensland in partnership with Gold Coast Tourism and Flight Centre. Tourism Queensland coordinated the partnership to promote the Gold Coast and provide opportunities for visitors to rediscover more than just the traditional Gold Coast beach lifestyle but also the diverse range of hinterland and beyond the coast experiences available for visitors. One of the campaign's main objectives is to entice New Zealand travellers to the Gold Coast to incorporate and package more experiences into their visit. This is by far one of the most aggressive tourism marketing campaigns that we have undertaken in New Zealand this year. The campaign will feature prominently on New Zealand television channels 1 and 2, newspapers, websites including stuff.co.nz and nzherald.co.nz as well as 130 Flight Centre outlets across the country.

With a downturn in international travel due to the current global economic crisis, we are focusing our attention on markets such as New Zealand which are short-haul markets and likely to drive growth for Queensland tourism in the short term. Increasing awareness of Queensland experiences and generating confidence and understanding about what Queensland has to offer is our aim. We want to offer Kiwi travellers to Queensland affordable experiences in Queensland that position the Gold Coast as fun, very natural, very active and very diverse. International tourism is a key economic driver for Queensland and during challenging economic times such as these it was crucial to continue hard-hitting tactical campaigns which increased the visibility and presence of Queensland destinations and products in international markets. More than 211,000 visitors from New Zealand visited the Gold Coast in 2008, supporting 2,500 Queensland jobs and injecting almost \$580 million into the Queensland economy. This is just another example of the Bligh government working to protect and deliver new tourism jobs for Queensland.