



Speech By  
**Hon. Anastacia Palaszczuk**


**MEMBER FOR INALA**

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Record of Proceedings, 2 December 2015

## **MINISTERIAL STATEMENT**

### **Tourism Industry**

 **Hon. A PALASZCZUK** (Inala—ALP) (Premier and Minister for the Arts) (2.11 pm): We went to the election saying we would lead a government that was about jobs, and that is exactly what we are doing. We are getting on with the job of supporting Queensland's key industries and supporting jobs for Queenslanders. When I am out and about travelling across the state in places like Cairns, Townsville, Bundaberg and other regional centres people tell me that tourism is important to supporting jobs across our state. That is because Queensland's \$23 billion tourism industry is one of our key industries and supports more than 230,000 jobs. Today I am pleased to report that it is an industry that is growing from strength to strength. International visitor data released today confirms more than double digit growth in expenditure to a record \$4.7 billion over the last 12 months. In the year to September, Queensland welcomed 6.5 million international visitors—up by 410,000 on the previous year. China remains our largest and fastest growing market, with Chinese visitor expenditure increasing 45 per cent to \$854 million. Overall the number of visitors from China increased 22 per cent, holiday visitors from China increased 20 per cent, education visitors increased 25 per cent and employment visitors from China increased 67 per cent.

We know that Chinese visitors are staying longer and spending more time in Queensland. We recognise this market presents an incredible opportunity for tourism growth on the back of a low Australian dollar. That is why last month I sent the tourism minister to China where she met with international airlines and investors to talk about boosting tourism in our great state. As a result, Queensland is well positioned to capitalise on this new emerging market. That is why we have delivered on our \$400 million four-year funding guarantee for Tourism and Events Queensland that was promised during the election. This guarantee ensures that we are in a strong position to secure the best events for Queensland. This government is committed to growing tourism in Queensland because we know it supports jobs for Queenslanders.