

Question on Notice
No. 1525
Asked on 30 November 2006

MR NICHOLLS ASKED THE MINISTER FOR TOURISM, FAIR TRADING, WINE INDUSTRY DEVELOPMENT AND WOMEN (MRS KEECH)—

With reference to the Queensland Tourism Strategy which does not define figures for growth in domestic tourism in Queensland —

Has her department set target growth figures for domestic tourism in Queensland; if so, what is that target for growth: (a) in 12 months; (b) in five years; and (c) by 2015?

ANSWER:

The State Government's Queensland Tourism Strategy provides the vision, leadership and direction for a profitable, sustainable tourism industry over the next ten years. It is the Queensland tourism industry's first long-term strategy. I am happy to report the industry has applauded the support it has received from the Beattie Government in developing this strategy. The industry has hailed the Queensland Tourism Strategy as the blueprint for the future, guided by an ever-supportive Government.

Over the next four years, the Beattie Government will invest \$48 million in Queensland Tourism Strategy initiatives, in addition to the Government's ongoing direct and indirect support to the tourism industry. The inclusion of the Strategy as a key component of the Beattie Government's tourism election policy reflects the importance of tourism as a key economic driver for the State.

As part of an holistic approach to industry development, the Strategy addresses the issues determined by the industry to be the most critical for its sustainable development. The Strategy focuses on achieving outcomes in six key theme areas: Coordination, Partnerships and Community; Investment, Infrastructure and Access; Workforce Development; Developing and Marketing a Queensland Style Visitor Experience; Natural Environment and Culture; and Future Insights and Research.

The Honourable Member's question and related media release dated 4 December 2006 highlight his lack of understanding of the tourism industry and the Queensland Tourism Strategy. The Member has claimed that the Strategy "does not make clear any target number of specific plans to increase the falling domestic tourism market".

The Strategy is not just about visitor numbers. It will not only bring more tourists, but will create thousands of new jobs, generate industry investment and take Queensland to the top of the national tourism ladder over the next decade.

Highlights of the Strategy include providing \$11.7 million for domestic tourism marketing, including a new \$6.5 million campaign to ensure Queensland remains Australia's number one leisure destination; investing an additional \$2.8 million in international marketing, including specific campaigns for the Great Barrier Reef, backpacking and independent travellers, Action Plans for China, India and Japan and hosting the global Australian Tourism Exchange in 2007; providing \$7.5 million over four years to attract lucrative business events; and building a world-class tourism workforce by connecting young Queenslanders with job and training opportunities through an innovative \$2.5 million project. These are only a few of the significant contributions the Strategy will deliver.

In regard to targets, I would recommend that the Honourable Member take the time to read the Strategy where he will find quantifiable targets to grow the industry beyond current forecasts. In particular, the Strategy contains targets for visitor expenditure, contribution to tourism Gross State Product and employment. The methodology used in developing these expenditure targets takes into consideration both international and domestic tourism.

In addition to enhancing the visitor experience to attract visitors and increased visitor expenditure, significant benefits will be provided to local communities through programs in the Strategy fostering new public and private sector investment in infrastructure and improving access to and within Queensland.

When the Member actually reads the document, he will find it a comprehensive, well thought-out, industry driven Strategy which the Beattie Government has committed to and which will provide the Queensland tourism industry with significant benefit in the coming years.