




Speech By
Hon. Anastacia Palaszczuk

MEMBER FOR INALA

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MINISTERIAL STATEMENT

Tourism Industry

 **Hon. A PALASZCZUK** (Inala—ALP) (Premier and Minister for the Arts) (9.53 am): I have good news for Queensland. We already know that 22.5 million people visited Queensland last year and tourism expenditure in our state was around \$20 billion. We already know that the tourism industry supports 200,000 jobs across Queensland and we will need another 20,000 jobs by 2020. We know that tourism operators reported a booming Easter season and are expecting a strong Christmas season, but we are not going to rest there. We want our tourism industry to be even stronger because that means more job opportunities for Queenslanders.

That is why on Sunday the tourism minister and I launched the latest campaign to lure international and domestic visitors to Queensland. The I Know Just the Place campaign is part of our plan to make Queensland Australia's No. 1 tourist destination. We want to look long term. This is not just about attracting visitors to Queensland next week or a few weeks over Christmas; it is part of a long-term strategy to establish Queensland as Australia's No. 1 tourist destination. It is also Queensland's first major tourism rebranding since 2009 after nothing happened for almost three years under those opposite. I congratulate the minister—who I think is the best Queensland tourism minister we have ever seen—and Tourism and Events Queensland for such a breathtaking campaign which uses Queenslanders to sell Queensland to the world.

The I Know Just the Place campaign will help Queensland's tourism industry go from strength to strength. It features the people who know Queensland, such as Bram Collins from the Undara Experience; Sonya Jeffrey from Ingan Tours; Peter Gash from Lady Elliot Island; Mark and Judy Evans from Paronella Park; and John Henderson from Whitsunday Paradise Explorer. These are the people who will help sell Queensland in markets like China and Japan, where there is a growing middle class who are looking for those off-the-track adventures to boast about. Anyone who has seen the campaign would agree that it shows Queensland's best hidden attractions. The I Know Just the Place campaign is part of our plan to take that growth to the next level and support even more jobs into the future. Queensland is obviously just the place.