

Question on Notice
No. 222
Asked on 2 March 2006

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

Will she inform the House of the activities of Outback Week and the projected benefits of Outback Week, including how Outback Week differs from Bush Week?

ANSWER:

I thank the Honourable Member for the question and his ongoing support of tourism initiatives that promote Queensland's Outback.

The inaugural Outback Week, held between 19 and 26 February 2006, was a celebration of the region and was designed to boost tourism numbers and promote the Outback to residents of South East Queensland.

The Outback has recently enjoyed increases in both domestic and international visitation. In the year ended September 2005 the region received 657,000 domestic visitors, a four percent increase on the previous year. International visitors also increased by four percent to 40,161 in the year ended December 2005.

Outback Week was an initiative of the Outback Queensland Tourism Authority (OQTA) regional tourist organisation. Activities undertaken during Outback Week are outlined below:

Day	Activity
19 February	Outback Fair began
20 February	Business Plan Training – Part A
21 February	QR Holiday Expo Outdoor Radio Broadcast – 4KQ Outback Brekky BBQ
22 February	Business Plan Training – Part B Outback Trade Expo and QR Red Brochure Launch Press Advertising ran in Quest Publications
23 February	Outback literary Dinner Promotions at Indooroopilly Shopping Centre Australian Society of Travel Writers Luncheon
24 February	Promotions at Indooroopilly Shopping Centre
25 February	Promotions at Indooroopilly Shopping Centre
Week long Activity 19 - 25 February	Art Exhibition

Key initiatives of the week included the Outback Fair, a family day featuring outback activities and promotional displays, and the Queensland Rail (QR) Holiday Expo which showcased holiday ideas from more than 50 travel and tourism operators across Queensland and Australia. The OQTA has reported strong response rates from consumers as a result of these two initiatives.

QR and Sunlover Outback brochures were also released during Outback Week. The brochures highlight the increased product in the region and stunning outback imagery.

Outback Week also marked the official Queensland launch of the National Year of the Outback 2006. The Queensland Government has provided Tourism Queensland with \$250,000 per annum over three years to maximise promotional opportunities associated with the Year of the Outback and assist with ongoing comprehensive marketing and product development initiatives.

Outback Week was a fantastic celebration of the rich diversity of experiences open to visitors to Queensland's outback.